FORTUNA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Wednesday, June 6, 2018 2018 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 4PM

*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.

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| Board Members Scheduled to be Present | Others Scheduled to Attend |
| Erica Thompson (City Wide/At Large) | 1. Dianna Rios; Coordinator |
| Sarah Chapman (City Wide/At Large) **Absent** | 1. Tammi Trent; City Council Liaison **Absent** |
| Brian Gonzalez (Fortuna Downtown Merchants) | 1. Chelsey Olivera; FBID Office Assistant |
| Melissa Collins (Fortuna Chamber of Commerce) | 1. Merrett Perry; Interim City Manager **Absent** |
| Kalynn Dolcini (Hospitality) | 1. Siana Emmons; City Clerk **Absent** |
| Nico Kilmer (City Appointed) |  |
| Jennifer Kramer (Redwood Village) |  |

Opening**: FBID meeting called to order at 3:14pm by President Thompson.**

APPROVAL OF MINUTES & REVIEW CORRESPONDENCE:

No Minutes

Board Representative Reports:

* + At Large/Citywide (Erica)- **No Report**
  + At Large/City Wide (Sarah)- **No Report**
  + Chamber of Commerce (Melissa**)- No Report**
  + City Manager (Merrett) – **No Report**
  + Hospitality (Kalynn) – **No Report**
  + Downtown (Brian)- **No Report**
  + Redwood Village (Jennifer)- **Board director Kilmer shared that she has been keeping in contact with Humboldt Paintball and local bands to be apart of Rodeo week and Apple Harvest Festival. Kramer shared that she got a promotion in her job which will require her to relocate she stated that she will be resigning from the FBID board. Kramer plans to continue her work that she started with the Rodeo and Apple Harvest and be present at the two events.**

**BUSINESS**:

1. 2018-2019 FBID Budget

Review Budget - board discussion

**Executive Director Rios provided the board of directors with the current financials and the budget for 2018-2019 fiscal year. Rios stated that these are the financials as of today (6/6/18). Board director Kilmer reviewed the budget for 2018-2019. Kilmer stated that the way FBID is run isn’t going to work. Rios suggested going back to the roots, which would be limited amount of stuff. We eliminated a lot of the events, what we are suggesting is a bare bone budget. We will stick by our mission statement, we will be eliminating support staff and FBID pushed events such as comedy festival.**

**Rios look at the work plan.**

**Board Director Kilmer shared that she did a cash flow analysis and a lot of the expense was from support staff and advertising.**

Make Changes - approve changes and new budget for 2018/2019

Office administrative staff laid off as of July 1, 2018 - Board approval

Redwood Comedy Festival Cancelled for September 2018 - board discussion / approval

**3. Work Plan**

Going back to the basics

**Executive Director Rios Provided the board with a draft 2018/2019 work plan. Rios shared that we will save a lot of time and energy we have narrowed down the work plan. Rios shared how we got to where we are. The associations used to run like a business not really relying on FBID. The associations now are depending on help from Rios. We have been helping the associations to an extreme. Rios reviewed the work plan where she added board member participation. Rios is requesting that all board members in the core area’s attend their core area meetings and report back as necessary. Rios is also requesting help with staff showing up to events as FBID representatives so that she can keep more office hours. Rios plan for the next year is to focus more time in her office, this new work plan allows her to keep more office hours.**

Review document put together by staff regarding all things added to the work plan over the last 7 years.

**Executive director Rios showed a work plan with everything FBID has added for the past eight years. She shared that FBID has added and accomplished a lot for the City of Fortuna.**

Review and approve the new 2018-2019 FBID work plan, bring down work load adding more office time.

**Rios reviewed the 2018-2019 work plan, she showed were delegations were made and what changes were made to the work plan. Melissa requested that the Ice Rink and Comedy Festival be removed from the work plan.**

**Nico made a motion to approve the 2018-2019 FBID work plan, Melissa seconded the motion, all board member in favor motion passed.**

**4. Board of Director**

Review FBID board of director roles and terms.

**Rios shared that two people are up for reappointment as of July, we also have an opening for Redwood Village.**

FBID executive director requesting help in attending meetings

Approval of Stephanie McGrath to the FBID Board & thank you to Sarah Chapman for the years of service.

**Rios reviewed Steffanie’s application, Gonzalez made a motion to approve Steffanie as the new city wide representative for a two year term Starting July 1, 2018 and ending in June 30, 2020. Nico seconded the motion, all board members in favor, motion passed.**

Redwood Village - Jenni Kramer’s plan for Redwood Village – **Kramer shared that she is stepping down but plans to continue to help with Rodeo and Apple Harvest.**

Hospitality - Approval of Kalynn Dolcini for a full two year term

**Rios asked Dolcini if she would like to be reappointed for a full two year term, Dolcini agreed. Collins made a motion to approve Dolcini for a full two year term Starting July 1, 2018 and ending in June 30, 2020 as the hospitality representative. Kramer second the motion, all board members in favor, motion passed.**

Fortuna Chamber of Commerce appointment - Approve Melissa Collins for a full two year term. 4. Core Area Meetings

**Collins stated that she will be stepping down as the Chamber representative, Rios shared that she has been in contact with executive director of the chamber for an appointment.**

Redwood Village Merchants Association Meeting, Downtown Merchants Meeting, Strongs Creek Plaza:

**Rios shared that she has a lot of core area upcoming meetings.**

**Strongs Creek Plaza has a couple new business owners and managers, and at the last meeting Starbucks and Timeout expressed excitement to help the shopping center. Strong’s Creek is having a spring extravaganza and it will be put together by some of the newbies! Strongs Creek Association also express interested in taking over the Tuesday rodeo activities. Rios will have a meeting with Redwood Village Shopping Center on March 23rd. The members will decide if they want to keep or give up Tuesday’s Rodeo event. President Thompson would like to be invited to all future core meetings. Downtown is working on updating their new website. They will have a spring event taking place on May 11th from 9th to 12th street to celebrate Grand Reopening of some downtown events.**

**5. Board Meeting Time**

Board meeting day of the week and time.

It has been requested that we move the FBID Board meeting to Tuesday or Thursday morning.

Motion to approve change.

**Thompson is requesting that the board meeting day and time change. The board came to an agreement that the new day and time would be the third Tuesday of the month at 2pm. Kramer made a motion to change the day and time of the FBID board meeting to the third Tuesday of the month at 2pm. Melissa seconded the motion, all board members in favor, motion passed.**

**5. Lodging Alliance grant request**

Motion to approve submitting a grant request for FBID funding with the Lodging Alliance..

**Dianna shared a grant request letter to the lodging alliance and asked the board to read it over and send feedback. Rios explained why we are asking for funding.**

**Rios shared that she will be out of the Office June 18th - June 29th. The FBID office will remain open thanks to administrative staff. Rios will also be out of the Office July 22nd - August 5th. The FBID office will be closing during this time.**

**Meeting adjourned at 4:10 pm**

**Secretary signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**