



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, June 15, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

ROLL CALL

PLEASE TAKE NOTE

DUE TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20 WHICH SUSPEND CERTAIN REQUIREMENTS OF THE BROWN ACT, AND THE ORDER OF THE HEALTH OFFICER OF THE COUNTY OF MENDOCINO TO SHELTER IN PLACE TO MINIMIZE THE SPREAD OF COVID-19, THE VISIT FORT BRAGG COMMITTEE AND STAFF WILL BE PARTICIPATING BY VIDEO CONFERENCE IN THE VISIT FORT BRAGG COMMITTEE MEETING OF TUESDAY, JUNE 16, 2021.

In compliance with the Shelter-in-Place Orders of the County and State, The meeting will be live-streamed on the City's website at <https://city.fortbragg.com/> and on Channel 3. Public Comment regarding matters on the agenda may be made in any of the following ways: (1) By joining the Zoom video conference, (2) Emailed to Administrative Assistant Cristal Munoz, cmunoz@fortbragg.com, or (3) Written comments delivered through the drop-box for utility payments to the right of the front door at City Hall, 416 N. Franklin Street. We appreciate your patience and willingness to protect the health and wellness of our community and staff.

If you have any questions regarding this meeting, please contact Administrative Assistant Cristal Munoz, cmunoz@fortbragg.com, 707-964-2823 ext. 100.

ZOOM WEBINAR INVITATION

Link to join Webinar

<https://zoom.us/j/93538606023>

1. APPROVAL OF MINUTES

1A. [21-301](#) Approve Minutes of April 20, 2021

Attachments: [VFBM 04202021](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

3A. [21-291](#) Receive Update from Idea Cooperative on Visit Fort Bragg Campaign for Month of May - The Great Fort Bragg Photo Collection

- 3B. [21-292](#) Receive Update from Idea Cooperative on Visit Fort Bragg Campaign for Month of June - Sustainability
- 3C. [21-300](#) Summary of the City of Fort Bragg Transient Occupancy Tax (TOT) Revenues

Attachments: [Bed Tax Historical Summary](#)
[Monthly Summary Bedtax](#)

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 June 11, 2021.

Cristal Munoz, Administrative Assistant

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:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

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: 21-301

Agenda Date: 6/15/2021

Version: 1

Status: Consent Agenda

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of April 20, 2021



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Meeting Minutes Community Meetings

Tuesday, April 20, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:05 PM

ROLL CALL

Present: 8 -Tess Albin-Smith, Jessica Morsell-Haye, Nicole Caito-Urbani, Alison DeGrassi, Debra DeGraw and Megan Caron

Absent: 1 - Kelly Urbani-Freeland, Nancy Bennett and Barbara Bruce

1. APPROVAL OF MINUTES

1A. [21-149](#) Approve Minutes of February 02, 2021

A motion was made by Committee Member Debra DeGraw seconded by Committee Member Jessica Morsell-Haye that these Committee Minutes be approved. The motion carried by unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

*None

3. CONDUCT OF BUSINESS

3A. [21-168](#) Receive Update from Idea Cooperative About Visit Fort Bragg Campaign and Analytics

City Manager Tabatha Miller introduced Tom Kavanagh from The Idea Cooperative who gave an overview of the current campaign to promote Visit Fort Bragg. He provided statistics from the various social media platforms they are using. The website has reached 50,000 views. There are over 19,000 followers on Instagram and 68,000 via Facebook. The engagement is going great. Now is the time to create a tailored invite to those who can travel to the coast but with safety in mind.

Public Comment was:

*None

Discussion:

The committee discussed what the next promotional activity would be and that they would like to incorporate more digital target campaigns since that is an inexpensive way to reach many

on the digital platforms. The committee also was discussed the importance to have a sustainable message on the website for visitors. Idea Cooperative will assist with branding of this sustainability campaign.

Direction:

The committee agreed they would present the proposal for \$180,000 for the FY 21-22 to the full council. The committee has agreed that moving forward this meeting with be once a month on the 3rd Tuesday at 3:00 PM.

A motion was made by Committee Member Albin-Smith seconded by Committee Member DeGraw to bring the \$180,000 proposal to the full council. It was approved unanimously.

