

# STAFF REPORT

## *City Council Consent Item*

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**DATE:** March 6, 2023

**TO:** Honorable Mayor and Council Members

**FROM:** Merritt Perry, City Manager

**SUBJECT:** **Consideration of Appointment to Fortuna Business Improvement District Advisory Committee**

### **STAFF RECOMMENDATION:**

Approve appointment to Fortuna Business Improvement District Advisory Committee as recommended below.

### **BACKGROUND:**

Fortuna Municipal Code Title 5, Chapter 5.40, establishes the Fortuna Business Improvement District (FBID), provides procedures for benefit assessment, and establishes a seven-member Advisory Committee. The Fortuna City Council shall approve all nominations to the Advisory Committee.

Section 5.40.050 is as follows:

#### ***5.40.050 Advisory committee.***

*A. The authorized number of members of the advisory committee of the district shall be seven unless modified by an amendment of this chapter. The city council shall appoint the advisory committee and prioritize appointments such that the advisory committee is comprised of the following appointments:*

- 1. Downtown core area, one representative;*
- 2. Redwood Village Shopping Center core area, one representative;*
- 3. Strongs Creek Plaza core area, one representative;*
- 4. City council liaison, one representative;*
- 5. Citywide, one representative;*
- 6. Fortuna chamber of commerce, one representative;*
- 7. One person nominated by the six representatives identified above.*

*B. The city council, in making appointments to the advisory committee, shall endeavor to make appointments so that the following categories of businesses are represented on the advisory committee:*

- 1. Retail, three representatives;*
- 2. Professional and service, two representatives;*

3. *Manufacturing/wholesale, one representative; and*
4. *Hospitality, one representative.*

On February 28, 2023, the FBID Advisory Committee passed a motion to make a recommendation to the City Council to appoint Stephanie McGrath to fill the 7<sup>th</sup> open committee member position. Mrs. McGrath's appointment would satisfy the Fortuna Municipal Code by being a member that is located in the Strongs Creek Plaza Core Area, being a representative of a retail business and having been nominated by the other representatives on the committee. Additionally, the business owned by Mrs. McGrath has been very prominent in the community, supported many community events and causes and is a successfully ran business in the City of Fortutna.

**RECOMMENDED COUNCIL ACTION:**

Approve the appointment of Stephanie McGrath to fill the 7<sup>th</sup> open committee member position for a two-year term ending on March 6, 2025. Consent agenda vote.

**ATTACHMENT:**

- Application: Stephanie McGrath