

FORTUNA BUSINESS IMPROVEMENT DISTRICT

FBID Board Meeting Minutes

Time: **November 17, 2020 04:00** PM Pacific Time (US and Canada)
Join Zoom Meeting Meeting ID: 847 0071 4314 Passcode: FBID610

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 Third TUESDAY OF EVERY MONTH AT 2 pm](#)

Board Members present:

1. Brian Gonzalez (Fortuna Downtown Merchants) arrived via zoom at 4:19pm
2. Bailey Davy (Fortuna Chamber)
3. Erica Thompson (City Wide/At Large)
4. Josh Miraglia (City Wide /At Large) arrived via zoom at 4:22pm
5. Mark Seitz (City Appointed)
6. Matt Casagrande (Redwood Village Shopping Center)
7. Jeremy Stanfield; City Council Liaison

Others present:

1. Dianna Rios; FBID Executive Director
2. Berny McKenna; FBID Assistant
3. Allison Stanfield; FBID Staff
4. Ashley Mitchell; Prospective FBID Board Member
5. Jasmijn Kozlowski; Prospective FBID Board Member

Board meeting called to order by:

The board meeting called to order at 4:08pm with a quorum additional board members joined in as soon as they were able.

Minutes:

June & September 2020 minutes; **Director Seitz made a motion to approve the minutes for June and September 2020, Director Davy seconded the motion, all board members in favor, motion passed.**

FINANCIALS:

Review Financials. **The board was Emailed current financials.. Rios Reports we received our check from the City of Fortuna from FBID assessments.. Normally FBID would have received our check in August which normally usually there isn't enough money in the budget to carry us for four months but because we received the HLA grant it allowed us to float into October. Last fiscal year we ended with 545 businesses. This year we started our business list with 606. Rios reports that the FBID is meeting with the City monthly. FBID CPA is relocating and FBID will switch CPA service to Shan Grundman at Demello, McAuley, McReynolds and Holland in the Strongs Creek Plaza. The City would like an Audit for 2019/2020 with the new city Auditor and Rios will set up the Audit in January 2021. Rios reported that the FBID CPA Terry Pontes, CPA is relocating to North Carolina FBID made a motion to approve the switch starting January 2021. Director Thompson reports 703 & 705 Main Street, Mike Deck and Accurate Termite and Pest Solutions is moving his entire headquarters and operations from Eureka to Fortuna with 7 to 10 employees and office staff. Plumb Construction is redoing the building and the project should be completed after January 1, 2021. The main business address will be 703 and the 705 address is a potential small office down the road with their own address. A great relocation of a large business for Fortuna. Director Casagrande moved to approve Financials, Director Seitz seconded the motion. All in Favor, motion passed. President Thompson asks if anyone objects to the new CPA, there are no objections, Director Seitz moved to approve the new CPA, Director Davy seconded the motion. All in favor, motion passed. FBID preparing for FBID Audit for January 2021. Rios reported that she will work with the City to check on the cost of the audit, the Auditor will be from the City of Fortuna. The city has taken the cost of the audit out of the assessments check from the past if FBID didn't have it budgeted. Rios reported every month FBID is meeting with the City Manager and Finance Director. The Finance Director is working on the redevelopment fund and projects that FBID could potentially be a part of. FBID is also working with the City on updating the FBID/City contract.**

BOARD REPRESENTATIVE REPORTS:

At Large/Citywide (Erica):

Electric Lighted Parade has been approved by the County. Spectators are expected to stay within their vehicles.

At Large/Citywide (Josh):

Nothing to report

Chamber of Commerce (Bailey):

- **Virtual mixer is tomorrow 11/18/2020 from 5:30pm to 7pm at the Depot Museum.**
- **The Chamber had a Fall into Fortuna Scavenger hunt that raised just under \$1,200 dollars as a fundraiser for the Chamber, a benefit of the virtual Chamber mixers is that it puts you face to face with people that one may not actually meet in person.**
- **Chamber membership had 78 past due memberships and 10 cancellations, staff made phone calls and received 25 renewals and 4 new members. There are payment options available to members if needed.**
- **The Chamber of Commerce is accepting donations to stuff the CCC's stockings.**
- **The Chamber Annual Dinner is usually in February they are working out the details of what that would look like.**
- **Tourism and Marketing has been absorbed by the Fortuna Art Committee due to many of the projects that are related to beautification and tourism, it felt like they could merge and still accomplish the same goals. The other change to T&M was a request from the Chamber Chairman to the Executive Director of the BID, that they would be removing FBID as ex officio member to T&M. Director Davy was informed about this change yesterday. The Chamber board will be meeting following the FBID board meeting tonight and Davy has requested any questions to bring to that board. The board had a lengthy discussion, Rios expressed that during the City Manager's monthly meeting he has emphasized that the Chamber of Commerce and FBID work together. The board would like to set up a meeting with The Chamber Board representatives, City of Fortuna, FBID Board representatives, and staff from the Chamber and the BID to discuss the relationship with the Chamber and the BID as now it has been brought to our attention that there is a problem.**
- **Director Davy has requested information from the FBID Director to share with the Chamber Board to explain what the FBID grant will be used for. At the Chamber board meeting in September Director Davy was questioned by the Chamber board for information related to the FBID's grant, goals and purpose. She didn't have the information on hand and it was not relayed to FBID staff to provide that information to the chamber board. Staff will provide Director Davy with the information, Director Davy will provide those details to the Chamber. Director Seitz would like it noted, that there is nothing we can do short term related to tourism and marketing and the FBID grant at this time, but in long term, if the City requests it.**

City Council (Mark & City Council Liaison Standfield):

Reports from the Finance Director overall the budget is healthy. Due to Covid there is a 6% drop, The City of Fortuna has seen a \$155,000 big spike in retail shopping. As a note, The City of Fortuna does get credit for online shopping. We have gone into a Red Tier for Activity and Business and the City Council has decided to keep the bike park open, Riverlodge and Monday Club will continue to be closed. The City has reported one big revenue loss related to fuel charges and a local business selling whose business whose home office is out of the valley. President reports a way to keep your money local is to switch over to Sequoia Gas.

