

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, March 1st, 2017 3:00PM @ 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 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/Home Based/Chamber)	1. Dianna Rios; Coordinator
Brian Gonzalez (Redwood Village)	
Melissa Collins (Fortuna Chamber of Commerce)	Tiara Brown; City Council Liaison Absent
Sarah Chapman (Fortuna Downtown)	Sara Overholt (Hospitality, Strongs Creek) - Resigned
Nico Kilmer (City Appointed)	Tiara Brown; City Council Liaison Absent

Opening: **FBID meeting called to order at 3:05pm by President Thompson.**

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

Director Chapman Made a motion to approve the minutes from February 8, 2017. Director Collins second the motion and all board members in favor, motion passed, minutes approved.

Board Representative Reports:

- ★ At Large/Citywide (Erica)-**The sun is shining and life is good! Please come to the home based business expo this Sunday.**
- ★ Chamber of Commerce (Melissa)-**Thank you to FBID for buying a table to the Chamber Annual Dinner**
- ★ City Council (Nico, Tiara, City Manager) - **New City manager will be starting soon!**
- ★ Hospitality (Sara)-**Sara resigned from the FBID board and the Humboldt Ice Rink Committee. President Thompson would like the FBID Board to vote for new officers next month at the April meeting.**
- ★ Downtown (Sarah)-**No report.**
- ★ Redwood Village (Brian)-**No report**
- ★ At Large/City Wide (Open)-**No report**

BUSINESS:

1) Board Appointments:

- Approval to move Sarah Chapman from Downtown Representative to the newly opened City Wide Seat previously held by Debbie Rice.
 - **Director Kilmer made a motion to approve and move Sarah Chapman from the Downtown Representative to the City Wide/At Large Representative. Director Collins seconded the motion. All board members were in favor and the motion passed.**
- Approval to move Brian Gonzalez from Redwood Village Representative to the Downtown Representative currently held by Sarah Chapman.
 - **President Thompson made a motion to approve and move Brian Gonzalez from the Redwood Village Representative to the Downtown Representative. Director Kilmer seconded the motion. All board members were in favor and the motion passed.**
- Approval of board job terms for Redwood Village Representative created by Rios to Recruit Redwood Village Participation.
 - **Director Gonzalez added the Halloween Trick or Treat and to really inform the next person stepping up, how much work the Lighted Parade is. Rios will work on recruiting new board members and focusing on Redwood Village.**
- Approval to reappoint Erica Thompson to another two year term to the FBID board.
 - **Director Kilmer made a motion to approve Erica Thompson to another two year term Representative to the City Wide/At Large businesses. Director Collins seconded the motion. All board members were in favor and the motion passed**

2) Form 700

- Rios will give recap on the Form 700s.
- Each board member is responsible to turn their own forms in to City hall before March 31st.
- Rios will provide printed Form 700 packets for each board member.
 - **Rios did a brief recap on Form 700. Some of the Board had already turned theirs in and others will work with Rios to get their paper work in, on time!**

- 3) FBID Workplan Draft & Budget for 2017-18
- Board will go through and make changes and addition to the upcoming year work plan.
 - What will the focus of 2017-18 be; Events, Businesses, Beatification, Grants, Workshop?
 - Board will discuss changes to this years budget, so we can bring back a draft budget to the next meeting in April.
- **Changes to Workplan at board meeting;**
 - **Director Collins and Gonzales has offered for FBID to host the Mixer at US Bank.**
 - **Remove Twice a year Core Area Meeting.**
 - **Remove the Fortuna Clean Team**
 - **Add to Fashion show recruitment of models to Back to School Fashion Show. This will allow more businesses to participate without having to stress over finding models.**
 - **Work with Safe and Sober, FUHS, Band, Etc.**
 - **Remove Apple Harvest from Workplan. Rios is to take a firm step back.**
 - **Humboldt Ice Rink - Rios to provide a break down of what hours were worked, who did what and what is needed for the 2017-18 ice rink season.**
- The FBID Board will spend some time reviewing the Workplan and bring back some other changes to the next meeting!**

Coordinators Report:

- 1) Home Based Business Expo
 - **Not much help is needed for the Expo, but Rios would love your attendance to help bring bodies to the event, if possible.**
- 2) Sisterhood of Humboldt Entrepreneurs Bank Account
 - **Director Kilmer made a motion to close the Sisterhood of Humboldt Entrepreneurs bank account Umpqua Bank. President Thompson seconded the motion. All members in favor and motion passed!**
 - **Director Kilmer made a motion to remove Sara Overholt from the Ice Rink Bank Account at Redwood Capital Bank. President Thompson seconded the motion. All members in favor and motion passed!**
- 3) Tentative dates for the Redwood Comedy Festival
 - **Looks great!**
- 4) Grant Ideas - Rios is asking for ...
 - **Rios will apply for a grant with US BANK for Redwood Comedy Festival.**
- 5) FBID Website
 - **Precision intermedia is working on updating the FBID website. We will not be paying for the upgrade, as we paid them in 2015-2016.**

FINANCIALS:

Review financials: Rios needs to get caught up on paying the bills and inputing the deposits. Erica and Nico will come to the FBID office to work on a draft budget. Rios will provide that information at the next meeting!

Meeting adjourned