

STAFF REPORT

City Council Consent Item

DATE: December 18, 2023

TO: Honorable Mayor and Council Members

FROM: Siana L. Emmons, City Clerk

THROUGH: Merritt Perry, City Manager

SUBJECT: **Review and Approve Mayor’s Recommendation of Appointees to the Fortuna Business Improvement District’s Advisory Committee**

STAFF RECOMMENDATION:

Review applications for the Fortuna Business Improvement District Advisory Committee and Approve Mayor’s recommendations of appointees.

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;(Currently Michelle Oliver)*
- 2. Redwood Village Shopping Center core area, one representative;(Currently John Batini)*
- 3. Strongs Creek Plaza core area, one representative;(Currently Stephanie McGrath)*
- 4. City council liaison, one representative;(Currently Kris Mobley)*
- 5. Citywide, one representative; (Vacant - Previously Danny Kelly Vacant)*
- 6. Fortuna chamber of commerce, representative;(Currently Amber Woodward)*
- 7. One person nominated by the six representatives identified above (Vacant - Previously Fred Robinson)*

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.*

EXECUTIVE SUMMARY:

Two of the FBID Advisory Committee seats are vacant. One (Citywide as appointed by the City) and one of the FBID Board seats.

FBID received two applications:

- Mavis Amen (*new appointment*) a
- Fredrick Robinson (*re-appointment*).

RECOMMENDED COUNCIL ACTION:

Approve Mayor's appointment of Mavis Amen and Fredrick Robinson to FBID Advisory Committee as recommended by Mayor Trent. Consent Calendar vote.

ATTACHMENTS:

Committee Applications:

- FBID: Mavis Amen
- FBID: Fredrick Robinson