

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Thursday, August 17th, 2017 8:00am @ City Hall

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
Erica Thompson (City Wide/At Large)	1. Dianna Rios; Coordinator
Sarah Chapman (City Wide/At Large)	
Brian Gonzalez (Fortuna Downtown Merchants)	
Melissa Collins (Fortuna Chamber of Commerce)	Mark Wheatley; City Manager - Absent
Kalynn Dolcini (Hospitality)	Nico Kilmer; City Appointed - Absent
	Tiara Brown; City Council Liaison - Absent

Opening: **FBID meeting called to order at 8:05am by President Thompson.**

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

Director Chapman made a motion to approve the minutes with a spelling error correction. Director Gonzalez second the motion and all board members in favor, motion passed, minutes approved with spelling correcting.

Board Representative Reports:

- ★ At Large/Citywide (Erica)-
 - **Farmers Market is growing! Humboldt County Fair kicks off next week, Hops is the next Fortuna Event!**
- ★ At Large/City Wide (Sarah)-
 - **Apple Harvest planning should be starting soon and will be the next Fortuna event following Hops!**
- ★ Chamber of Commerce (Melissa)-
 - **Leadership will do a walk in Rohner park to showcase the new trial head signs they are making, hopefully during Apple Harvest.**
- ★ City Council (Nico, Tiara, City Manager) -
 - **No Report**
- ★ Hospitality (Kalynn) -
 - **No Report, Kalynn's name was spelled wrong!**
- ★ Downtown (Brian)-
 - **No Report**
- ★ Redwood Village (Open)-
 - **No Report but maybe we can get some interest in the Redwood Village position at the chamber mixer on the 20th!**

BUSINESS:

- 1) Redwood Comedy Festival-
 - **Recap on budget and projected income for event.**
 - **Delegation of some of board roles for event**
 - **Brian - Stage timer and VIP area**
 - **Kalynn - will be out of town taking her daughter to college.**
 - **Nico - will help work the door for a few hours.**
 - **Erica - VIP Bar Staff**

- **Melissa - General Admission Bar Staff**
 - **Sarah - Out of town?**
 - **Dianna -**
 - **Front Door Staff**
 - **Merchandise Staff**
 - **Comedians (Booking, Transportation, Payment, Green Room, Hotels)**
 - **Details and talking notes for MC**
 - **DJ and Sound**
 - **Lighting**
 - **Set up & Breakdown**
 - **Advertising**
 - **Food Contact**
 - **Etc.**
- 2) Humboldt Ice Rink December 1st, 2017- January 7th, 2018 -
- **Rios is to draft a letter to send to all community groups to see if someone is willing to take over the event. This letter will inform groups that the Humboldt Ice Rink is taking the 2018-19 holiday skate season off with the hopes that someone else will run it for 2019-2020. The Humboldt Ice Rink will need to pay for storage for 2018-19 and if the rink does not come back in 2019-2020 FBID will sell all belongings and absorb the funds into our new event funding or budget. This maybe a great event for one of our sister cities like Loleta, Ferndale, Scotia and we should work closely with them before seeking community groups in the North of County to take it over.**
- 3) FBID Year End & Review -
- **We ended our year pretty good, however quickbooks needs to be cleaned up a little.**
 - **The Board discussed a bonus for the FBID director pending the situation of the FBIDs at the year end of 2016/17. Rios Assured the board that all bill have been paid through the end of the year 2016/17 however there are some things with quickbooks that need to be cleaned up. The board requested that we have a closed session at the next meeting to discuss the FBID director and a possible bonus.**
- 4) FBID Website -
- **This time is on our website and Precision has a couple of things they need to fix, but job listings on our website through a form is being done!**
- 5) FBID Meeting Day and Time -
- **The board meeting has been held the first Wednesday of the month, but recently it has been hard to get a quorum. That was partially due to summer travel plans, illness and open board seats. The day of week was also an issue for those in the banking industry as it is a very business time of month. After a long discussion Vice President Gonzalez made a motion to move our monthly meetings to the second Wednesday of the month from 4pm-5pm. President Thompson seconded the motion and all board members were in favor, motion passed. The next FBID meeting will be held on Wednesday, September 13, 2017.**
- 6) FBID Chamber Mixer
- **Save the date, September 20 5:30pm-7pm at the Fortuna Monday Club Building. Rios will put the item back on the agenda next month!**

Coordinators Report:

- 1) Business updated on opening and waiting list for Fortuna.
- **Not a lot of new stuff to report.**

FINANCIALS:

- **Promissory Note - Time to pay Nico back, have to wait until next week when they pay us! The City cuts checks the Fridays after the City Council meeting.**
- **Where are we currently? Better when we get our check from the City, but thankful for Nico's generosity loaning us money to float us!**
- **Rios to send a formal letter to Ice Rink - Rios will send out a letter to rink!**

Next agenda:

- **Closed Session**

Meeting adjourned at 9:15am