

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, December 7th, 2016 3:00 PM @ 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
Debbie Rice (Umpqua Bank)	Syd Overholt Guest
Sarah Chapman (Fortuna Downtown)	
Sara Overholt (Hospitality, Strongs Creek)	
Nico Kilmer (City Appointed)	
Melissa Collins (Fortuna Chamber of Commerce)	Brian Gonzalez (Redwood Village) Absent

Opening: FBID meeting called to order at 3:05 by President Thompson.

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE: Approval of Minutes from 11/2/2016 Rios was unable to provide board minutes from the November board meeting due to her work at the Ice Rink. She will provide her minutes at the January meeting when she has more time.

BUSINESS:

1) Board Representative Reports

1) At Large/Citywide (Debbie) Debbie announced this will be her last meeting as she is resigning from the board and will be taking up the branch manager position in Eureka. She encourages the board to meet Kelly Lemen, the new branch manager of Fortuna. Once Kelly starts on January 1st, Debbie plans on helping her get connected with Fortuna organizations such as FBID. The board would like Rios to find the letter that we send out to merchants and business owners recruiting members for the FBID board as this will leave a vacancy.

2) At Large/Citywide (Erica) No report.

3) Chamber of Commerce (Melissa) Melissa has a Chamber board meeting tonight. The Chamber dinner will be held on December 16th. Other news for the Chamber include Gina McClenden stepping off the board and Seth McGrath from Grocery Outlet stepped up. The Chamber has received complaints regarding the Holiday decorations on the boulevard and is working with organizations to repaint them. FBID may be approached for support. The state of the city breakfast will be held on February 2nd at the River Lodge. Doors open at 7:30.

4) Hospitality (Sara) Tourism & Marketing meeting was held this week and there's no other news to report.

5) City Council (Nico, Tami & City Manager) Rios reported for Tami that Tiara Brown will be our new liaison come the first of the year.

6) Downtown (Sarah) Downtown open house coming this week. Photos at Bartow's with horse and carriage.

7) Redwood Village (Brian) Brian announced that he is leaving Wells Fargo and will be at US Bank starting December. He would still like to help on the FBID Board and the board discussed possibly having him slip into Debbie's role. He will continue to help Redwood Village with the lighted parade which will take place on Friday as well as training the person that replaces him. Brian suggests that Rios reached out to Ashley from Pepper's as she has shown interest in serving the Redwood Village Shopping Center. Rios will work on a conversation with Ashley as well as Kim from Snip!

2) Funding Request President Thompson discussed the last Downtown Merchant meeting where her and board member Collins attended. At that meeting Rios expressed that the discretionary fund for FBID was to be used when funds were needed to create new events, public decoration or provide entertainment. She also expressed that if the funds were available by the association, she didn't feel it appropriate to request FBID funds. Director Kilmer that we not approve the funding request from the Downtown Merchants. Vice President Rice seconded the motion, all board members were in favor and motion passed. Rios informed the board that she had a return for Ace with the pressure washer and could help the Downtown Merchants with other supplies such as ladders, splitters and power cords. Rios will work with the Downtown Merchants to offer up those items.

1) Fortuna Downtown Merchants Association

I. Request for help with the Downtown Open House to purchase snow Machines with the FBID discretionary fund.

3) Recap FBID Annual Meeting (Part of the Fortuna Chamber Mixer) Rios appreciated the support of the board members attending. Display boards were presented at the mixer however they had poor placement and Rios didn't feel it was an adequate "meeting". Rios didn't feel community members engaged board members present regarding FBID and that it was just something FBID could cosponsor. In order to host another Chamber mixer, Rios would like to ensure that there will be no cohort, it will be held at the Monday Club and there will be a time allotment for Q&A to hold FBID accountable. Rios would also like to see this meeting held in September or October pre-Ice Rink season.

1) Input from community and business owners?

2) Meeting format, layout, and location for 2017/18

4) Humboldt Ice Rink Oversight Rios provided her time card up to today's board meeting. The FBID office is maintaining its events and office coverage while Rios is at the Rink. No major incidents to report. Rios will provide financials as available.

1) Discussion and Recap on project

2) Staff and or Board concerns

3) Financial Overview

5) Redwood Comedy Festival

1) Project update; Comedian Booked, Revised schedule, Revised budget & Tickets sold! President Thompson will be in charge of running the bar. This is very exciting because we will be able to make all the proceeds off of the bar. We will provide more information next month after we wrap up Ice Rink.

6) Fortuna Chamber of Commerce

1) Leadership Fortuna - January 12th - April 20th The board did not budget for this item. There are no board members currently interested in participating in the Leadership Fortuna, however the board would like to see this item budgeted for next year and offering a scholarship to a business that may be interested in participating for future years.

1) FBID has selected past board members to attend the training. Is there a board member or business owner the board would like to sponsor for this

training?

Coordinators Report:

1. FBID Office

1. Staffing Office is being staffed. Doing the best we can while not having a full time coordinator.

2. Holiday Events

1. Kids Free Movie Kids Free Movie will take place on December 10th and 17th. Rios needs board participation the day of. Erica and Melissa would like more movie tickets even if they are just to help deliver.

2. Shop Fortuna for the Holidays People are turning in their envelopes and we are getting a good response so far.

3. Holiday Ads and Promotions Ads are running and events are being promoted as we speak.

1. Fortuna Bucks

2. Shop Fortuna

3. Kids Free Movies

4. Press Release for Ice Rink

1. Honor the Badge

2. Rink Sponsors

FINANCIALS: Review 2015/16 Year End and Update on 2016/17 Financials Rios provided current financials as well as 2015/16 year end numbers. Things to add to the 2017/18 budget; Leadership Fortuna. Things to fix: new event funding, Humboldt Ice Rink move to receivables not an expense. For year end notes the BOE sellers permit will require Rios to itemize out how much the Ice Rink sold in receivables in merchandise. Rios will need to pay taxes on the merchandise sold and it will come out of the Ice Rink account. The board was happy to see the year end with a positive number and not in the hole. This is the first time this has been done since Rios has been our Director.

The next regularly scheduled board meeting will be moved to January 11th due to the Ice Rink.

Meeting Adjourned at 4:02pm by President Thompson.