

**FORTUNA BUSINESS IMPROVEMENT DISTRICT**  
**Special Board Meeting Minutes**  
**Thursday, January 17, 2019 2:00pm**  
**@ Fortuna Monday Club, Fortuna Ca**

Board Members scheduled to be present:

1. **Brian Gonzalez (Fortuna Downtown Merchants)**
2. **Danny Kelley (Fortuna Chamber)**
3. **Cara Shepherd (Redwood Village Shopping Center)**
4. **Erica Thompson (City Wide/At Large)**  
Absent - Nico Kilmer (City Appointed)  
Absent - Kalynn Dolcini (Hospitality)

Others scheduled to attend:

**Dianna Rios; FBID Executive Director**  
**Josh Miraglia; Community Members**

Board meeting called to order by: **2:11pm by President Thompson**

Minutes: **Vice president Gonzalez made a motion to approve the minutes for October 16, 2018 & November 20, 2018. President Thompson seconded the motion. All other board member in favor, motion passed and minutes approved.**

**FINANCIALS:**

Current Balance Sheet, P&L and Budget vs. Actual - **Board would like Rios to break down a spending plan for Feb-June to see how close we will be on staying on budget.**

Discuss audit - **Next meeting when Nico is present.**

Budget Planning for 2019-2020 - **This is tabled until March/April 2019.**

**BOARD REPRESENTATIVE REPORTS:**

At Large/Citywide (Erica) - **No report**

At Large/Citywide (OPEN) - **No report**

Chamber of Commerce (Danny) - **New CEO, New Chamber Website, Updated member data base through the new website. Chamber Dinner is the 21h FBID will not buy a table. Leadership 8 is getting ready to kick off. Chamber did some goal settings. FBID board would like to invite Chamber to have a booth at the HBBE.**

City Council (Nico, Jeremy, Merritt & Siana) - **State of the City Breakfast is Feb 7**

Downtown (Brian) - **Brian will be attending the next downtown meeting, next week.**

Hospitality (Kalynn) - Absent - **President Thompson reported at the T&M meeting they discussed the sign on the freeway and the Dog Park drinking fountain.**

Redwood Village (Cara) - **Parade went well, change judging system completely and no forms.**

BUSINESS:

Cannabis Survey

Read, Edit, Approve, Permission to send.

**Board to review, read, edit and take survey and send back by Monday 1/21/2019. Rios will make changes and send it out after she hears from the FBID Board.**

Holiday Events

Kids Free Movies - Sponsors, Attendance, Changes/Additions?

Recap Shop Fortuna for the Holidays - Results and Participation

Lighted Parade - Cost, prizes, what worked, changes? **Rios will work now on coupon book system for the holidays next year. These can be given out with Kids free movie tickets. Rios was also asked to provide a spreadsheet of the receipts that were turned in for Shop Fortuna for the Holiday. This will provide the board some data in where people participating are shopping and what types of business is Shop Fortuna for the Holidays is really benefiting. Rios will provide that information at the next meeting.**

Board Members

Approve Josh Miraglia to the FBID board. **President Thompson made to approve Josh as a new FBID Board member. Board member Danny Kelley seconded the motion. All board members in favor, motion passed. Rios will send a letter to City Hall to get the council consent.**

COORDINATORS REPORT:

HSU Intern - **Rios provided the board with the scope of work and Josh the Intern will call to set up some interviews.**

Grants - **nothing new at this time!**

FBID Website - **Properties, Businesses and events updated.**

**ADJOURN: 3:19pm**

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.