

FORTUNA BUSINESS IMPROVEMENT DISTRICT *Board Meeting*

May 6th, 2021 4 P.M. (Pacific Time)

QR Code below or Join Zoom Meeting at:

<https://us02web.zoom.us/j/85763071315?pwd=SCsrQ3R5Z2Zxc1Z3Z0xsQmpSSVhYQT09>

Meeting ID: 857 6307 1315 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.

NORMAL MEETINGS SCHEDULED THE Third TUESDAY OF EVERY MONTH AT 4:00 p.m.

Board Members present:

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

Others attending:

1. Dianna Rios; FBID Executive Director
2. Berny McKenna; FBID Assistant
3. Jeremy Stanfield; City Council Liaison

Call to order:

Public Comment: All public comments should include; First and Last Name, Business name or Entity of involvement for the record (limit to 3 minutes) during the meeting. If your public comments are received before noon on Tuesday, they will be read into the record and will be noted in the official minutes.

Minutes:

FBID board to read, review and approve the minutes for:

March 8, 2021 March Special Meeting

March 16, 2021 March Monthly Board Meeting

April 20, 2021 April Board meeting

April 22, 2021 April final FBID board retreat

- Discussion/Feedback
- Public Comment
- Action

Financials:

Review approval of monthly financials.

- Discussion/Feedback
 - The Board President will give a quick board review on how to read financials.
- Public Comment
- Action

Business Items:

1. Board Manual

- a. FBID staff has written a draft of the board manual. FBID Board to add in, edit out and make changes to documents provided. Staff is seeking approval of document pending changes presented at the meeting.
- b. Procurement Procedures & Procedure for Public Transparency
 - i. Review City of Fortuna Policy and set new clear guidelines for FBID
 - Discussion/Feedback
 - Public Comment
 - Action

2. Staff Manual

- c. FBID staff has written a draft revision to the personnel manual. FBID Board to add in, edit out and make changes to documents provided. Staff is seeking approval of documents pending changes presented at the meeting.
- d. Procurement Procedures & Procedure for Public Transparency
 - i. Review City of Fortuna Policy and set new clear guidelines for FBID

- Discussion/Feedback
- Public Comment
- Action

3. Core Area Manual -

FBID staff has written a draft to the core area manual. FBID Board to add in, edit out and make changes to documents provided. Staff is seeking approval of documents pending changes presented at the meeting. New leadership in core areas have sparked many conversations about who has what role, what are the FBID expectations. Core Area Association, how to communicate, what is acceptable, what is not and how to measure success? Examples of questions include: communication with members, meeting expectations (agenda/minutes/financials), officers roles and term limits, etc.

- Discussion/Feedback
- Public Comment
- Action

4. FBID Board Meeting Times

a. FBID staff would like to hold monthly board meetings every other Thursday through June 2021 to be able to accomplish the structure change in the organization.

- Discussion/Feedback
- Public Comment
- Action

5. City of Fortuna

a. Contract - Update & provide guidance and expectations - The City Manager has tasked FBID to draft changes we would like to see in the FBID/City of Fortuna contract, so city staff can review items and make formal additions and retractions to move forward.

- Discussion/Feedback
- Public Comment
- Action

6. General Plan talks about adding two new Core Areas to the City of Fortuna by 2030. The new districts would be added as two new FBID core area to add better support to the core area to “Fortuna Boulevard” and “Riverwalk Area” and help focus on business growth and expansion.

- Discussion/Feedback
- Public Comment
- Action

7. 2018/2019 & 2019/2020 FBID Audit

a. The FBID Auditor has informed us that our contract with the City of Fortuna indicates that audits should be performed through the City of Fortuna annual audit process at FBID’s expense. The Auditors, needs permission from the City of Fortuna to skip a couple years to get caught up, or FBID need to provide all FBID Audit documents for the current year, to be apart of the City of Fortuna current year Audit.

- Discussion/Feedback
- Public Comment
- Action

STAFF REPORT:

BOARD REPRESENTATIVE REPORTS:

NEXT MEETING: FBID BOARD MEETING - MAY 20, 2021

ADJOURN:



Use your phone camera for FBID Board Meeting link!