3B. [21-165](#) Receive Report and Discuss Economic Development Strategies, Focused on the Central Business District

Housing & Economic Development Coordinator Sarah McCormick presented this item. She summarized that there were two Special Economic Development City Council Meetings. In which they cultivated ideas and tools to improve the central business district (CBD). This committee has been tasked with these items: Create Historical Walking Tour, Create Mural Walk and improve Business Directory and Directional Signage.

Public Comment:

*None

Discussion:

The committee agreed to create two working groups: one for the walking tours and the other for directional signage. They would like to work with the Idea Cooperative to create the branding for the signage.

1. Walking Tour: Megan Caron and Jessica Morsell-Haye
2. Signage: Nikki Caito- Urbani, Debra DeGraw and Allison DeGrassi and Tess Albin-Smith

3C. [21-166](#) Summary of the City of Fort Bragg Transient Occupancy Tax (TOT) and General Fund Sales Tax Revenues

City Manager Tabatha Miller gave an oral report for information purposes regarding the City of Fort Bragg Bed Tax Revenues

Public Comment:

*None

Discussion:

This was just for informational purposes only.

3D. [21-167](#) Oral Report and Update on Items of Interest to the Visit Fort Bragg Committee

City Manager Tabatha Miller gave an oral update on several items: CDBG Business Loan Programs that are currently available and that Natalie McLaughlin the Special Projects Assistant will be working with businesses to make sure there needs are met. In addition the Finance and Administration Committee is looking into creating a Fee Waiver program for Capacity Fee's. As current rainfalls cease the City is leaning towards a Water Emergency and ask for voluntary reduction of water usage. Council passed the Formula Business 45 Day

Moratorium Ordinance for the in land zone. The Fourth of July Fireworks will happened this year.

4. MATTERS FROM COMMITTEE / STAFF

*None

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:57 PM



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Text File

File Number: 21-291

Agenda Date: 6/15/2021

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 Campaign for Month of May - The Great Fort Bragg Photo Collection



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Text File

File Number: 21-292

Agenda Date: 6/15/2021

Version: 1

Status: Consent Agenda

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3B.

Receive Update from Idea Cooperative on Visit Fort Bragg Campaign for Month of June - Sustainability



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Text File

File Number: 21-300

Agenda Date: 6/15/2021

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3C.

