

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, October 11, 2017 4:00pm @ 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 4PM

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.

<u>Board Members Scheduled to be Present</u>	<u>Others Scheduled to Attend</u>
Erica Thompson (City Wide/At Large)	1. Dianna Rios; Coordinator
Sarah Chapman (City Wide/At Large)	2. Tiara Brown; City Council Liaison
Brian Gonzalez (Fortuna Downtown Merchants)	3. Chelsey Olivera; FBID Office Assistant
Melissa Collins (Fortuna Chamber of Commerce)	4. Mark Wheatly; City Manager
Kalynn Dolcini (Hospitality)	
Nico Kilmer (City Appointed)	

Opening: **FBID meeting called to order at 4:00pm by President Thompson.**

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

Approval of September 13, 2017 board meeting minutes - **Board Director Chapman made a motion to approve the minutes, Board Director Collins seconded the motion, all board members in favor, motion passed.**

Board Representative Reports:

- ★ At Large/Citywide (Erica)- **Missed Apple Harvest that was held October 6-8th in the City of Fortuna, but heard it was great.**
- ★ At Large/City Wide (Sarah)- **Apple Harvest went well, it was a beautiful day and great attendance even with all the soccer happening. The morning was a bit slower but picked up in the afternoon.**
- ★ Chamber of Commerce (Melissa)- **The Chamber board is currently working on the chamber annual dinner that will be held in Febuary the thursday after Valentines. The Chamber would like to thank FBID for hosting mixer. The Chamber will not a host for the November 18th mixer and they are now seeking hosts for November, January, April and March**
- ★ City Manager (Mark) – **Working with county updating the housing element and code compliance issues. There is a lot of construction wrapping up. Headwaters event request for 280 12st, lots of buisnesses wanting to come to Fortuna.**
- ★ Hospitality (Kalynn) – **No Report**
- ★ Downtown (Brian)- **Apple Harvest went well. The next event is downtown trick or treating on October 31st from 3:30-5:30.**
- ★ Redwood Village (Open)- **No report**

BUSINESS:

Redwood Village Board Application

- Jennifer Kramer from Redwood Village Round Table attended the FBID annual meeting and picked up a FBID board application. Jennifer is interested in serving on the FBID Board to represent Redwood Village Shopping Center. The board needs to review her application and if they approve, we need a motion. Also if approved Rios will get a letter to City Council so the council can approve the boards appointment.

The application for Jennifer Kramer was reviewed. Director Gonzalez made a motion to accept Jennifer Kramer as the Redwood Village Shopping Center Representative, Director Kilmer seconded the motion, all in favor motion passed.

Funding Request - Wild Souls Ranch - Taste of the Harvest - October 6, 2017

- Wild Souls Ranch fundraiser, Taste of the Harvest is seeking funds to cover the cost for entertainment for their 2017 event. The organization didn't budget money to pay a band or DJ as there were hopping and expecting it to be donated. The first two years they had a band and third year they had a DJ for entertainment and all three years the music was donated. This is their 4th year hosting their event during the Apple Harvest weekend to help create a 3 day event weekend in the City of Fortuna. This item needs a motion and if approved Rios will cut and mail a check to Wild Souls

Director Kilmer made a motion to approve funding request for Wild Souls Ranch, Director Collins seconded the motion all in favor motion passed.

Humboldt Ice Rink

- FBID to review the 2017-2018 Humboldt Ice Rink budget. Committee is not conformable with FBID stipend.
- FBID to review the Ice Rink Event Contract and the City of Fortuna Contract. Then to direct Rios to sign and submit deposits. No contracts will be signed until after special meeting with ad-hoc committee.
- FBID to approve Rios's Ice Rink schedule. FBID will not approve the schedule until after ad-hoc meeting
- Rios to provide her to do list for FBID board to review.
- Board to discuss overview of Humboldt Ice Rink project.

Executive Director Rios shared her concerns that the Ice Rink committee was having issues with FBID being the overseeing agency. Rios asked the board for direction. The FBID Board decided to form an ad-hoc committee that would meet with the Humboldt Ice Rink Committee and figure out the best interest of FBID and the Ice Rink. Director Gonzalez made a motion to create an ad-hoc committee, Director Kilmer seconded the motion all in favor motion passed. President Thompson appointed herself and Director Gonzalez as the ad-hoc committee with Director Collins as an alternate. The City Manager and Council Liason asked to be invited to attend to make sure the City was in the loop and there to support the BID. President Thompson requested that Execitvie Rios to coordinate meeting and send agenda to all parties.

FBID Chamber Mixer - Recap

- How did it go? Can the board give feed back to the coordinator on the attendance, information provided and over all event? The event went well, we received an application for a new board member.
- What was the community feedback?

Redwood Comedy Fest – Recap

- Rios to give the board feedback on budget, attendance, comedians and upcoming January event! The event went well, we did go over budget. There were only about 20 empty seats. We had people coming from all over the county. The ladies axillary sold over \$300 in food which is more than last year. January 19th is the next event.
- What is the community and FBID board feedback?

Meeting adjourned at 4:59pm

Secretary signature: _____