Downtown (Brian):

Director Gonzales Reports Pedro of Lost Coast Wizards is now the President of the Downtown Merchants and Lost Coast Wizards has moved into the old Rainy Day Books building. There have been meetings about Holiday Decor and working on having something out for the Holidays and Downtown will contribute to the cost of the new banners that FBID has been working on that will promote all kinds of ways to do business in Fortuna.

Hospitality (OPEN):

No report, business item one

Redwood Village (Matt) -

Nothing to report - Business item five (5)

BUSINESS:

1) FBID board Members City Wide At Large Seat & Hospitality Board Seat Open: Replacement for Board Member Josh Miraglia starting January 2021 & Hospitality board appointment open now.

The board had a discussion and moved to appoint Ashley Mitchel as the Hospitality representative, Jasmijn Kozlowski for the City Wide at Large and Josh Miraglia for an alternate City Wide At Large. Staff will work with the City of Fortuna to add an alternate position to the FBID board but is excited about the potential for more board members. Staff will submit a letter to the City Council for the changes. President Thompson motions to approve Ashley Mitchel as Hospitality and Jamijn Kozlowski as City Wide at Large and Josh Miraglia as a potential alternate City Wide At Large. Director Seitz moved to approve the new board seats, Director Davy seconded the motion. All in favor, motion passed. Rios requests that Council member Stanfield reports to the City council with the information about a potential alternate.

2) FBID Annual Meeting : The annual report will be recorded and posted on the FBID website by 11/25/2020 to give an overview of our 2019-2020 accomplishment and a brief forecast for our plans for 2020-2021.

President Thompson recorded our Accomplishments of 2019. Berny McKenna will record information about our Current campaign and Dianna will record what FBID is working on the work plan and Covid related business.

3) Humboldt's Best Companies: Humboldt County Economic Development (GoHumCo) & North Coast Journal (NCJ) are launching a Humboldt's Best Companies to work for campaign for employment recruitment and business recognition.

FBID and other organizations are working in a partnership with GoHumCo & North Coast Journal (NCJ) on this exciting new promotion. Over the past few months they've worked hard virtually to be able to offer this opportunity to our business community in Humboldt. The most important part of this promotion is informing the business owners that this is a free tool for them. This is possibly free positive advertising with massive community benefits and this is not just another voting competition. Business nominations end on November 27, 2020 www.thehumboldtsbest.com is the main site for this promotion.

FBID Board members are asked to please work with your representative areas of town to help spread the word to our Fortuna Businesses. **No action, just discussion.**

4) Kids Free Movies

i) FBID plans to give away approximately 50 x \$40 gift certificates (value for 2 adults and 2 kids) to Fortuna Theater. Kids free movies were a way for members to get out in the community, shop local for the holidays and get movie passes as a thank you for doing business in town. The City Managersays to come up with a replacement something for a Thank you for doing business in town and that is the 50 Gift Certificates.

(1) Community members will be able to enter to win movie gift certificates at our roving holiday boxes at local businesses. We will ask community members to visit the local business hosting the box and then ask the business to also promote that they have it for a few days to drive traffic... after a few days the box will move to another business!! This giveaway is thanks to the City of Fortuna and the Fortuna Business Improvement District in lieu of our rent!

(2) The balance of the rent equaling \$400 will be used for promotion and material for the give away!

Director Seitz moved to approve, Director Miraglia seconded the motion to approve the roving boxes in place of Kids Free Holiday Movies.

5) Redwood Village Host the Al Gray Electric Lighted Parade:

i) FBID staff will be assisting the Redwood Village Merchants with the parade, purchasing giveaways, judging, promotion.

(1) Staff is seeking FBID Board members to be judges to help with the fairness of the awards.

(2) Staff will be utilizing Redwood Village funds to cover the expense of the event. Local small businesses in the shopping center will host the space for our staging, awards, coffee, and judging.

Director Rios reports that we have been approved by the county and we are changing the route to help spectators watch from their cars. The parade route will go through to 9th and finish on 12th Street by the High School. The new Chiropractic office Fortuna Chiropractic will be our staging area behind the back of Redwood Village. Staff will send out an email to let the board know where to be for the Lighted Parade.

COORDINATORS REPORT:

1. FBID staff will present a recap of the marketing plan, materials and update on the analytics at our 3 week mark and on 11/20 we will be drawing our first giveaway!
2. Street Light Pole Flags- New flags for the street light poles have been ordered thanks to feedback from Fortuna Downtown Business owners and community members.
Flag pole banners will go up during the Holidays at the same time the Candy canes and Holiday greeting banners.
3. Newsletter:
Newsletter will be going out to businesses tomorrow following the board meeting.
New board members need to send staff their Biographies and their head shots to staff.
4. City of Fortuna Meeting - Police Chief and City Manager
Councilman Stanfield reports about the decorating contest hosted by the City of Fortuna, Chamber of Commerce and Kiwanis Club. FBID will be giving five (5) forty (40) dollar gift certificates to the Fortuna Theatre for prizes for the Give Away

ADJOURN:

5:34pm Next meeting (Day & Time) December 15th at 4:00pm via Zoom