

FORTUNA BUSINESS IMPROVEMENT DISTRICT Board Meeting

January 19, 2021 04:00 PM (Pacific Time)

Join Zoom Meeting at: <https://us02web.zoom.us/j/82932570188?pwd=YkFHM2kvS3JYNmxCTmEvVlpVajQydz09>

Meeting ID: 829 3257 0188

Passcode: 4tunabid

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. 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 informational services.

NORMAL MEETINGS SCHEDULED THE Third TUESDAY OF EVERY MONTH AT 2 pm

Board Members scheduled to be present:

1. Brian Gonzalez (Fortuna Downtown Merchants)
2. Bailey Davy (Fortuna Chamber)
3. Erica Thompson (City Wide/At Large)
4. Jasmijn Kozlowski (City Wide /At Large)
5. Ashley Mitchel (Hospitality)
6. OPEN (City Appointed)
7. Matt Casagrande (Redwood Village Shopping Center)

Others scheduled to attend:

1. Josh Miraglia; FBID Board Alternate
2. Dianna Rios; FBID Executive Director
3. Berry McKenna; FBID Assistant
4. Jeremy Stanfield; City Council Liaison
5. Aaron Felmler; City of Fortuna, Finance Director
6. Merritt Perry; City of Fortuna, City Manager

4:00 P.M. Board meeting called to order

4:05 P.M. Minutes: Review and approve the December 15, 2020

4:10 P.M. BOARD REPRESENTATIVE REPORTS:

- At Large/Citywide (Erica)
- At Large/Citywide (Jasmijn)
- Chamber of Commerce (Bailey)
- City Council (Jeremy & Merritt)
- Downtown (Brian)
- Hospitality (Ashley)
- Redwood Village (Matt)

4:20 P.M. FINANCIALS: Review current financials, Review 2014-2015 Audit recommendations

BUSINESS:

4:30 P.M. 1) HLA Grant Analytics and report

- Review budget spending
- Review reports
- Ad adjustments and changes
- Future Funding applications and projects.
- FBID board members to be recorded about the HLA grant to share on our website and out of the area.

4:40 P.M. 2) CA Relief Small Business Grant

FBID Recap on business support for Fortuna businesses:

- Restaurant/Food Service (10 - \$170,000) (3 – \$65,000)
- Salon/Beauty (6 - \$40,000) (1 - \$5,000)
- Construction (2 - \$20,000)
- Retail (5 - \$75,000)
- Manufacturing (2 - \$20,000)

Next steps: What FBID Board can do to better support business owners, other opportunities, etc.

4:50 P.M. 3) Board Member

Accepted Mark Seitz resignation as the City of Fortuna FBID Board appointment. Pastor Mark Seitz has accepted a board seat on the City of Fortuna Planning Commission and is no longer able to serve on the FBID Board of Directors.

Next steps: FBID Board needs to accept Mark's resignation and brainstorm potential business owners that can be recommended to the Mayor for her appointment to the FBID board representing the City of Fortuna.

COORDINATORS REPORT: 5:00 P.M

- Report to Fortuna Sunrise Rotary
- Humboldt Restart & Recovering Grant
- Headwaters Grant
- #Shop Fortuna, #ChooseHumboldt #DineOutHumboldt
- Shop Fortuna for the holidays, update on community responds
- FBID Board Seat by law or municipal code change with the City of Fortuna to add the alternate board seat position. Rios recommends doing this after January when we can talk about the City Contract.
- Staff will start preparing 2019-2020 Audit documents for City Audit

ADJOURN: _____ **Next meeting (Day & Time)** _____

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 informational services.