

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, July 12th, 2017 3:00PM @ City Hall

The FBID Board of Directors is a non-political entity committed to the strengthening of Fortuna's business community.

Fortuna Business Improvement District Board meetings are open and public under California law.

This agenda is posted in 3 public places: Fortuna Chamber of Commerce, Fortuna Monday Club & City of Fortuna

NORMAL MEETINGS SCHEDULED THE FIRST WEDNESDAY OF EVERY MONTH AT 3PM

Fortuna Business Improvement District – Board of Directors – Mission Statement

The goal of the Board of Directors and Staff of the Fortuna Business Improvement District is to work together with Fortuna's diverse business community to effect positive economic change.

We plan to achieve this by presenting a proactive, cohesive image of integrity, value and service through promotion of community events, the retention and recruitment of businesses and provision of effective public relations, advertising and information services.

Board Members Scheduled to be Present	Others Scheduled to Attend
Erica Thompson (City Wide/Home Based/Chamber)	1. Dianna Rios; Coordinator
Brian Gonzalez (Redwood Village)	
Melissa Collins (Fortuna Chamber of Commerce)	Mark Wheatley; City Manager Absent, Tiara Brown; City Council Liaison Absent
Sarah Chapman (Fortuna Downtown)	
Nico Kilmer (City Appointed)	

Opening: **FBID meeting called to order at 3:01pm by President Thompson.**

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

Director Collins made a motion to approve the minutes with a spelling error correction from May 17, 2017.

Director Kilmer second the motion and all board members in favor, motion passed, minutes approved.

No minutes for June, as there was no meeting.

Board Representative Reports:

- ★ At Large/Citywide (Erica)-**Just a recap that July is a busy month with Rodeo & Auto Xpo. HOPS is coming up with the Fair in August. Also a reminder to support the Farmers Market is weekly and run until the last Tuesday in October. President Thompson was approached by numerous businesses that have had issues with the homeless sleeping in front of their businesses in public. The board acknowledges that it is everywhere but we will continue to be support our businesses, where we can and when we can.**
- ★ Chamber of Commerce (Melissa)-**Chili Cookoff went really well. However, there was a couple comments made about chili cook being a great event to feed the homeless. It is definitely something they want to discuss next year. There is a new Chamber president that started July 1st, Cara Knotsman of Lotus Mountain. There will be no Chamber mixer in the month of July due to the Rodeo and Auto Xpo festivities. Chamber is having a hard time recruiting caterers for the weekly meeting. They currently have three people who will do weekly meetings but finding someone to take months at a time has been really hard. The board brainstormed some businesses for the Chamber to consider.**
- ★ City Council (Nico, Tiara, City Manager) - **No report.**
- ★ Hospitality (Open)-**No report.**
- ★ Downtown (Brian)- **Director Gonzalez reported that Lemonade Day and the City Wide Yard Sale was great for Downtown. The next major event ran by the Downtown Merchants is the Apple Harvest event downtown. This week is normally not the best business week for Downtown with all the Rodeo events, but next week for AutoXpo should be better. The Downtown Merchants are really trying to push their advertising on Facebook.**
- ★ Redwood Village (Open)-**Redwood Village was planning on running their own event yesterday however, that wasn't necessarily the case. It was ran by Executive Director Rios and President Thompson. It would not have been possible without Skylar's help while Rios was on vacation. We definitely need to figure out what the Board wants to do with the Redwood Village position on the FBID Board.**
- ★ At Large/City Wide (Sarah)-**Humboldt Junkies was bigger than last year and they are anticipating that next year will be even bigger. Next year should have more in attendance because it will not fall on graduation weekend. As far as new developments, Director Chapman reported that the Edward Jones on Main Street is almost finished and that Rodeo week has been great so far.**

BUSINESS:

- 1) FBID Board Director Applications for review, approval and appointment
 - Board to review application from Kim Myers from Snip! and motion to approve or deny the appointment for Redwood Village Representative.
 - Board to review application from Kalynn Dolcini from Redwood Empire Golf & Country Club and motion to approve or deny the appointment for Hospitality Representative.

