

Minutes

FORTUNA BUSINESS IMPROVEMENT DISTRICT Regular Board Meeting Tuesday, October 16, 2018 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 present:

1. Kalynn Dolcini (Hospitality)
2. Brian Gonzalez (Fortuna Downtown Merchants)
3. Danny Kelley (Fortuna Chamber)
4. Cara Shepherd (Redwood Village Shopping Center)

Others present:

1. Dianna Rios; FBID Executive Director

Board meeting called to order by Vice President Gonzalez at 2:09pm.

Welcome Cara to the FBID Board. Cara and her husband Robert have been in Business for 7 years. They have been married for more than 30 years and have raised their kids in Fortuna. They have a couple grandkids and they want to be more involved in our community.

Minutes:

Approval of August 21, 2018 Minutes

Approval of e-vote to approve Redwood Village Board member Cara Shepherd

Director Dolcini made a motion to approve the minutes with spacing and spelling corrections, Director Kelley seconded the motion. All Board members in favor and motion passed.

BOARD REPRESENTATIVE REPORTS:

At Large/Citywide (Erica) - Absent

At Large/Citywide Strongs Creek Plaza (Stefanie) - Absent

Chamber of Commerce (Danny) Have Rios look into proxy votes, proxy member and/or alternate board members.

City Council (Nico, Tami, Merritt & Siana) - Absent

Downtown (Brian) - **Trunk or Treat coming up next!**

Hospitality (Kalynn) - **No report**

Redwood Village (Cara) - **Cara will walk Orange Pumpkins around to Merchants to participate in Halloween trick or Treat.**

BUSINESS:

1. Cannabis Survey to business owners, managers and leaders

More and more businesses are reporting their sales are down while most are staying its hard to stay open when our city isn't supporting the industry that has been supporting our community for decades. This survey would be used to find out what our community leaders and business owners want to see done regarding the cannabis industry. It will be shared with City Staff and City Council to City leaders have to have first hand reporting from the roots our of community, our businesses. FBID staff would like the FBID board to review the survey, make suggestion and amendments and then FBID Staff will send survey out via email with your direction.

The board feels like sending out a survey to our business community is a good idea. There are a lot of errors on the survey that Rios provided, so it needs to be gone though before sending out to our businesses. Director Kelley made a motion to send the survey once the board has had a chance to review the survey after the error and changes are made, Rios can send it. Director Gonzales seconded the motion. All members in favor and motion was approved.

2. FBID Insurance Policy Review

FBID to review insurance policy and make adjustments as needed. Apple Harvest committee will be seeking FBID's insurance for the 2019 Apple Harvest Festival. The City wide event collects a small fee from each of the participant stops and the chamber is looking to be more involved, but the event could use some help while they build their bank account up. FBID staff would like direction, prior to the official request.

Rios was having old computer issues and could find the original insurance policy to have the board review. At this point the FBID Board is a no letting Apple Harvest use the FBID insurance. Rios can call Lisa Fryrear our new agent at State Farm to see if anything has changed with our insurance regarding Hay wagons.

3. FBID Board of Directors

Staff would like to see what the option are to have alternates on the FBID board. At this time we have a few community members and business leaders that would like to sever on the FBID board. Staff would like direction on how to add alternate board members to the FBID board, if the board approves. Also Staff would like the board to consider Robert Shepherd and Josh Miraglia as alternate board members.

The board would like Rios to follow up with the City of Fortuna and see if alternate board members are an option. If so, Danny made a motion to approve Josh Miraglia and Robert Shepherd as alternate board members. Kalynn seconded the motion and all board members were in favor. Rios will work with the City and if it's ok, Rios will send a letter to City Council for appointment.

4. FBID Grant Funding and scope of work

FBID is seeking funding and creating a scope of work for potential grants. FBID Board to get feedback, input and help on a new scope of work.

FBID Board would like to see what kind of feed back we get from the FBID annual meeting to help create our scope of work.

5. Prosperity! 2018

The County is asking for input on the CEDS. Please review the document and see what we can add on behalf of Fortuna. The City of Fortuna hasn't added any new items to the CEDs as of last week. Would FBID like to add any projects on the City's behalf? https://www.opentownhall.com/portals/131/Issue_6694 FBID Board give some direction to Executive Director and she will pass the information along.

FBID Board has nothing to add to Prosperity at this time.

6. FBID Annual Meeting - November 14, 2018 5:30 p.m. - 7:00 p.m. Monday Club

What does FBID DO? What is the difference between FBID and the Chamber? This will be a great opportunity to explain what the difference are between the BID and the Chamber! If you want to get creative with staff and help with the décor please let Dianna know asap! Food will be catered by Smo-Ken BBQ, drinks and desserts by FBID board.

Director Kelley and Shepherd will help with set up. Director Dolcini will bring a dessert and Rios will get gifts for give aways.

COORDINATORS REPORT:

Women in Business Luncheon

We have a couple seats open at our table.

E-Newsletter

We are trying to send out e-newsletters when we have time, and keeping the information valuable.

FBID website

Not updated, we are working on updating the properties.

Vacancy

We have a lot of opening and people are high on their prices. We need more small spaces.

SMALL BUSINESS REVOLUTION Contest

We have entered Fortuna into SBR we will find out in November if we move on!

Small business Saturday

FBID is using this a new event. We are working with our businesses to get people signed up to participate!

FINANCIALS:

1st quarter report — **presented**

ADJOURN: Director moved to adjourn the meeting at 3:26 and Vice President Gonzales seconded the motion. All board member in favor and meeting adjourned,

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.