

FORTUNA BUSINESS IMPROVEMENT DISTRICT Minutes

**Thursday, July 16, 2019 2:00pm
@ Fortuna Monday Club, Fortuna Ca**

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 2PM

Board Members scheduled to be present:

1. Brian Gonzalez (Fortuna Downtown Merchants)
 2. Erica Thompson (City Wide/At Large)
 3. Josh Miraglia (City Wide /At Large)
 4. Kalynn Dolcini (Hospitality)
- Absent- Bailey Davy (Fortuna Chamber)
Absent- Matt Casagrande (Redwood Village Shopping Center)

Others in attendance

1. Dianna Rios; FBID Executive Director
2. Jeremy Stanfield; City Council Liaison

Board meeting called to order by:

2:04pm by president Erica Thompson

Minutes:

Director Dolcini made a motion to approve the board minutes from May 21, 2019, President Thompson seconded the motion, all board members in favor motion passed!

FINANCIALS:

Director Gonzales made a motion to approve the Note from Dominique Kilmer for \$10,000 to carry FBID until the check from the city comes. Dominique is to be paid back on or before August 1, 2019. Director Dolcini seconded the motion. All board members in favor motion passed.

BOARD REPRESENTATIVE REPORTS:

At Large/Citywide (Erica): Auto Expo, Hops in Humboldt, August 24

At Large/Citywide (Josh): Adult softball league has recently started.

Chamber of Commerce (Bailey): It was reported that Chili Cook-off had a great attendance.

City Council (OPEN & Jeremy): No bites on new board members at this time. City council approved a staff COLA raise; however PD did not approve. PD fully staffed with dispatchers; however they are 3 officers down. The Fire Department has 13 new firemen. 280 12th street is under contract. The city is considering purchasing EPT once it makes sense to acquire the building and relocate the PD there. Ivey Automotive, Les Schwab, Shelton's are being affected by the 14ft culvert installation. This is phase 4 of 4 on the Rohner Creek Flood Plan prevention. New solar lights have been installed. The 12th street project should be done by December 2019.

Downtown (Brian): Antique Depot has a new owner. Same owner as The Nest, next to Main Street Feed. The Pet shop and Precision Intermedia are still empty. The rodeo events were good downtown however retail businesses struggle to make sales. The hospitality business, restaurants, hotels and bars had a great week. Director Gonzalez also noted the Chamber has 3 new board members. Gary from AFLAC, Bryan from River bar Pharms, and Bailey Davy from State Farm has switched to Cornerstone was reappointed to the Chamber board. Thursday, July 18 at 2pm is the Tourism and Marketing Meeting.

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.

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Hospitality (Kalynn): Pool lifeguards are needed at the Golf course for their season. There's concern that the community and if the city takes over the EPT pool, that there may not be enough lifeguards.

Redwood Village (Matt): Tonight is a Redwood Village event, Dianna would like any support she could get while running it.

BUSINESS:

1. Upcoming Year

Review final workplan

Review schedule: Josh is available, evenings and/or Sundays

Kalynn is available on Mondays,

Erica is available 8:30a-12:30p Tues/Thur,

Brian is available after 11am on Tuesday or anytime Wednesday

Matt is available Mondays, before or after Chamber

Jeremy is available Tuesday evenings and Saturdays

Bailey TBD

Action: Staff will reach out to the businesses to schedule appointments with Staff and Board members.

- #### 2. Board members: President Thompson and Vice President Gonzalez terms are up. Staff would like to see if they could be reappointed for a two-year term. Director Dolcini made a motion to approve both reappointments to the FBID board. Director Miraglia seconded the motion both board members agreed, motion passed. Director Dolcini would like staff to find a replacement for her on the FBID board. Her understanding was that her term would end in June 2019.

Discuss City Appointment to FBID Board

Discuss City Wide

Action: Staff is to send a letter to the City Council to approve the reappointments of Brian Gonzalez and Erica Thompson to the FBID board for an additional two-year term ending June 30, 2021. Staff is to reach out to the hospitality industry business owners to search for a FBID board member to replace Director Dolcini.

COORDINATORS REPORT:

Rios will send the master calendar of events list to the Board Members.

ADJOURN: @3:01pm

Next meeting (Day & Time): 8/20/19 2pm @ Monday Club

President Thompson will be gone September 17, Rios will send out an e-mail to see if there is a different day and time to reschedule the meeting.

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