

# FORTUNA BUSINESS IMPROVEMENT DISTRICT

## FBID Board Meeting Minutes

Time: **December, 15 2020** 04:00 PM Pacific Time (US and Canada)

Join Zoom Meeting Meeting ID 854 1651 4598 Passcode: FortunaBID

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.

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.

**NORMAL MEETINGS SCHEDULED THE Third TUESDAY OF EVERY MONTH AT 2 pm**

### Board Members present:

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

Absent: Bailey Davy (Fortuna Chamber)

Absent Mark Seitz (City Appointed)

### Others attended:

1. Josh Miraglia; FBID Board Alternate
2. Dianna Rios; FBID Executive Director
3. Berny McKenna; FBID Assistant
4. Jeremy Stanfield; City Council Liaison
5. Aaron Felmlee; City of Fortuna, Finance Director

Board meeting called to order by: **The board meeting called to order by President Thompson at 4:03 with a quorum.**

Presentation: City of Fortuna Finance Director will give a presentation to the FBID board on how COVID is affecting the City of Fortuna budget and business community. **Board member Mitchel asked "What is the City doing to support businesses? City Financial Director Aaron mentions that there are regular monthly meetings happening with Executive Director Rios, the City Manager and Finance Director to coordinate and support each other.**

Minutes: **Director Kozlowski made a motion to approve the minutes for November 11/17/2020, Director Casagrande seconded the motion, all board members in favor, motion passed.**

FINANCIALS: Review Financials: HLA grant needs to be broken into focused advertising. FBID will apply for another Grant for the ongoing campaign. Downtown Merchants have not paid for the banners yet. Initially, the Downtown Merchants were going to pay \$2,700. The banners are not yet on Main Street as the Holiday Décor is still up. These are the recommendations that were suggested by the Downtown Merchants; add Pamper Yourself to the words, Change the color contrast and remove Bigfoot. All recommendations were taken into consideration and changed except for removing Bigfoot, as it coincides with the Get Lost and Find Yourself Campaign. The FBID Executive Director asked to wait until ALL banners are up on Main Street before any more decisions are made about financing the street flag pole banners. After New Fortuna Bucks Visa gift cards have replaced Fortuna Bucks. Director Mitchel made a motion to approve financials, Director Casagrande seconded the motion, all board members in favor, motion passed.

### BUSINESS:

- 1) HLA Grant Analytics and report on FBID's first giveaway report

Staff will give a report on the first month run of ads, out of the area, to show how grant funding is being used and who it is reaching.

This will include a report related to Facebook, google ads and website traffic. Click through rate is very high at 1.6% compared to our marketing campaigns goal of 1.1%, better than anticipated.. There is a lot of new traffic to FortunaBusiness.com since the Launch of the new website. No action

- 2) COVID Business Support for Fortuna Business owners

FBID has been approached to assist businesses with applying for grants, specific to the five hundred million grant dollars going to be released by the State of California moving forward into the next round of business shutdowns. Is this the direction the FBID board would like staff to do, to assist businesses in applying for COVID related grants? If so, would the board be willing to assist staff in helping businesses apply for grant funding? Should the FBID schedule a Fortuna business zoom class to help businesses applying for the California COVID-19 business grants? This may be a tool to assist businesses that can do the grant application on their own, and we can hire SBDC to host the workshop if they are available? The Board is asking the Small Business Development Center (SBDC) to offer businesses support via zoom for COVID-19 related grant training.

- 3) Monday Club Mural

FBID has been approached by Jack Nobel to give a donation of river rock to FBID and the City of Fortuna. He would like to donate it with the purpose of it to be used along with a mural on the Monday Club stairwell. Staff has reached out to the City Parks and Rec Director to see if this project is something that would be approved. Parks and Rec would be willing to accept this project, if this is something FBID would be willing to take the lead on. FBID would be required to find an artist, mock a design, get city approval, find funding related to the cost associated with the design and implementation and installation of the mural. The Board requests to bring this project to Tourism and Marketing as a project and our Chamber of Commerce Board Representative will report back to the FBID board.

## **COORDINATORS REPORT:**

Kids Free Movies - 45 x \$40 cards - bought in Fortuna

Shop Fortuna for the holidays, update on community responds

Monday Club Holiday Dazzle - Thank you Jasmijn & FBID donated the \$200 worth of gift cards to the Chamber! FBID Audit in January 2021, Rios needs to find out the cost associated with the Audit and if it can be paid out of the 2021-2022 assessments.

FBID, Chamber & City of Fortuna Meeting not scheduled at this time. New Banners for downtown Fortuna - Update

The Annual Meeting is up on site, please review and let us know if anything is missing, and we can add or edit the video at the pleasure of the board!

FBID Board Seat by law or municipal code change with the City of Fortuna to add the alternate board seat position. Rios recommends doing this after January when we can talk about the City Contract.

## **BOARD REPRESENTATIVE REPORTS:**

At Large/Citywide (Erica) Thanks Jasmijn for Decorating the Monday Club

At Large/Citywide (Jasmijn) Nothing to report.

Chamber of Commerce (Bailey) Nothing to report.

City Council (Mark, Jeremy & Merritt) Nothing to report.

Downtown (Brian) Last Day to drop of a letter to Santa's Mailbox Monday December 21

Hospitality (Ashley) Nothing to report.

Redwood Village (Matt) Recap on Redwood Village AI Gray Lighted Parade This Event builds community; Directors Josh and Matt really enjoyed being in the parade by riding/driving. It was especially awesome to see so many happy community faces instead of waiting for the trucks to arrive back.

**ADJOURN:** 5:10 pm

**Next meeting** - January 19, 2021 at 4:00pm

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