

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, July 21st, 2016 4:30 PM @ Monday Club

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
1. Sara Chapman (Fortuna Downtown)	1. Dianna Rios; Coordinator
2. Erica Thompson (City Wide/Home Based/Chamber)	2. Regan Candelario; Fortuna City Manager
3. Brian Gonzalez (Redwood Village/Chamber)	3. Karen DeAngelo; Fortuna Mural
4. Nico Kilmer (City Appointed)	
5. Melissa Collins (Chamber)	Absent Sara Overholt (Hospitality, Strongs Creek)
	Absent Debbie Rice (City Wide)

Opening: FBID meeting called to order at 4:33 by President Thompson. We welcomed the two new board members, Sarah, Melissa and our guest Karen.

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE: President Thompson made a motion to approve the motion board minutes from June 7th with no changes. Board Director Kilmer seconded the motion all board members in favor, motion passed. Minutes for Core Area Quarterly meeting minutes will be approved at the next meeting, ask they were not provided at this meeting.

BUSINESS:

1. Core Area Support: President Thompson would like to see if the board could rotate quarterly to attend a meeting held in the Core Areas, this would allow the entire board to go to Core Area meetings if businesses are not available to come to us. Rios will look into the Brown Act policies regarding hosting agendas for traveling meeting.
2. Grant Request: Rios recused herself from discussion and finding funding for the Fortuna mural due to her husbands involvement in the project. The FBID board had a presentation by Karen DeAngelo. The board had an extensive talk and a motion was made by Director Gonzalez to fund \$1500.00 out of the City Wide advertising to sponsor the mural. President Thompson seconded the motion and all board members were in favor, motion passed. President Thompson made a motion to fund \$1000.00 to the Sisterhood Humboldt Entrepreneurs. These funds will also be moved from City Wide advertising and FBID will partner with the City manger to cover the cost of the River lodge for the Women's Entrepreneurs Convention. Rios will invoice the City Managers fund for his partnership and Co-sponsorship. Board Director Collins seconded the motion all board members in favor, motion passed. President Thompson made a motion to clarify that both grant request are to be moved/spent out the City Wide fund. Board Director Kilmer seconded the motion all board members in favor, motion passed.
3. Redwood Comedy Fest: The Board would like Rios to email the 2016/2017 projected budget for the Comedy Festival. They would also like to see the projected income for this event so they have more information at the next meeting to decide if a two day event is feasible. The board understands that this event stimulates the economy however, its concerned with FBID's overall budget. More discussion will be had at the next meeting.
4. Back to School Event: The Event has been scheduled for August 22nd. Rios has already spent \$250.00 on advertisement. President Thompson made a motion to authorize an additional \$250.00 to be spent on promotion for this event and the \$500.00 will come out of City Wide advertising. Director Collins seconded the motion all board members were in favor, motion passed.

5. Coordinators Report:

- Rios is back from vacation, Got thrown back into Rodeo week and took a couple bereavement days and is slowly getting back into the groove.
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FINANCIALS: Director Kilmer needs to authorize Rios to transfer money from the gift certificate account to the main checking to cover payroll for staff until we receive our first check from the City in the middle of August. President Thompson gave Rios authorization.

BOARD REPRESENTATIVE REPORTS: Auto Expo this weekend, all board members needed to leave. The meeting ran to late.

- At Large/Citywide (Debbie)
- Chamber of Commerce (Sara)
- Hospitality
- City Council (Nico, Tami, City Manager)
- Downtown (Angi)
- Redwood Village (Brian)

ACTION ITEMS DISCUSSED TODAY AND/OR NEXT AGENDA ITEMS:

- Core Area Quarterly need to be provided at the next meeting.
- Rios will look into the Brown Act policies regarding hosting agendas for traveling meeting.
- Rios will invoice the City Managers fund for partnership an n Co-partnership.
- Rios will email the board the 2016/2017 projected budget and projected income for this years Comedy Festival.
- Rios will transfer the gift certificate bank account to the main checking until we receive our check from the City.

ADJOURN: President Thompson adjourned the meeting at approximately 5:46pm.