

# FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, February 14, 2018 4:00pm @ 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 4PM

### *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.

<u>Board Members Scheduled to be Present</u>	<u>Others Scheduled to Attend</u>
Erica Thompson (City Wide/At Large) <b>Absent</b>	1. Dianna Rios; Coordinator
Sarah Chapman (City Wide/At Large)	2. <i>Tiara Brown; City Council Liaison</i> <b>Absent</b>
<i>Brian Gonzalez (Fortuna Downtown Merchants)</i>	3. Chelsey Olivera; FBID Office Assistant
<i>Melissa Collins (Fortuna Chamber of Commerce)</i>	4. Mark Wheetley; City Manager <b>Absent</b>
<i>Kalynn Dolcini (Hospitality)</i>	
Nico Kilmer (City Appointed)	
Jennifer Kramer (Redwood Village) <b>Absent</b>	

Opening: **FBID meeting called to order at 4:02pm by Vice President Gonzalez.**

### APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

Approval of November 8, 2017 board meeting minutes – **Board Director Chapman made a motion to approve the minutes, Board Director Kilmer seconded the motion, all board members in favor, motion passed.**

### Board Representative Reports:

- ★ At Large/Citywide (Erica)- **No Report**
- ★ At Large/City Wide (Sarah)- **Happy to see Bartow's has a new home.**
- ★ Chamber of Commerce (Melissa)- **Director Collins reported- The Fortuna Chamber of Commerce Annual Dinner is tomorrow night, February 15th. There will be surprise entertainment for our guests. Greens Pharmacy is going to be named business of the year at the event and dog of the year will also be announced. Next Chamber mixer is on February 21 at Fortuna Feed.**
- ★ City Manager (Mark) – **No Report**
- ★ Hospitality (Kalynn) – **No Report**
- ★ Downtown (Brian)- **No Report**
- ★ Redwood Village (Jennifer)- **No report**

## **BUSINESS:**

### **1. Humboldt Ice Rink**

Review Financials

Motion to move forward with McLean Foundation Grant

Review three-year comparison

Recap on the season, discussion about organization to take over the rink and final input.

Motion to close Bank Account

- **Rios presented the board with profit and loss for the last 3 years for the Humboldt Ice Rink.**
- **Rios went over what was on the profit and loss sheets including the deficit.**

- Rios shared what bills are still outstanding.
- Rios spoke about applying for a grant from the McLean Foundation for \$10,000 so that the Ice Rink could pay all remaining bills.
- Rios shared that the city lowered our electric bill.
- Rios requested that the Ice Rink bank account be closed and all remaining bills be paid out of the FBID account.
- Director Kilmer made a motion to apply for a \$10,000 grant from the McLean Foundation and close the bank account as soon as possible. Director Chapman seconded the motion, all members in favor the motion passed.
- Rios went over interest in different groups that would like to take over the running of the Ice Rink. The Ice Rink committee met with them and went over financials and what it takes to run the Ice Rink. They will let us know what their decision is soon.

## **2. People Mover**

Insurance

Registration

Rental policy with the Chamber of Commerce Safety Gates

Safety Signage

Walkie-Talkies

- Rios explained that the trailer does not carry its own insurance. The insurance liability is the liability of the driver and the vehicle pulling the trailer.
- Rios shared some concerns President Thompson has with the trailer; there is no good signage in the trailer to protect FBID, and there is no gate to preventing someone from falling out and we need better communication with the driver such as walkie-talkie's.
- The board members suggested several different ideas for a possible gate such as; a baby gate, a piece of wood to slide into place, a doggy door, brackets, a T-bar, and possibly having a special gate made.
- The board asked Rios to get pricing from Fortuna Iron and see what the cost would be. Rios will come back with more information based on the suggestions.

## **3. Redwood Village Host the Al Grey Electric Lighted Parade**

Insurance & City Permit

Event Registration - 28 Vehicles

Prizes, banners and gifts

Redwood Village input and judging Advertisement and promotion

Notes regarding route and ending on main street.

- Rios went over the event , she talked about the response from the community, and how the community is looking forward to next year.
- Rios shared the prizes that we had at the event including the banners. She shared that the banners were a huge hit this year.
- The downtown merchants didn't like that the parade stopped on main street.

## **4. Redwood Comedy Fest (4:40pm-4:50pm)**

Review Financials

Review breakdown to actual income and expense from 2017/18 (two events) Input on upcoming

September 2018 event

Motion to continue to host event

- Rios went over the outcome of the comedy Festival.
- We paid Comedians less and gave them High Definition footage to offset the higher rates.
- The next event is September 14, 2018.
- Rios will work on event budget for the upcoming event and present it at a future meeting.

## **5. Home Based Business Expo (4:50pm-4:55pm)**

Rios will be out of town - Chelsey and Berny will help with contact businesses, set up and event break down Erica Thompson will be the day of event contact person

All advertising will be done by print or social media

Board input and ideas

- **Rios - We will start recruiting next week, ad's also start playing next week.**
- **Rios will be gone but Erica will be there to run the event along with Chelsey and Berny.**
- **We are still looking for vendors for the event.**

COORDINATORS REPORT: Holiday Event Report

Lighted Truck Parade - FBID Redwood Village

Kids Free Movies

- **There were a lot of people that showed up more than the past years.**
- **Next year we need to confirm the dates and make sure there are no big movie premiers.**
- **We had a lot of sponsors this year (40).**
- **Possibly want to work with Fortuna businesses to make a coupon book to give along with the ticket to encourage shopping locally during the showing of the movie.**
- **This year we had Santa and State Farm offered pictures with Santa. It was a big hit.**

Shop Fortuna for the Holidays

- **We had a good turn out from the community. This year to announce the winners we decided to do a Live video.**

Downtown Open House

- **Downtown open house was successful and it should improve when Greens Pharmacy moves.**

Strong's Creek Plaza Tree Lighting

- **The Tree lighting this year was not as successful as the past. However, the Strong's Creek Plaza merchants purchased artificial trees so their expenses for next year will be a lot less and they will up their advertising budget. The attendance was noticeably low, but they contributed that to their lack of advertising due to their attention to the Ice Rink.**

Fortuna Christmas Music Festival

- **There was a very low attendance this year.**

Fortuna Garden Club Home Tour and Holiday Tea

- **Attendance was down, however it was still profitable for the Garden Club.**

**Meeting adjourned at 5:04pm**

**Secretary signature: \_\_\_\_\_**