

# FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, May 4, 2016 3:00 PM @ CITY HALL COUNCIL CONFERENCE ROOM

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
1. Sara Overholt (Fortuna Chamber & Strong's Creek)	1. Dianna Rios; Coordinator
2. Erica Thompson (City Wide/Home Based/Chamber)	2. Regan Candelario; Fortuna City Manager
3. Brian Gonzalez (Redwood Village/Chamber)	3. Tami Trent; City Council Liaison
4. Debbie Rice (City Wide)	4. Cheyenne Moreno; FBID Administrative Assistant
	Absent Nico Kilmer ( City Appointed - Chamber)
	Absent Angi Caudill (Fortuna Downtown Merchants)

Opening: FBID meeting called to order at 3:05 by President Thompson. We welcomed Cheyenne Moreno as the newest staff to the FBID office.

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE: Director Rice made a motion to approve the motion board minutes from May 4th with no changes. Board Director Overholt seconded the motion all board members in favor, motion passed.

BUSINESS:

1. Review for 2016/2017: Changes to Workplan to remove events FBID is not currently running, funding or insuring. Rios to add a brag list to the end of the Workplan to mention some of the events FBID has provided seed money for, insurance for and or worked on providing man hours. Rios is to add the Fortuna Clean Team under current events. The Board agrees that the Workplan with changes is ready to be sent to City Council as part of Rios's presentation. Vice President Rice motioned to approve the Workplan with changes. President Thompson seconded the motion all board members in favor, motion passed.

The Board approved the letter to City Council regarding the rental of the FBID office. Council lesion Trent had questions regarding how the movies was funded and what sponsors paid for, Rios will include this information in the letter to City Council. Vice President Rice made a motion to approve the letter to City Council with changes. Board Member Gonzalez seconded the motion all board members approved, motion passed. Rios presented a letter to the FBID board that addresses the new structure change that City staff would like to present to Council regarding changes to the business license as well as Rios's new changes to the bid assessment fees. The structure and the letter needs some changes so Rios will schedule a meeting with Erica Thompson, Brian Gonzalez, Rachel Henry from the City Of Fortuna, and herself to work on the fee structure. Moreno will contact the City Of Arcata, Eureka, Ferndale, and Rio Dell to find out what it cost to do business in their cities. Director Gonzalez would like the City to consider a different structure for fees and this will be discussed in the meeting. This will be completed before May 19th so Rios can present both the new business license structure and FBID assessment structure to the City Council at their 6pm Workshop.

1. FBID Workplan & FBID Budget

- i. Suggestion?
- ii. Addition?
- iii. Changes?

- a. Review letter to City Council regarding the request to changes the FBID assessments structure.
- b. Review letter to City Council to waive rental fee for the FBID office in order to continue to host the kids free movies.

2. Core Area Support: Rios will email the draft agenda for the Core Area Support meeting. The Board would like Rios to bring this item back to the next board meeting.

- a. Meeting at Fortuna Monday Club June 8th
  - i. Rios to send members an email and post card to invite them.
- b. Meeting will be ran by the FBID Board,
- c. Meeting/Mixer topics:
  - i. Open lines of communications in ways to support each other during the summer events.
  - ii. Networking Opportunity
  - iii. Advertising and Marketing cohesiveness
  - iv. Sharing Core Area Budget with each other as a way to share cost or ideas.
  - v. Annual Event Participation Pros and Con

3. Grant Request - The Board would like Rios to bring this item back to the next board meeting.

Strongs Creek Plaza

\$1500.00 Core Area Discretionary Fund for Plaza Christmas Tree & Holiday Decoration

Fortuna Chamber of Commerce Tourism and Marketing.

\$2500.00 funding request to be sent to the Humboldt County Convention of Visitors Bureau. Fortuna is being told they have to come up with funding to send to the HCCVB or our hotels will no longer benefit from exposure on their website. Funding will be pulled together from different Fortuna organization and then matched by the Fortuna Lodging Alliance. They are seeking up to \$12,500 to then be matched for a total of \$25,000.00 to be sent to the HCCVB.