Director Gonzalez made a motion to approve and appoint Kaylnn Dolcini for the Hospitality Representative. Director Chapman seconded the motion. All board members were in favor and the motion passed. Dianna will write a letter to the City Council asking for approval of her appointment. Kim Myers has decided that she does not have enough time due to some health issues and is unable to be on the board. The board has decided to no longer consider her for the Redwood Village Representative at this time.
- 2) Redwood Village Rodeo Event
 - Redwood Village is taking their event back! FBID Board is encouraged to come and help with set up and costume contest if possible.

This item was on the June agenda and carried over to the July meeting. No action was taken on this item.
- 3) FBID Executive Director to do list
 - Rios will provide the board of what us coming up on her schedule. This list will include what needs to be done while she is on vacation and who will be covering the office among other thing. Including the FBID report to the City.

This item was on the June agenda and carried over to the July meeting. No action was taken on this item.
- 4) Humboldt Ice Rink
 - Meetings are underway
 - Sponsorship letters are being sent. **Personalized letters were sent out to the 2015/2016 and 2016/2017 sponsors.**
 - Ice Rink to do list and committee break down is happening.
 - Still seeking some daily managers to help run the rink.

The FBID board needs to decide what happens to the Humboldt Ice Rink when the 2017-18 Ice Rink season ends. Who will take it over? What happens to funds raised? What to do with the stuff in storage? Etc. Rios will added it to the next FBID agenda.
- 5) Quickbooks
 - Need to purchase a program that allows CPA at don't have Macs the capability of converting it over to PC file.
 - Need to finally retire both of FBID computers.

The time has come to buy a new annual program for Quickbooks. Rios would like to get the Mac compatible version. This only makes sense that Quickbooks is on the main FBID computer. Rios would like to retire the old FBID computer to the FBID storage unit. Rios will work with Terry Pontes the CPA to see if she will have any problems with us switching. If she does then Director/Treasure Kilmer has offered to donate her new Windows 10 Laptop to FBID to install a new quickbooks. Rios will start working on this ASAP and make the change after the year end close. Rios will also work with Director/Treasure Kilmer to clean up the quickbooks so the FBID board has good year end numbers. Director Chapman suggested that FBID compress all old quicklook year ends to work on the current year old. Kilmer and Thompson will work with Rios on doing that. Rios will shop around for the newest version on Quickbooks to get he best price.
- 6) FBID Website
 - All current information has been updated on the new website has launch it!
 - Would the board like anything new added to the FBID website?

Rios to work with Precision Intermedia to worn on the jobs listings tab. This maybe able to do with a form for business owners to fill out online, so we don't have to do it. They could expire ever 30 days and then resubmitted if needed. Rios will work with Precision Intermedia to see if we can add this feature. This may really help business owners as Craigslist just started charging \$10 per listing.

Coordinators Report:

- 1) Business updated on opening and waiting list for Fortuna. Rios gave an activity update on all the new business coming town or on a waiting list.

FINANCIALS:

Review financials: year end.

Year end will be review in August after Terry has time to do the FBID books and Nico come in and make some journal entrees. Rios would like the FBID board to know there is not enough money in the FBID account to cover her payroll for end of July or early August. FBID should be expecting our first big check from the City on August 11th and last year it was around 75K. Rios is fine not receiving her second July check or first August check, if the funds are not available at this time. The FBID yearend check from the assessment dues are normally under \$1000 and are expected anytime. Director Kilmer offered to sign a Promissory Note with FBID and transfer over \$10,000 dollars from her personal account in to the FBID account to help FBID cover payroll and pay bills until we receive our first check from the City for 2017-18. Director Collins made a motion to accept a \$10,000 loan form Nico Kilmer to help float FBID along until we receive our first check for 2017-18 from the City in August. This Note would be paid back to Nico Kilmer in full on or before Friday, August 18, 2017. Director Chapman seconded the motion. All board members in favor. Director Kilmer recused herself. Motion passed. Rios will work with President Thompson and Nico Kilmer to receive the funds and get a Promissory Note made and signed.

Meeting adjourned at 4:18pm