

**FORTUNA BUSINESS IMPROVEMENT DISTRICT**  
**SPECIAL Board Meeting Minutes**      **March 8th, 2021 8:30 A.M.**

We met via 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.

**Board Members scheduled to be present:**

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

**Others scheduled to attend:**

1. Dianna Rios; FBID Executive Director - PRESENT
2. Berny McKenna; FBID Assistant - PRESENT
3. Jeremy Stanfield; City Council Liaison - PRESENT

**Call to order by President Thompson at 8:35am.**

**Minutes:** Board will approve minutes from January at the March 16, 2021 at 4pm monthly FBID Board Meeting

**BOARD REPRESENTATIVE REPORTS:** Skipped until monthly board meeting

**FINANCIALS:** Skipped until monthly board meeting

**Public Comment:** All public comments should include; First and Last Name, Business name or Entity of involvement for the record (limit to 3 minutes) during the meeting. If your public comments are received before noon on Thursday, they may be read into the record and will be noted in the official minutes.

**No public comments, no members of the public present.**

**BUSINESS:**

- Review and approve FBID communication with a Fortuna business owner of the Fortuna Downtown Business Association.
  - Board Director Casagrande, Kozlowski, Thompson, and Mitchell all read the letter in response, Director Casagrande made a motion to approve the letter presented as is, to send to Fortuna Fabrics owner, Kathy Comerer. Director Kozlowski seconded the motion and all in favor, motioned passed. No public comments and not remarks from City Council Liaison. President Thompson, acknowledges conduct at recent Downtown Merchants was heated & reaffirmed her commitment to the FBID board and Fortuna Business Community.

**Coordinators Report:**

- Pedro Lucero contacted staff Friday afternoon and decided not to join the FBID board with plans to step down from the Downtown Merchants Association.
- The county is talking about offering services related to mental health services and opening them to business owners and community leaders in economic development that have been affected by the pandemic. Most business owners have never worked this hard to keep their businesses open, and economic leaders have also never worked this hard to serve the community. It is a good reminder to ask business owners, council members, and other organizations like chambers and city officials to have some grace with each other.
- Staff has a letter drafted to send the City council and the Chamber to address the relationship with the FBID and then Chamber. Staff will send Director Davy the letter prior to the rest of the board for feedback & input. Director Kozlowski expressed support for current undertakings and enthusiasm to move forward and find solutions.

**ADJOURN:** 8:59am

Next meeting: March 16, 2021 at 4:00pm monthly board meeting.