

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, September 13, 2017 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 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.

<u>Board Members Scheduled to be Present</u>	<u>Others Scheduled to Attend</u>
Erica Thompson (City Wide/At Large)	1. Dianna Rios; Coordinator
Sarah Chapman (City Wide/At Large)	
Brian Gonzalez (Fortuna Downtown Merchants)	
Melissa Collins (Fortuna Chamber of Commerce)	Mark Wheatley; City Manager - Absent
Kalynn Dolcini (Hospitality)	Tiara Brown; City Council Liaison - Absent
Nico Kilmer (City Appointed)	

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.

Opening: **FBID meeting called to order at 4:00pm by President Thompson.**

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

Approval of August 17, 2017 board meeting minutes Board Director Chapman made a motion to approve the minutes with one spelling error noted by president Thompson. Board director Dolcini seconded the motion, all board members in favor, motion passed.

Closed session:

At 4:14 the board went into closed session to discuss an employee matter. At 4:30 we continued with the regular agenda.

Board Representative Reports:

- ★ At Large/Citywide (Erica)- **Apple Harvest will be held October 6-8th in the city of Fortuna.**
- ★ At Large/City Wide (Sarah)- **The 4H Lamb BBQ will be held on Sunday October 1st from 11am-2pm. The lamb BBQ features more than just lamb.**
- ★ Chamber of Commerce (Melissa)- **The Mixer we will be hosting is one of our business items however the chamber is seeking mixer hosts for January, March and April 2018.**
- ★ City Council (Nico) - **Director Kilmer would like Rios to send email to the city manager and our council liaison to invite them to our monthly regularly scheduled meetings.**
- ★ Hospitality (Kalynn) - **The Redwood Memorial golf tournament will be held on October 6th, all teams are full however they are still seeking sponsors**
- ★ Downtown (Brian)- **Apple Harvest is the next major event in downtown Fortuna. Director Gonzalez attended the last downtown merchant meeting where they discussed submitting a funding request to FBID to cover the cost of the bands. The board asked Rios to request year end financials from all core areas for the board to review. The board would also like to see a budget from each core area for the 2017-2018 fiscal year. Rios will put in her request for the core areas and bring it to the board as soon as possible.**
- ★ Redwood Village (Open)- **The board would like to fill this position as soon as possible. Rios along with the board will seek out potential board members at the mixer.**

BUSINESS:

Redwood Comedy Festival - September 15, 2017

- Front Door - 7:00pm-10:00pm Nico, Elan, Amanda & Dean; **Dean may not be able to attend. Rios will need help at the door. Director Chapman can be present to help at the door.**
- VIP Door - Brian, Bailey and Caden
- Drink Tickets - 7:30pm-10:30 US BANK CREW; **Jessica and Friend from US bank will work the drink tickets.**
- Main Bar - Melissa, Anna & Guest Bartender
- VIP Bar - Erica; **Erica has her crew together and will be in charge of the waitresses.**
- VIP Waitresses - Skylar, Courtney, Nikki
- Merchandise - 7:30pm-10:30 Bekah and Estafani
- Comedians & Green Room - 7:30pm-10:30 Dianna; **Rios reported that the comedian budget went up a lot. Rios was worried about the budget and applied for a grant with the Fortuna Humboldt Lodging Alliance. They approved a \$5000.00 grant to help cover cost for our September event.**
- Comedians Stage Light & DJ - 7:00pm-11:00pm DJ Stir Fry Willie
- Food - Ladies Auxiliary 7:30pm-10:30pm
- MC for event - 7pm Chris Riggins and Simon Rios
- Lighting - 2:30pm at River Lodge Casey - Lightning Boom Production
- Meet and Greet with comedians, after hours - Elan, Dianna, Amanda, Dean and Simon

FBID Chamber Mixer

- FBID will be hosting the September Chamber Mixer on Wednesday the 20th at the Monday Club from 5:30-7:00 PM.
- ALL board members must be present. **Board director Dolcini is unable to attend due to a prior meeting.**
- Rios to provide and post an official agenda! We will have minutes and financials available for those interested. **The mixer will not be ran as an official meeting. The President will talk a little bit about the bid and Rios will discuss some of the work plan.**
- Rios will have some cute decorative displays on the Ice Rink, Redwood Comedy Fest, Christmas Kids Free Movies, and other businesses related things. **The board would like to feature four items from the work plan.**
 - Redwood Village; Help is needed; Christmas, The lighted parade, apple harvest and rodeo. We will stress our need for a redwood village board member.**
 - Humboldt Ice Rink; This is a community event that FBID is over seeing and we are looking for an organization to take it over. This event can stand alone with the right crew and organization to oversee it.**
 - Redwood Comedy Festival; A brief recap and invite to the January event.**
 - The home based business expo; promote to get more businesses to participate.**
 - We will keep it simple but interesting. We will not be displaying poster boards at this event. Director Gonzalez has some ideas and will help Rios with decorations and if we can promote the website job listing we should.**
- Food and Bar - Rios will keep it simple and affordable and drinks will be left over from Comedy Festival
- Board Suggestions, other input?

Coordinators Report:

- FBID New Business information update!

FINANCIALS:

- Review monthly financials
 - Core Area; Rios to request year end financials from all core areas for the board to review. The board would also like to see a budget from each core area for the 2017-2018 fiscal year. Rios will put in her request for the core areas and bring it to the board as soon as possible. This will be a task that FBID will be requesting in January as well for a mid-year check.

Meeting adjourned at 5:25pm

Secretary signature: _____