

FORTUNA BUSINESS IMPROVEMENT DISTRICT Board Meeting

February 16, 2021 04:00 PM (Pacific Time)

Join Zoom Meeting at : <https://us02web.zoom.us/j/89868372717?pwd=WjdTRGc0T1RkaFpRTUV5dnVSMmJHZz09>

Meeting ID: 898 6837 2717

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. 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.

NORMAL MEETINGS SCHEDULED THE Third TUESDAY OF EVERY MONTH AT 2 pm

Board Members scheduled to be present in Humboldt County:

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

Others scheduled to attend:

1. Dianna Rios; FBID Executive Director
2. Berry McKenna; FBID Assistant
3. Pedro Lucero; Lost Coast Wizards Games
4. Jeremy Stanfield; City Council Liaison
5. Aaron Felmlee; City of Fortuna, Finance Director
6. Merritt Perry; City of Fortuna, City Manager

Call to order:

Minutes: Review and approve the January 19, 2021

BOARD REPRESENTATIVE REPORTS:

At Large/Citywide (Erica)
At Large/Citywide (Jasmijn)
Chamber of Commerce (Bailey)
City Council (Jeremy & Merritt)
Downtown (Brian)
Hospitality (Ashley)
Redwood Village (Matt)

FINANCIALS: Review current financials

BUSINESS:

1. Audit Review

- a. Review the 2014-2015 Auditors note, direct staff, and accept document
 - i. Action

2. Core Area Guidelines

- a. Staff is recommending a new letter to core areas related to financial accountability and core area responsibilities.
 - i. Action

3. Board Retreat - Staff recommends three (3) board retreats so that; 1. FBID board can get an overview and a team building ice breaker, 2. communicate new ideas and 3. The last meeting will be to create a work plan for staff to follow for the upcoming year.

- a. Select dates & times
- b. Budget
- c. Agenda Items
- d. Location
 - i. Action

4. FBID Board Roles - Board to select roles and new assignments

- a. President
- b. Vice President
- c. Secretary
- d. Treasury & Check Signer
 - i. Action

5. HLA Grant Recap - Just one month remaining of the current HLA grant from June 2020, final report in March 2020.

- a. Review budget spending
- b. Review reports
- c. Ad adjustments and changes
- d. Future Funding applications and projects.
- e. FBID board members to be recorded about the HLA grant to share on our website and out of the area.

COORDINATORS REPORT: 5:00 P.M

- CA Relief Small Business Grant
- Fortuna BID partnership with College of the Redwoods

ADJOURN: _____ Next meeting (Day & Time) _____