

FORTUNA BUSINESS IMPROVEMENT DISTRICT Board Meeting

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

<https://us02web.zoom.us/j/86251578338?pwd=QmlNVFcwMmJjbWZNTlplTdTdWptL1BSQT09>

Meeting ID: 862 5157 8338 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. Brian Gonzalez (Fortuna Downtown Merchants)
7. **OPEN** (City Appointed)

Others scheduled to attend:

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

Call to order: _____

Minutes: Review and approve the minutes from January 19, 2021, March 8, 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 letter to core areas related to financial accountability and core area responsibilities including posting agendas, minutes & financials.
 - i. Action

3. FBID Board Roles - Board to select roles and new assignments for fiscal year 2021-2022 and check signer replacement from past board member Josh Miraglia.

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

4. 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. Take Action - Future Funding applications and projects

5. Board Retreat - FBID board has met with Board Retreat facilitator one on one. Board members and staff were given homework assignments and staff will be meeting with the facilitator to provide more information for the board retreat. The official board retreat will be scheduled with all board members and city representatives and there will be tentatively three (3), three-four (3-4) hours meetings via zoom, board facilitator will take the information and give staff and board some recommendation for moving forward and serving our business community.

- a. No action

COORDINATORS REPORT:

- CA Relief Small Business Grant- Recap
- Fortuna BID partnership with College of the Redwoods
- Retail Strategies & Downtown Strategies

ADJOURN: _____ **Next meeting (Day & Time)** _____