Summary of the City of Fort Bragg Transient Occupancy Tax (TOT) Revenues



CITY OF FORT BRAGG

BED TAX REVENUES

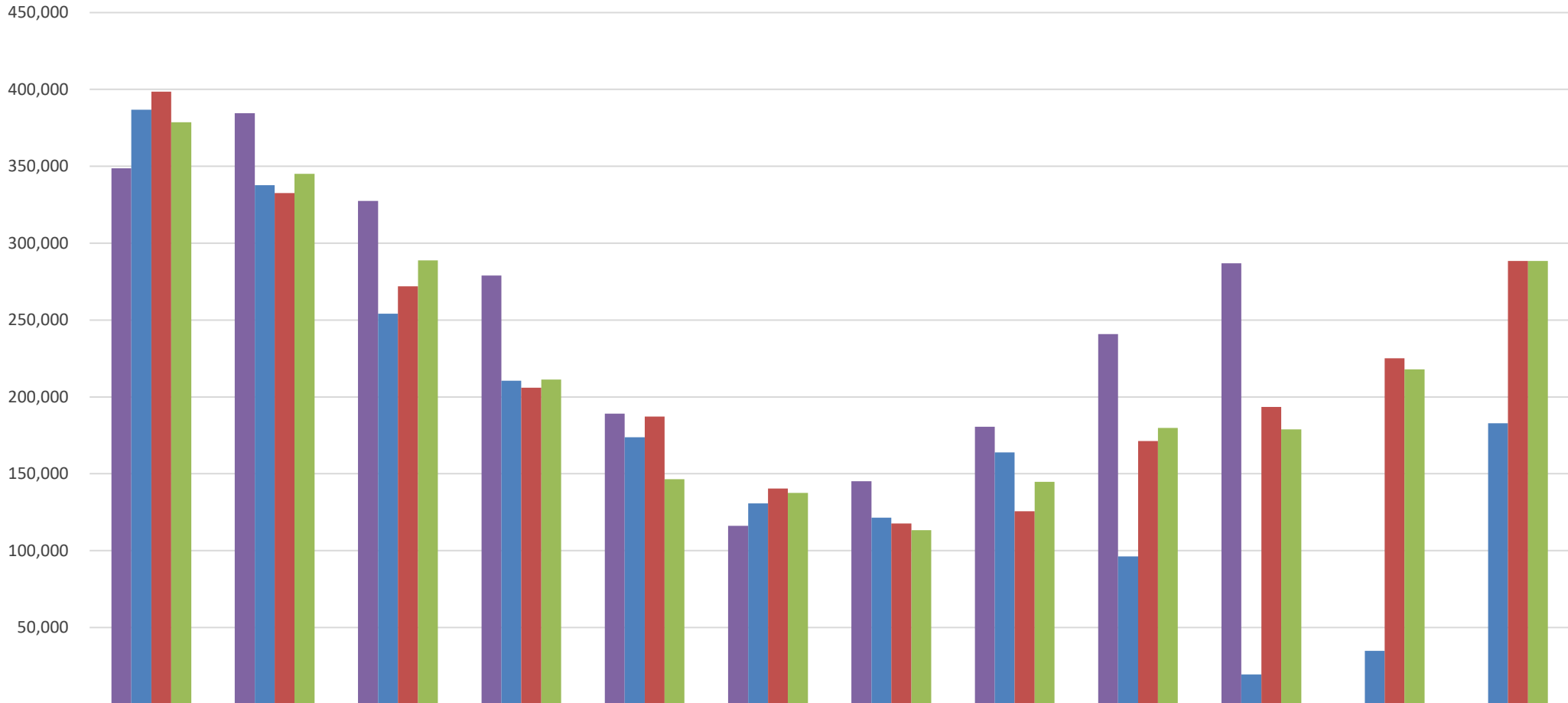
YEAR	FIRST QUARTER Jul-Sep	SECOND QUARTER Oct-Dec	THIRD QUARTER Jan-Mar	FOURTH QUARTER Apr-Jun	FISCAL TOTAL	% CHANGE	Tax Rate
1982/83	\$ 69,914	\$ 30,623	\$ 20,177	\$ 52,093	\$ 172,807		6%
1983/84	\$ 105,128	\$ 43,009	\$ 39,275	\$ 83,859	\$ 271,271	56.98%	8%
1984/85	\$ 143,407	\$ 52,817	\$ 44,396	\$ 94,857	\$ 335,477	23.67%	8%
1985/86	\$ 150,788	\$ 56,827	\$ 43,296	\$ 96,909	\$ 347,820	3.68%	8%
1986/87	\$ 158,836	\$ 66,978	\$ 57,045	\$ 113,836	\$ 396,695	14.05%	8%
1987/88	\$ 176,327	\$ 76,957	\$ 66,063	\$ 131,868	\$ 451,215	13.74%	8%
1988/89	\$ 192,655	\$ 86,050	\$ 69,526	\$ 145,366	\$ 493,597	9.39%	8%
1989/90	\$ 202,869	\$ 93,330	\$ 74,495	\$ 150,363	\$ 521,057	5.56%	8%
1990/91	\$ 223,491	\$ 103,092	\$ 77,776	\$ 149,667	\$ 554,026	6.33%	8%
1991/92	\$ 263,999	\$ 129,657	\$ 103,870	\$ 193,722	\$ 691,248	24.77%	10%
1992/93	\$ 295,858	\$ 138,942	\$ 92,613	\$ 204,109	\$ 731,522	5.83%	10%
1993/94	\$ 305,512	\$ 137,812	\$ 116,035	\$ 205,579	\$ 764,938	4.57%	10%
1994/95	\$ 306,205	\$ 140,570	\$ 89,165	\$ 188,173	\$ 724,113	-5.34%	10%
1995/96	\$ 305,411	\$ 143,914	\$ 107,339	\$ 192,231	\$ 748,895	3.42%	10%
1996/97	\$ 302,596	\$ 139,149	\$ 117,852	\$ 219,924	\$ 779,521	4.09%	10%
1997/98	\$ 339,128	\$ 152,455	\$ 103,504	\$ 211,966	\$ 807,053	3.53%	10%
1998/99	\$ 362,977	\$ 162,363	\$ 123,459	\$ 250,147	\$ 898,946	11.39%	10%
1999/2000	\$ 432,433	\$ 196,053	\$ 154,124	\$ 310,626	\$ 1,093,236	21.61%	10%
2000/2001	\$ 489,102	\$ 224,690	\$ 178,874	\$ 346,961	\$ 1,239,627	13.39%	10%
2001//2002	\$ 511,428	\$ 252,250	\$ 210,345	\$ 370,563	\$ 1,344,586	8.47%	10%
2002/2003	\$ 547,908	\$ 234,494	\$ 196,058	\$ 320,010	\$ 1,298,471	-3.43%	10%
2003/2004	\$ 546,606	\$ 230,617	\$ 200,581	\$ 339,217	\$ 1,317,021	1.43%	10%
2004/2005	\$ 541,119	\$ 231,343	\$ 210,385	\$ 328,488	\$ 1,311,335	-0.43%	10%
