

FORTUNA BUSINESS IMPROVEMENT DISTRICT

Special Board Meeting Minutes

June 24th, 2021 8:30 a.m. (Pacific Time)

Board Members present:

1. Erica Thompson (City Wide/At Large)
2. Jasmijn Kozlowski (City Wide /At Large)
3. Ashley Mitchel (Hospitality)
4. Matt Casagrande (Redwood Village Shopping Center)
5. Brian Gonzalez (Fortuna Downtown Merchants) - ABSENT
6. Bailey Davy (Fortuna Chamber)

Others attending:

1. Dianna Rios; FBID Executive Director
2. Berny McKenna; FBID Assistant
3. Jeremy Stanfield; City Council Liaison
4. Laura Morris- Guest

Meeting was called to order at 8:37am

Public Comment: No public comment

Minutes: FBID board was to read, review and approve the minutes for: 6/10/2021.

- Action: Board was not provided with minutes. Board will be provided with minutes at the next meeting to approve.

Financials: Review approval of monthly financials. E. D reached out to Terry Pontes, CPA looking for an update on the reconciliation of the account. If there is no response by Monday, June 28 President Thompson will come into the office and reconcile financials.

Business Items:

1. FBID Annual Workplan and Budget planning for 2021-2022:

Mayor Long and City Council only had one question after the city council presentation on June 7, 2021 it was about the future planning for 2021/2022. Staff is seeking Board input and direction for planning for the next fiscal year.

- Discussion/Feedback; Audit expense added to budget, Rios reports the possibility Cutting Back non-essentials in budget and workplan based on budget, budget for bookkeeper, FBID brochures, HLA Grant, Etc.
- Action - President Thompson requested that FBID submit a fee increase to the City of Fortuna. President would like staff to look at our expenses 10 years ago vs. today to justify a fee increase. Board member Mitchell requests staff to send a letter to the city council asking for an annual fee increase. As part of this conversation in trying to find additional funding to pay for 2016- 2020 audits E. D. Rios announced her informal resignation as she has accepted a job with the County of Humboldt working for Economic Development. This information will allow the board to restructure the budget for staffing, paying for past audits, as well as restructuring the workload. FBID board asks council liaison Stanfield to please schedule a workshop or meeting with FBID as soon as possible. There was a discussion of possibly asking the city to assist the BID in a benefit package to retain staff or the possibilities of moving over their Economic Specialist to the BID as an interim. The board discussed that these details can be worked out with the City Council and the FBID board of Directors through that workshop. Rios will send her formal resignation to the board today.

2. Redwood Village Rodeo Activity:

Director Kozlowski is the event chair for Tuesday night Rodeo July 13 Hosted by Redwood Village Shopping Center. Budget for items and approval from the association to run their event.

- Discussion/Feedback
- Public Comment
- Action - Director Kozlowski gave her synopsis of the association and the potential available to have a robust and active association. Staff was looking for clarification on association feedback from surveys, cost associated with the Rodeo Event and next step action items for staff support. Staff is still unclear as we have yet to see the second page of the survey including interest and involvement of the association, as well as budget for the event to be approved by the association.

3. FBID Board Appointment

What to do for the FBID Board appointment moving forward for July 2021 related to the City Wide At Large, Fortuna Downtown Merchants, Redwood Village Association, City Council Representative and Fortuna Chamber of Commerce Representative.

- Action - Director Kozloski made a motion to appoint Director Thompson for a one year term for a City Wide at Large member. Director Mitchell seconded the motion with the stipulation that the additional term would not hold an officer's position. President Thompson agreed to those terms. All board members in favor, motion passed. Council Liaison Stanfield said there is no update on the board appointment to the FBID board. The Board would like to see the application for Laura Morris as well as Amber Woodward to move forward with filling board seats. Director Davy did inform the FBID board that the Chamber will move forward with appointing Laura Morris at the First July Chamber Board Meeting. Director Mitchell made a motion to approve Laura Morris as the Chamber appointment for a two year term. Director Kozlowski seconded the motion, All approved. Rios will follow up with Laura and Amber to have them fill out the application for board review at the next board meeting. Director Davy is going to email the application link to Laura and Amber. Director Kozlowski would like to meet up with staff for better clarity on what needs to be accomplished for the City council meeting on July 19. Now that the E.D has given her notice and there are many board seats to fill. Staff is recommending a council workshop the week of July 5 or July 12 before the council reviews FBID board appointments on July 19 at the Council Meeting. In order for FBID documents to be included in the council packet. All documents need to be submitted to the City of Fortuna by July 14. Staff would like to meet with President Thompson related to the E.D. Job description and all the support that is related to the needs of the BID moving forward. Director Mitchell would like staff to resend the link for the updated board manual. Director Kozlowski and President Thompson would also like the updated board manual. President Thompson would like staff to invite Monica and Emily to the next FBID board meeting on July 8 board meeting to give an introduction to themselves. The board can ask a few interview questions and then they will be asked to leave the meeting so the board could decide on their appointment. Director Mitchell will run the next board meeting on July 8 as a board member not an official officer. All new officers will be appointed with the new board of

Directors appointed in August. Following board meetings after July 8 the board will appoint directors to run the board meetings until officers are secured at the August meeting. Director Mitchell asked for a timeline on what needs to be done prior to leaving the E. D. position. Rios will do her best to depersonalize the office and back up all files to the drive. Next steps for the timeline is updating the job description and flying the position. Discussion was had related to support from Rios to the new E.D. and the Board of Directors and the discussion was related to Rios staying on as a FBID board member.

4. People Mover

The people mover is in need of some repairs that exceed the maintenance fund, we need to budget some funding for the repair and hold off on loaning it organization to use until it is safe. The city has expressed interest in buying the people mover, scheduling the rentals and doing or paying for some of the repair. Staff is seeking direction on next steps.

- Discussion/Feedback
- Public Comment
- Action - If the fees exceed the maintenance fund and the city is interested in purchasing the people mover. Staff has the authorization to fix what we can fix and to work with the City of Fortuna on their interest of securing the people mover based off of a fair value.

5. Future Agenda items:

This agenda item allows the board an opportunity to address staff for agenda items they would like to see come to the FBID board for discussion, review, and information.

- Discussion/Feedback
- Public Comment
- Action

STAFF REPORT:

BOARD REPRESENTATIVE REPORTS:

Director Davy's had to jump off the meeting but emailed all board members this report:

My chamber update: We are going back to in person Monday morning meetings, our first is July 26th at the Monday Club. Chili cookoff passports are ready to go. Passports can be picked up at the chamber office after July 1st. All restaurants participating will have a stamp for the passports. Should be a fun little spin off of our regular chili cook off. We wrapped up the operation celebration for our 2021 graduates. Greens, Double D's, and JH & Co were the top 3 with the most votes. We are having a mixer in July which is something we don't normally do but we are recognizing the 100th year for the Fortuna Rodeo. Will be from 5/5:30-7/7:30. Renee had some updates on the US Capitol tree passing through in October, there are lots of activities being planned, ornamental making, a little ceremony if you will at the river lodge where you can see the tree when its passing through, and the chance to sign a banner.

NEXT FBID BOARD MEETING: July 8, 2021 @ 8:30 a.m.

ALSO we will be waiting to hear back from the Council Liaison for the Special City Council Workshop.

MEETING WAS ADJOURNED AT 10:27a.m. :