



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: February 2, 2021
To: Visit Fort Bragg Committee
From: Tabatha Miller, City Manager
Sarah McCormick, Housing & Economic Development Coordinator
Agenda Item Title: Committee Membership

BACKGROUND AND OVERVIEW:

The Visit Fort Bragg Committee is comprised of five to seven members of the public and two Councilmembers, appointed in terms for continuity. The table below shows the current membership and terms of service:

Member	Affiliation	Term
Jessica Morsell-Haye	Vice Mayor	Mayor Appointment
Tess Albin-Smith	Councilmember	Mayor Appointment
Nancy Bennett	Cowlick's Ice Cream	Term ended 12/31/20
Nicki Caito	Le Tre Clothing	24 months - expires 12/31/21
Debra DeGraw	North Coast Brewing Company	24 months – expires 12/31/21
Alison de Grassi	West Business Development Center	24 months – expires 12/31/21
Robert Pinoli	Skunk Train	Term expired 12/31/20
Kelly Urbani-Freeland	Big River Realty	24 months – expires 12/31/21
Anne Maureen McKeating	Larry Spring Museum	retired

Two members' terms expired at the end of 2020. Additionally, Anne Maureen McKeating stepped down due to travel restrictions pertaining to the COVID-19 pandemic that has kept her in Canada. The Visit Fort Bragg protocols state that the committee shall be composed of up to seven (7) community members, thus there are potentially up to three (3) open seats available.

Visit Fort Bragg Committee Protocols are provided as an attachment and the following excerpt included herein, provides guidance on membership:

Members

1. The VFB Committee shall be composed of up to 9 members – 7 from the community and 2 councilmembers.
2. Members should represent a cross-section of the Fort Bragg tourism sector. Ideally (but not mandatory) the Committee would be comprised of a cross-section of the sectors below; achieving diversity of interests should be considered when reviewing applications for membership.
 - a. Lodging: representation from both large and small establishments; branded and not branded.
 - b. Retail
 - c. Dining
 - d. Recreation/Attraction
 - e. Art/Culture
 - f. Other
3. Members are not required to reside in the Fort Bragg city limits.
4. Members may be nominated by city representatives and Committee members. Members may be recommended to the Committee by community members
5. Potential members are required to complete the current VFB Committee Membership Interest form.
6. Members are required to complete the current VFB Committee Member Conflict of Interest Disclosure form. The purpose of this form is to provide full transparency about Committee members' interest and affiliations. The forms will be reviewed by City staff.
7. New members must be approved by the City Council representatives on the Visit Fort Bragg Committee.
8. If Committee membership is full, the Committee may consider rotating members or increasing membership.

Attached to this report are the applications (in alphabetical order and redacted to protect privacy) submitted for Visit Fort Bragg membership. The applicants were informed of the plan to appoint new members at the February 2, 2021 Visit Fort Bragg meeting, and should be available to answer questions.

RECOMMENDATION:

Staff recommends the Visit Fort Bragg Committee review applications and appoint new members to the Committee.

ATTACHMENTS:

1. Application – Nancy J Bennett
2. Application – Barbara Bruce
3. Application – Megan Caron
4. Application – Susie de Castro
5. Application – Bill Mann
6. Application – Scott Schneider
7. Visit Fort Bragg Protocols