

From: [Jacob Patterson](#)
To: [City Clerk](#)
Subject: Public Comment -- 1/22/24 CC Mtg., Item No. 8C, Idea Cooperative Contract Amendment
Date: Thursday, January 18, 2024 4:08:15 PM

City Council,

Despite staff's statements otherwise, the Idea Cooperative has hardly been providing good value for money concerning the services they already provide. Rather, their work product often leaves something to be desired (e.g., errors and omissions from event promotional materials). Also, they provide destination marketing services for Fort Bragg and, so far as I know, have no expertise concerning broadband utilities, municipal or otherwise. Shouldn't the City hire a firm to consult about our (potential boondoggle) broadband initiative that has relevant expertise providing marketing support for an internet provider or other telecom service? Marketing to out-of-town tourists and marketing to local residents and customers are completely different activities and experience in one in no way suggests the same consultants would be good at the other. Of course, the staff person working on this project also doesn't have any relevant experience concerning creating a broadband utility or even any economic development so I am not sure about relying on her recommendations for a sole-source consulting contract even though I like Sarah quite a lot.

This seems like a half-baked proposal and might be better deferred to another meeting or even sent to committee for proper evaluation (e.g., the Finance & Admin Committee or the Public Works Committee).

Regards,

--Jacob