



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda Special Meetings

Tuesday, August 8, 2023

9:30 AM

Town Hall, 363 N. Main Street and Via Video
Conference

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

ZOOM WEBINAR INVITATION

*This meeting is being presented in a hybrid format, both in person at Town Hall and via Zoom. You are invited to a Zoom webinar.
When: Aug 8, 2023 09:30 AM Pacific Time (US and Canada)
Topic: Visit Fort Bragg*

*Please click the link below to join the webinar:
<https://us06web.zoom.us/j/83898378466>*

*Or Telephone: 1 669 444 9171 US (*6 mute/unmute, *9 raise hand)*

Webinar ID: 838 9837 8466

To speak during public comment portions of the agenda via zoom, please join the meeting and use the raise hand feature when the Chair or Acting Chair calls for public comment on the item you wish to address. Written public comments may be submitted to Administrative Analyst, Diana Sanchez at dsanchez@fortbragg.com

1. APPROVAL OF MINUTES

1A. [23-265](#) Approve Minutes of May 9, 2023

Attachments: [VFBM 05092023](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [23-258](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts
- 3B. [23-260](#) Receive Oral Update From VFB Special Events Subcommittee
- 3C. [23-263](#) Receive Report and Provide Direction to Staff Regarding VFB FY 23/24 Budget

Attachments: [08082023 Budget Staff Report](#)

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

STATE OF CALIFORNIA)
)ss.
COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on August 3, 2023.

Diana Sanchez, Administrative Analyst

NOTICE TO THE PUBLIC

DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *Such documents are also available on the City of Fort Bragg's website at <http://city.fortbragg.com> subject to staff's ability to post the documents before the meeting*

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

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If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).



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Text File

File Number: 23-265

Agenda Date: 8/8/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of May 9, 2023



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Phone: (707) 961-2823
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Meeting Minutes Special Meetings

Tuesday, May 9, 2023

9:30 AM

Town Hall, 363 N. Main Street
and Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 9:30 AM.

ROLL CALL

Present: 7 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Lia Morsell, Marcia Rafanan, Jamie Peters-Connolly and Barbara Bruce

Absent: 1 - Jason Hurst

1. APPROVAL OF MINUTES

1A. [23-143](#) Approve Minutes of April 11, 2023

A motion was made by Chair Albin-Smith and seconded by Co-Chair Rafanan, that the Minutes be recommended for approval. The Minutes were approved as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [23-144](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh and Tyler Young of The Idea Cooperative gave a monthly update. On the promotion calendar are the Summer Season Events, their will be a banner placed on the pergola by Town Hall highlighting summer events from May through September. The campaign for the Mendocino Film Festival includes an ad from Visit Fort Bragg as they are a major sponsor as well as having a social promo on the VFB page to give people a chance to win VIP passes. The next campaign will focus on Mountain Biking and will include a landing page specific to Mountain Biking.
Public Comment: None.

Discussion: There was discussion about whether the Salmon BBQ would be happening this year. It was mentioned that there will also be an Urchin Festival on the coast. There was also discussion about Visit Fort Bragg becoming the sponsor for First Friday's. There was discussion about promoting the Summer Season Events banner on social media.

3B. [23-145](#) Receive Oral Update from VFB Special Events Subcommittee

Administrative Analyst, Cristal Munoz gave an update on the Visit Fort Bragg Special Events

Subcommittee. There will be a Summer Kickoff Event on June 9, 2023 with live music, food trucks available and other activities.

Public Comment: None.

Discussion: There was discussion about a potential scavenger hunt put on by Art Explorers. There was also a suggestion about holding future events at CV Starr.

4. MATTERS FROM COMMITTEE / STAFF

There was a Coastal Trail walking audit for people to pitch in ideas about the trails. The Krenov School is having their opening for there show on May 12, 2023.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 10:35 AM.



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Text File

File Number: 23-258

Agenda Date: 8/8/2023

Version: 1

Status: Consent Agenda

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Update from Idea Cooperative on Visit Fort Bragg Efforts



City of Fort Bragg

416 N Franklin Street
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Phone: (707) 961-2823
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Text File

File Number: 23-260

Agenda Date: 8/8/2023

Version: 1

Status: Consent Agenda

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3B.