4. Fortuna Street Clean Team - **The Board would like Rios to bring this item back to the next board meeting.**
  - Recap on April Event
  - US Bank Grant for snack and additional supplies - Granted!
5. Redwood Comedy Festival - **The Board would like Rios to bring this item back to the next board meeting.**
  - a. Update Press information
  - b. Update Website
  - c. Start seeking funding & Sponsors
  - d. Start recruiting Comedians
  - e. Insurance Questions
  - f. Budget
6. Humboldt Ice Rink
  - a. FBID to run the Rink from November 13-January 8
    - i. FBID will be provided funding to help cover office help
    - ii. Review financials and budget
  - b. Board of Equation

Coordinators Report:

- Actions Items from 4.6.16 - **The board will bring these items back at the next meeting.**
- Rios will contact the the River lodge to secure the date for home base expo.
- Rios will contact River Lodge to cancel Septembers meeting and change the Decembers meeting for Quarterly Core Area Meetings.
- The Board would like Rios to like to bring Core Area support to the next agenda.
- We will find out soon if we received the grant from Us Bank for the Clean Team.
- City manager will look into event insurance to assist River Life with their event.
- President Thompson requested that Rios filter insurance request prior to coming to the board.
- Rios will contact T&M for a funding request to present to the board regarding HCCVB.
- Rios will submit letters to City council to approve Board Member appointments.
- Rios will present an updated work plan at the next board meeting.
- Rios will work on newsletter to keep businesses informed on whats happening.
- Rios is working with City Manager to create a new contract.
- Rios is working with City Staff on stream lining the business license structure along with the FBID assessment structure.
- Rios will have a budget meeting with Treasurer Kilmer and President Thompson on Wednesday, April 27th at 11am.
- Rios received an informational packet regarding the parklets and has scheduled Jennifer from the City to present on this topic to the FBID Board. Rios has requested Jennifer to attend the next meeting.
- **Rios vacation - FBID office closed June 27<sup>th</sup> - July 8<sup>th</sup>**
- **Rios informed Board that the July Board meeting will need to be rescheduled for VACATION.**
- **President Thompson would like the June Board meeting rescheduled to June 7th at 3pm at City Hall. Rios will contact City Hall to confirm meeting time.**

FINANCIALS: Table until next meeting

BOARD REPRESENTATIVE REPORTS: Table till next meeting.

- At Large/Citywide (Debbie) Chamber of Commerce (Sara) Hospitality
- City Council (Nico, Tami, City Manager) Downtown (Angi) Redwood Village (Brian)

ACTION ITEMS DISCUSSED TODAY AND/OR NEXT AGENDA ITEMS:

- Action items from April
  - Rios will contact the the River lodge to secure the date for home base expo.
  - Rios will contact River Lodge to cancel Septembers meeting and change the Decembers meeting for Quarterly Core Area Meetings.
  - The Board would like Rios to like to bring Core Area support to the next agenda.
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  - **Changes to Workplan to remove events that FBID is not currently running, funding or insuring.**
  - **Rios will add a brag list to the end of the Workplan to mention some of the events FBID has provided seed money for, insurance for and or worked on providing man hours.**
  - **Rios is to add the Fortuna Clean Team under current events and the workplan.**

- Rios will add information regarding sponsors to movie letter to Council
- Rios will Schedule meeting with previously selected members to discuss changes to the fee structure
- Moreno will reach out to other Cities to collect data regarding business license and bid fees in other Cities.
- Gonzalez would like to use the information collected to consider a different structure and it will be discussed at that meeting
- Rios will email agenda for Core Area meeting
- Grant request Rios will put on next agenda
- Fortuna Clean Team Rios will put on next agenda
- Redwood Comedy Festival Rios will put on next agenda
- Humboldt Ice Rink Rios will put on next agenda.
- June Board meeting to be moved from June 1st to June 7th at 3pm at City at Hall.
- July Board meeting moved from July 6th to July 13th.

ADJOURN: President Thompson adjourned the meeting at approximately 4:45pm.