

FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, November 2nd, 2016 3:00 PM @ 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
Debbie Rice (Umpqua Bank)	Tami Trent; City Council Liaison
Brian Gonzalez (Redwood Village)	
Sara Overholt (Hospitality, Strongs Creek)	Sarah Chapman (Fortuna Downtown) Absent
Nico Kilmer (City Appointed)	Melissa Collins (Fortuna Chamber of Commerce) Absent

Opening: FBID meeting called to order at 3:06 by President Thompson.

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE: Board Director Rice made a motion to approve the board minutes from September 14th with no changes. President Thompson seconded the motion all board members in favor, motion passed. There was no board meeting in October and no minutes to approve for October 2016.

BUSINESS:

1) Board Representative Reports

- 1) At Large/Citywide (Debbie & Erica) Upcoming holiday events recap, touching base on clean team, and grants opportunities through Umpqua Bank and US Bank
- 2) Chamber of Commerce (Melissa) No Chamber report.
- 3) Hospitality (Sara) The Strong's Creek Plaza will have a tree donated on December 1st. There has been no Tourism & Marketing meeting yet this month.
- 4) City Council (Nico, Tami & City Manager) Tami is hitting the streets, walking the town, talking about Measure E. New city manager, they are in their second rounds of interviews and they are doing background checks at this time. The city has an interim finance director who is getting everything caught up and that's Paul Rodrigues.
- 5) Downtown (Sarah) Rios gave a quick downtown update
- 6) Redwood Village (Brian) Brian talked about the lighted parade. This event will happen rain or shine. The event will not get cancelled.

1. Workshops and Support Classes

1) New Business support classes are needed.

1) How to get connected with other businesses and local community members. Small workshops that are industry specific. Workshops are less affective if there is a wide variety of business owners present. For example a restaurant owner is going to have different needs than an auto mechanic. Rios will work on putting together workshops after the first of the year.

2) HR and Book Keeping Classes Rios to work with local businesses in that field to help fellow business owners. These workshops can be affective in finding out specific needs as well as tax preparation questions. We have the resources here and we need to use our business owners as our experts.

3) Marketing and Promotions The board would like to see Rios work with Precision regarding workshops and classes.

1) Board needs to give direction to Director Rios. In the past, FBID worked close with Chamber and SBDC on these workshops. The board would like to see Rios use our local experts and well as the Chamber to make these support classes happen.

2. Insurance Request for the Fortuna Monday Club from the Measure E committee: After a long discussion regarding Measure E committee's election night party, the board agreed they could not provide insurance for this event. The policy that the board created regarding insurance clearly states that it must be an FBID event or that FBID has an active role on the committee. The FBID Board was very clear about taking no political opinion regarding Measure E therefore we could not provide insurance as we do not have an active role in their committee.

1) FBID received a request to pull a certificate of insurance on the Fortuna Monday Club building (610 Main Street) for an election party hosted by the Measure E Committee.

1) Board Needs to take Action:

3. FBID Annual Meeting(Part of the Fortuna Chamber Mixer) Rios is preparing for the annual meeting. Would like all board members present as this is our opportunity to promote FBID and provide an opportunity for Q&A.

1) FBID Staff will provide information regarding FBID in the form of print outs and display boards.

2) FBID Board of Directors need to be present for Q&A regarding FBID.

3) Rios will provide an invitation to the December 7th board meeting for anyone interested in in-depth conversations and Q&A.

4) Rios will post an agenda for this meeting to inform the public, but no business will be discussed or voted on.

Coordinators Report: Rios provided each board member with a recap on these blank events; Apple Harvest Insurance, Redwood Comedy Festival, Humboldt Ice Rink, Kids Free Movie, Core Area Update. Here is that report. Coordinators Report 11.2.2016

Apple Harvest

Rios had no intentions of serving on the Apple Harvest Committee as insurance had been phased out. Rios was asked by the chairman to please attend the next few meetings to help with institutional knowledge. The event ran somewhat smooth. Apple Harvest chairman and vice chair, second guessed just about everything that was delegated out. Volunteers seemed frustrated during the planning process but at the end, everyone was fine. The insurance cost for the Apple Harvest Committee through the City of Fortuna was over \$1,300. Rios would like to request that FBID consider assisting this community event monetarily to help with the insurance cost. Rios will not assist the Apple Harvest Committee in future years.

Redwood Comedy Fest

We have received 11 submissions from comedians who have paid their submission fee, 9 who did the Comedy Festival last year and would like to do it again this year and 8 who we are currently still waiting for their information to be sent. We have also booked a headliner for the event as well. We have sold a total of 4 VIP tables online to date.

Humboldt Ice Rink

Tent is here and the sandbox is being built. Rink will be here on Thursday night and construction starts Friday. Insurance has been purchased, contract is done with the City, electrical is in the works, MOU has been submitted to soccer, building permit is pending; sponsors are coming in as well as grant applications. We are moving along with it. Rios has provided her schedule of when she will be at the rink. On weekdays that she is not scheduled, she will be in her office. Kelsey and Amanda will be working at the office and Skylar as well when she comes home for winter break. Their focus will be last minute details for community events, and promoting and marketing the Redwood Comedy Festival. Rios also provided her anticipated schedule for shifts at the Ice Rink from November 14th through January 8th. Board member Overholt has agreed to help Rios with her schedule as needed and as available.

Holiday Events

November 19th and 20th is the Fortuna Craft Fair at the River Lodge. November 25th, Shop Fortuna for the Holiday starts. December 1st is the Strong's Creek Plaza open house. December 9th is the Downtown open house. December 9th is also the Al Gray Electric Lighted Parade hosted by Redwood Village. December 10th is the Kids Free Holiday Movies. December 11th is the Fortuna Christmas Music Festival. December 14th is the Fortuna Garden Club Holiday Tea and Home Tour. December 17th is the Kids Free Holiday Movies. December 19th is the last day of Shop Fortuna. January 8th is the Bridal Fair.

Kids Free Movie

We have a total of 15 sponsors paid and 4 sponsors to bill out. Movies have not been selected yet but tickets are printed, stuffed animals are purchased and at the theatre, and people are excited.

Core Area Update

Downtown needs more business involvement. The FBID office has been assisting downtown to the best of our abilities however, merchants need to step up. Rios is suggesting mailed reminders for monthly meetings. Redwood Village needs to start preparation for the lighted parade to ensure better organization. Strong's Creek Plaza had huge attendance at their last monthly meeting and have a meeting scheduled for Friday.

FINANCIALS: Update and discussion on the 2015/16 year end and the 2016/17 current financial The board would like to see the Core Areas check register and bank statements monthly. That hasn't been the case in a few months and it's nice to hold the associations accountable. Rios will work with Nico on updating the financials for FBID to verify everything is correct and where it needs to be.

ADJOURN: President Thompson adjourned the meeting at approximately 4:15pm.