



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, October 5, 2021

3:00 PM

Via Video Conference

Special Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:02 PM

ROLL CALL

Present: 6 - Jessica Morsell-Haye, Nancy Bennett, Debra DeGraw, Barbara Bruce, Megan Caron and Jason Hurst

Absent: 2 - Tess Albin-Smith and Alison DeGrassi

1. APPROVAL OF MINUTES

These Minutes were approved by a unanimous vote.

1A. [21-524](#) Approve Minutes of August 17, 2021

These Minutes were approved by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was received by Jay McMartin-Rosenquist

3. CONDUCT OF BUSINESS

3A. [21-526](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative gave a marketing update. They recapped all their objectives and are preparing to send an E-newsletter where they will be promoting a Fall Visit and the Holiday Gift Guide. Tom also described two paid social campaigns to drive people from the Sacramento region and the East Bay to the coast. He provided statistics from the various social media platforms they are using. The most clicked link is the Noyo Center for Marine Science Chalet that has a view of the coast trail and ocean.

Discussion:

There was much discussion about what the how to continue to promote visitation to Fort Bragg.

3B. [21-522](#) Receive Update From Special Events Subcommittee Regarding Sponsorship and Re-Branding of "Magical Laurel Street Halloween Event"

Special Events Subcommittee introduced local shop owner Brittney Tuomala who presented to the committee the idea of having a Magic Market on the Halloween weekend. This event is a

collaboration with the shop owners on Laurel street and will partially close Laurel St and the section of Franklin St. in front of City Hall. This event started as an annual event at her shop but this year she is looking to expand. She has list of 20 vendors who want to participate and are ready to go.

Discussion:

There was much discussion about taking over this as a committee. The Events Sub Committee agreed to take on event and budgeted \$1,000. The Events Sub Committee will meet again to finalize the logistics.

3C. [21-527](#) City of Fort Bragg Transient Occupancy Tax (TOT) Update

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. [21-528](#) Oral Updates from City Staff

City Manager Tabatha Miller gave an oral update on the current drought conditions for the City. She mentioned that the City would be looking to downgrade from Stage 4 water alerts to Stage 2 water alerts. The Desalinization Unit was delivered on September 20, 2021 and has passed all tests and it is currently up and running.

Public Comment:

*None

3E. [21-529](#) Receive Report and Consider Appointing New Visit Fort Bragg Committee Member

City Manager Tabatha Miller gave the oral update on the current committee membership. Jason Hurst with Harbor Lite Lodge and Anchor Lodge submitted his application to the committee. She explained that this would be a great addition to the committee since this committee did not have anyone from the lodging sector. In addition she made the suggestion to change the standing meeting date to the third Thursday instead of the third Tuesday.

Discussion:

There was a quick discussion about changing the date and the committee agreed to change the standard meeting date and time to the third Thursday of the month at 4pm. After reviewing Jason Hurst's application the committee made the unanimous decision to approve Jason Hurst to the available seat on the committee.

Public Comment:

None*

4. MATTERS FROM COMMITTEE / STAFF

Committee Member Barb Bruce asked for an update about BioSolids Dryer and was told that due to supply chain issues the dryer is delayed but will be coming by November. Committee Member Debra De Graw noticed on the Coast Trail that there are sections that are roped off but she would like to have a fence up as it would be more secure.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:18 PM