



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

Meeting Date: January 28, 2020
To: Visit Fort Bragg Committee
From: Scott Perkins, Senior Planner
Agenda Item Title: Sub-Committees

BACKGROUND AND OVERVIEW:

Past iterations of the Visit Fort Bragg Committee have established sub-committees. Sub-committees accomplish the following goals:

Increase Decision-Making Efficiency

The Visit Fort Bragg Committee generally meets once every two months. Oftentimes, there are questions or decisions that come up between meeting that should not have to wait for the next full committee to meet in order to act. Additionally, the full committee is subject to the Brown Act, which means a majority of the committee cannot make decisions unless the forum is open to the public (among other requirements). Sub-committees consist of four or fewer committee members so that they may email, respond to questions and make decisions on an iterative basis. These groups meet on an as-needed basis, and often complete tasks via email.

Allows Outside Participation

Sub-committees in the past have invited outside individuals who have an expertise in a field to participate on sub-committees. For example, a website sub-committee may include a web development professional who is not on the full Visit Fort Bragg Committee. This allows the inclusion of individuals who can help the overall Visit Fort Bragg initiative without requiring them commit to full committee membership.

Encourages Interest Area Participation

Some committee members may be more interested in certain aspects of Visit Fort Bragg. Sub-committees allow these individuals to key in on topics and projects most interesting to them.

Focused Budget Control

In the past, sub-committees have generally controlled the relevant Visit Fort Bragg budget line items specific to their project. For example, the special events subcommittee has kept a keen eye on the special events budget line item within the overall Visit Fort Bragg budget.

Visit Fort Bragg Committee members are not required to participate in sub-committees. Additionally, committee members may participate on more than one sub-committee. Staff recommends the formation of the following sub-committees, but the full Visit Fort Bragg Committee may add or subtract from this list as necessary:

Special Events and Decorations: This sub-committee has worked on a wide range of projects including the downtown Christmas tree lighting, holiday decorations, walking maps, and Restaurant Week. In the coming year, this group will provide input on the City's fireworks celebration and any future block parties.

Marketing and Advertising: This group would become more involved with the City's relationship with The Idea Cooperative, our contracted marketing firm. The firm is currently developing brand positioning concepts to present to Visit Fort Bragg. The sub-committee would work with them on the direction of the brand positioning, social media presence and any future advertising buys.

Website: The Visit Fort Bragg website needs a good deal of work, and The Idea Cooperative will begin providing guidance once their brand positioning concepts are complete. The website sub-committee would work with City IT staff to implement changes to the website to help it stay fresh.

RECOMMENDATION:

Staff recommends the Visit Fort Bragg Committee assign sub-committees for the upcoming year.

ATTACHMENTS:

None.