

FORTUNA BUSINESS IMPROVEMENT DISTRICT Regular Board Minutes

Tuesday, October 15, 2019

@ Fortuna Monday Club, Fortuna Ca

Board Members scheduled to be present:

1. Brian Gonzalez (Fortuna Downtown Merchants)
3. Bailey Davy (Fortuna Chamber)
4. Matt Casagrande (Redwood Village Shopping Center)
5. Erica Thompson (City Wide/At Large)
6. Josh Miraglia (City Wide /At Large)
7. Kalynn Dolcini (Hospitality)
1. Dianna Rios; FBID Executive Director

Absent:

Jeremy Stanfield

Board meeting called to order by: 2pm by President Thompson Minutes:

Approval of Board Minutes from September 26, 2019 At a later date.

FINANCIALS:

BOARD REPRESENTATIVE REPORTS:

At Large/Citywide (Erica): Trick or Treat 3-5 Downtown

At Large/Citywide (Josh): No report

Chamber of Commerce (Bailey): No Chamber board meeting. Mixer Wednesday October 23. CCCU

City Council (OPEN & Jeremy): No report

Downtown (Brian) : Kawana Business Women's lunch coming up. Downtown merchants ordering Santa mailbox.

Hospitality (Kalynn) : Not able to attend Women in Business lunch.

Redwood Village (Matt):Redwood Village needs pumpkins for trick or treat. Matt will deliver them.

BUSINESS:

1. Approve or make changes to FBID Newsletter and Content
 - Discussion & Action: Board says okay to move forward
2. Kids Free Movies
 - Approved one new movie to be shown back to back weekends.
3. People Mover
 - Board would like to see an estimate for new tires
 - Estimate for the Custom Wrap
 - And potential cost for a new storage location when it is available.
 - CR Ag Dept used the people mover. Rios needs to bill Sandy Dale \$100.00 for CR's use of the people mover
4. Fortuna Bucks
 - Program has been pulled from Umpqua. The next steps are to promote redeeming Fortuna Bucks through December. January through June Fortuna Buck account will be reconciled and the remaining balance in the account will be used to create a new shop Fortuna campaign. The Board discussed options like a Fortuna Visa Card, etc. The board will have a more in-depth conversation as we plan for 2020/2021
5. FBID Annual Meeting/Chamber Mixer
 - Food : Moonlight Catering
 - Drinks : FBID will provide beer, wine and non-alcoholic beverages
 - FBID will provide a couple Gifts
 - Promotions & Invitations will be sent via e-mail in our November newsletter.
 - We will not have a November board meeting. The Annual meeting will take that place.
 - Date: 11/20

COORDINATORS REPORT: Rios gave a quick update on Vacation 10/21-11/4, Staff, Headwaters Fund

ADJOURN: 3:30p Next meeting (Day & Time): Tuesday, November 20, 2019 @ 5:30 to 7pm

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.