



City of Fortuna  
APPLICATION FOR APPOINTMENT TO  
FORTUNA BUSINESS IMPROVEMENT DISTRICT (FBID) ADVISORY COMMITTEE

Applicant Name: Amber Woodward

Home Address: [REDACTED] Fortuna, CA

Mailing Address (if different): [REDACTED] Fortuna, CA

Home Phone: [REDACTED] Business/Cell Phone: [REDACTED]

Email Address: [REDACTED]

Education: AS Degree Business Admin

Length of Time in the Fortuna Area: 16 years

Business Name and Address: AP Property Management [REDACTED] Fortuna

\*\*\*Identify which Core Area your business is located within, refer to descriptions below.

Core Area: Downtown Merchants

Job Title: Broker/Owner

Organizations in which you are currently involved: Chamber of Commerce, Kiwanis, Scouts

Reason for wanting to serve on this Advisory Committee: To help improve the business

community and improve resources for new/small businesses.


Expertise you bring to this Committee: I have started a business from the ground

and also try to frequent local businesses as much as possible. I have many ideas to share.

References:

1. Kelly Issacson, Umpqua Bank [REDACTED]

2. Rene Lindsay, Chamber of Commerce [REDACTED]



12/29/2022

Signature

Date

City of Fortuna  
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Fortuna Business Improvement District Advisory Committee

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**Fortuna Business Improvement District (FBID) Advisory Committee**

**Purpose:** To advise the City Council on the use of the annual Benefit assessment funds. All businesses, trades and professions located within the boundaries of each core area pay an assessment in addition to the City business license fee.

A total of 62 percent of the funds raised within each of the three core areas shall remain within the core areas. These funds shall be used to promote such area.

The funds raised within the citywide area and the remaining 38 percent of the funds raised within each of the three core areas shall be used to promote the entire community. The advisory committee shall determine how these funds are spent.

The authorized number of members of the advisory committee shall be seven unless modified by an amendment of the Fortuna Municipal Code. The advisory committee shall be represented by the following \*\*\***CORE AREAS:**

1. Downtown; one representative
2. Redwood Village Shopping Center; one representative
3. Strongs Creek Plaza; one representative
4. City of Fortuna; one representative
5. Citywide; one representative
6. Fortuna Chamber of Commerce; one representative
7. One person nominated by the six representatives identified above

The following types of businesses shall be represented on the advisory committee:

1. Retail, three representatives
2. Professional and service, two representatives
3. Manufacturing/wholesale, one representative
4. Hospitality, one representative

The purpose for which the funds raised by the benefit assessment are set forth by Area Law of 1989, Streets and Highway Code Section 36500 et seq. and are as follows:

- A. Promotion of public events, which are to take place on or in public places in the district;
- B. Decoration of any public place in the district;
- C. Furnishing of music in any public place in the district;
- D. The general promotion of business activities in the district;
- E. Marketing to fill available space, recruiting and expansion of commercial enterprise.

**Meetings:** The Advisory Committee will determine monthly meeting dates and times at the time by-laws are created and recommended to City Council for approval.

**Terms:** The City Council shall approve appointments and terms.