Receive Oral Update From VFB Special Events Subcommittee



City of Fort Bragg

416 N Franklin Street
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Phone: (707) 961-2823
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Text File

File Number: 23-263

Agenda Date: 8/8/2023

Version: 1

Status: Consent Agenda

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3C.

Receive Report and Provide Direction to Staff Regarding VFB FY 23/24 Budget



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: AUGUST 8, 2023
TO: VISIT FORT BRAGG COMMITTEE
FROM: CRISTAL MUNOZ, ADMINISTRATIVE ANALYST
SARAH MCCORMICK, SPECIAL PROJECTS MANAGER
AGENDA ITEM TITLE: RECEIVE REPORT AND PROVIDE DIRECTION ON THE VISIT FORT BRAGG COMMITTEE BUDGET FOR FISCAL YEAR 2023/24

BACKGROUND AND OVERVIEW:

The Visit Fort Bragg Promotions program is funded from a portion of the Measure AA increase in Transient Occupancy Taxes from 10% to 12%. City Council included \$25,000 to the Visit Fort Bragg Committee (VFB) for discretionary spending. At the regularly scheduled meet held on July 11, 2023, VFB considered a variety of uses for this funding. Staff has organized these many fantastic ideas into a table for VFB consideration and discussion.

SUMMARY:

Proposed Activity	Description	Estimated Costs	Estimated Total
Mural Walking Tour Printed Map	Encourage pedestrian activities in the CBD	Layout \$ TBD	\$1600+
		Printing for 5000 \$ 1600	
General Walking Tour		Content development	

Proposed Activity	Description	Estimated Costs	Estimated Total
Printed Map & QR code plaques (to include Historical sites, Park amenities, etc.)	Encourage pedestrian activity in the CBD	\$	\$1600+
		Layout \$TBD	
		Printing for 5000 \$ 1600	
Magic Market	Shoulder season event for locals and visitors	Insurance: \$ 250 Co. Health Permit: \$ 175 Restrooms: \$ 800 Volunteer Snacks: \$ 100 Musicians: \$ 1,000 Outdoor Tent: \$ 1,000 Outdoor Heaters: \$ 300 Decorations: \$ 600	\$5,000
Whale Festival	Shoulder season event for locals and visitors	Insurance: \$ 250 Co. Health Permit: \$175 Security: \$ 500 Restrooms: \$ 800 Food: \$ 200 Musicians: \$ 1,000 Outdoor Tent: \$ 1,000 Outdoor Heaters: \$ 300 Decorations: \$ 300	\$4,500
Winter Wonderland	Shoulder season event for locals and visitors	Insurance: \$ 250 Co. Health Permit: \$ 175 Co. Event Permit: \$ 125 Security: \$ 300 Restrooms: \$ 400 Food: \$ 300 Musicians: \$ 1000 Outdoor Tent: \$ 1000 Outdoor Heaters: \$ 300	\$3,600

Proposed Activity	Description	Estimated Costs	Estimated Total
		Decorations: \$ 400	
Wine Song	Support annual event (is September considered shoulder season?)		\$3000
String Lights on Redwood Avenue	Enhance the walkability of downtown to encourage pedestrian activity	200 Linear Feet of lights with connectors/timers	\$6,000
		Installation (cherry picker & crew)	
String Lights on Laurel Street	Enhance the walkability of downtown to encourage pedestrian activity	180 Linear Feet of lights with connectors/timers	\$5,000
		Installation (cherry picker & crew)	
Holiday Decor	Enhance visitor experience downtown during the shoulder season	Garland, bows, ribbon, lights, etc.	\$5,000
Flags/Banners	Enhance visitor experience downtown throughout the seasons and during special events	Pending quote	\$5,000
Buskers	Support the arts downtown	\$ 50 per musician/band on First Friday	\$1,000
Wine Barrel Planter Directional Signage		Materials \$500 (wine barrels, dirt, plantings, paint, wooded arrows/stakes)	\$1,000
		Labor \$200	
		Installation \$300	

RECOMMENDATION:

1. Discuss potential activities and refine the list for decision making at the next regular meeting of VFB; and
2. Discuss potential activities and direct staff on the budgetary allocation of the VFB FY 23/24 budget.

ALTERNATIVES:

Provide direction to staff on how to proceed.

NOTIFICATIONS:

“Notify Me” Subscriber Lists: Economic Development Planning; Fort Bragg Downtown Businesses; Tourism and Marketing