

STAFF REPORT

City Council Consent Item

DATE: May 15, 2023

TO: Honorable Mayor and Council Members

FROM: Merritt Perry, City Manager

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

STAFF RECOMMENDATION:

Approve appointment to Fortuna Business Improvement District Advisory Committee as recommended below, and consider approving additional Committee recommendations outlined 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 April 25, 2023, the FBID Advisory Committee passed a motion to make a recommendation to the City Council to appoint Jon Batini, Rite Aid Drugs Store Manager to fill the vacant Redwood Village committee member position.

At the same meeting, the Advisory Committee voted unanimously to recommend the City Council approve staggering seat terms to ensure continuity on the Committee. The recommendation is to keep the core areas of the district; Downtown, Strong's Creek, and Redwood Village, at two (2) year terms and that Citywide and the seventh committee position be moved to one (1) year to stagger the terms.

The last recommendation to the Council by the Advisory Committee was to approve switching of appointment of the seventh member with the Strong's Creek member. Fred Robinson is currently the Strong's Creek member, however, he has not opened his business there yet. The committee recommends Stephanie McGrath, a business owner in Strong's Creek, to become the Strong's Creek representative and appoint Fred Robinson to the seventh position.

RECOMMENDED COUNCIL ACTION:

Approve the appointment of Jon Batini to the Redwood Village member position for a two-year term, stagger the seat terms; with Downtown, Strong's Creek and Redwood Village at two (2) year terms and Citywide and the seventh nominated positions set at a one (1) year term; and approve appointment of Stephanie McGrath to the Strong's Creek position and Fred Robinson to the seventh position. Consent agenda vote.

ATTACHMENT:

- Application: Jon Batini