2005/2006	\$ 575,861	\$ 256,873	\$ 195,090	\$ 367,975	\$ 1,395,799	6.44%	10%
2006/2007	\$ 620,771	\$ 270,758	\$ 217,471	\$ 394,898	\$ 1,503,899	7.74%	10%
2007/2008	\$ 638,936	\$ 283,809	\$ 239,849	\$ 394,470	\$ 1,557,064	3.54%	10%
2008/2009	\$ 637,197	\$ 269,197	\$ 214,411	\$ 371,637	\$ 1,492,443	-4.15%	10%
2009/2010	\$ 576,212	\$ 246,637	\$ 199,794	\$ 357,721	\$ 1,380,364	-7.51%	10%
2010/2011	\$ 572,437	\$ 247,980	\$ 182,107	\$ 360,625	\$ 1,363,148	-1.25%	10%
2011/2012	\$ 562,184	\$ 264,104	\$ 204,174	\$ 381,426	\$ 1,411,888	3.58%	10%
2012/2013	\$ 607,839	\$ 279,899	\$ 244,582	\$ 426,077	\$ 1,558,397	10.38%	10%
2013/2014	\$ 645,089	\$ 318,886	\$ 267,456	\$ 447,666	\$ 1,679,097	7.75%	10%
2014/2015	\$ 689,776	\$ 358,762	\$ 325,357	\$ 479,749	\$ 1,853,645	10.40%	10%
2015/2016	\$ 704,261	\$ 447,154	\$ 325,894	\$ 531,282	\$ 2,008,592	8.36%	10%
2016/2017	\$ 771,737	\$ 388,819	\$ 314,902	\$ 699,704	\$ 2,175,162	8.29%	10%/12%
2017/2018	\$ 1,012,813	\$ 495,295	\$ 437,854	\$ 685,427	\$ 2,631,389	20.97%	12%
2018/2019	\$ 1,003,049	\$ 533,723	\$ 414,653	\$ 707,103	\$ 2,658,528	1.03%	12%
2019/2020	\$ 978,675	\$ 515,021	\$ 381,656	\$ 237,305	\$ 2,112,657	-20.53%	12%
2020/2021	\$ 1,060,860	\$ 584,431	\$ 566,549				
Quarterly Change	8.4%	13.5%	48.4%	-66.4%	-20.5%		

Notes:

* The City TOT Rate changed from 10% to 12% on April 1, 2017.

**Data in this report does not represent audited results. For audited results please refer to the City's Comprehensive Annual Financial Reports.

City of Fort Bragg Monthly Transient Occupancy Tax Trend



	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
FY 20-21	348,760	384,534	327,566	279,003	189,197	116,231	145,184	180,541	240,824	286,959		
FY 19-20	386,779	337,695	254,201	210,522	173,786	130,713	121,485	163,962	96,209	19,551	34,812	182,941
FY 18-19	398,493	332,606	271,950	206,058	187,228	140,437	117,711	125,652	171,289	193,570	225,063	288,470
FY 17-18	378,755	345,153	288,905	211,241	146,483	137,571	113,295	144,705	179,853	178,976	217,991	288,459