



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, October 5, 2021

3:00 PM

Via Video Conference

Special Visit Fort Bragg

MEETING CALLED TO ORDER

ROLL CALL

PLEASE TAKE NOTICE

Due to state and county health orders and to minimize the spread of COVID-19, Committee Members and staff will be participating in this meeting via video conference. The Governor's executive Orders N-25-20, N-29-20, and N-15-21 suspend certain requirements of the Brown Act and allow the meeting to be held virtually.

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 by joining the Zoom video conference and using the Raise Hand feature when the Chair calls for public comment. Any written public comments received after agenda publication will be forwarded to the Committee Members as soon as possible after receipt and will be available for inspection at City Hall, 416 N. Franklin Street, Fort Bragg, California. All comments will become a permanent part of the agenda packet on the day after the meeting or as soon thereafter as possible, except those written comments that are in an unrecognized file type or too large to be uploaded to the City's agenda software application. Public comments may be submitted to Cristal Munoz, cmunoz@fortbragg.com.

ZOOM WEBINAR INVITATION

<https://us06web.zoom.us/j/89129997973>

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.

1. APPROVAL OF MINUTES

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

Attachments: [VFBM 08172021](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [21-526](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts
Attachments: [10052021 Idea Cooperative](#)
- 3B. [21-522](#) Receive Update From Special Events Subcommittee Regarding Sponsorship and Re-Branding of "Magical Laurel Street Halloween Event"
- 3C. [21-527](#) City of Fort Bragg Transient Occupancy Tax (TOT) Update
Attachments: [Monthly Summary Bedtax](#)
[Bed Tax Historical Summary](#)
- 3D. [21-528](#) Oral Updates from City Staff
- 3E. [21-529](#) Receive Report and Consider Appointing New Visit Fort Bragg Committee Member
Attachments: [09212021 VFB Membership](#)
[Att. 1 Hurst](#)

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 October 1st, 2021.

Cristal Munoz, 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:

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: 21-524

Agenda Date: 10/5/2021

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of August 17, 2021



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Meeting Minutes Special Meetings

Tuesday, August 17, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:01PM.

ROLL CALL

Present: 7 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Nicole Caito-Urbani, Alison DeGrassi, Debra DeGraw and Megan Caron

Absent: 2 - Kelly Urbani-Freeland and Barbara Bruce

1. APPROVAL OF MINUTES

1A. [21-448](#) Approve Minutes of July 20, 2021

These Minutes were approved by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

* None

3. CONDUCT OF BUSINESS

3A. [21-442](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative gave a marketing update. Tom and his team recently made a trip out to Fort Bragg and they were able to capture original photography along with some digital video and audio recordings. This will be great content that will lend its self to the storytelling of Fort Bragg. This month's analytics showed a drop in engagement and Tom stated it was due in part to no paid social advertising for that month. The eNewsletter made its debut and it had a great engagement with over 40% open rate. For the next couple of months, they will be focusing on increasing followers to all the social platforms and websites. In addition they will be adding a message from City Manager on the website about the current drought conditions.

Discussion:

There was discussion about changes and improvements to the website. The committee agrees that there are more visitors to the area and the website has to do with it. The Idea Cooperative will also look into making sure the website is Americans with Disabilities Act

(ADA) complaint. The summer season is coming to a close and it is important to continue this progress for the shoulder months. The COVID-19 numbers continue to grow and people are staying closer to home when they travel.

Public Comment was received from:

*None

3B. [21-445](#) Receive Update Regarding Central Business District Revitalization Efforts

Assistant to the City Manager Sarah McCormick gave an oral update on the Central Business District Revitalization Efforts. She demonstrated all the different tools that will be used to make these revitalization efforts successful. Also, she explained they are planning on reevaluating the Allowable Land Use tables which can allow for the growth of alternative types of businesses in the central district. Looking into a grant to remodel the old Recreation center and can be used as a public gathering. Town Hall bathrooms are coming soon but due to the drought emergency, public works crews have been very busy. A Walking Tours Subcommittee was created along with a subcommittee for Public Art. Directional signage will start as a-frames for now and will evolve with time. City Council will discuss temporary waivers for capacity fees so more restaurants can come downtown. On September 11, 2021, there will be a meeting at Town Hall to get participation from all the downtown businesses on all these revitalization efforts.

Discussion:

There was much discussion about creating a public gathering space since that was not one currently. However, the grant application to update the Old Rec Center will take that on. The quick fix was also to remove overgrown vegetation next to the gazebo downtown.

Public Comment was received from:

*None

3C. [21-444](#) City of Fort Bragg Transient Occupancy Tax (TOT) Update

Assistant to the City Manager Sarah McCormick gave an oral update for information purposes regarding the City of Fort Bragg Bed Tax Revenues. The City is above \$550,000 from the best year received.

Public Comment:

*None

Discussion:

This was just for informational purposes only

3D. [21-447](#) Oral Updates from City Staff

Assistant to the City Manager Sarah McCormick promoted the Central Business District coffee meet and greet for Saturday, September 11th from 9-11am at Town Hall.

Public Comment:

*None

Discussion:

This was just for informational purposes only.

4. MATTERS FROM COMMITTEE / STAFF

* Megan Caron asked to promote campgrounds on the website.

* Nicki Caito-Urbani mentioned that the kiosks need some updating and that TOT monies can fund the position to keep them clean.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 3:49 PM



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Text File

File Number: 21-526

Agenda Date: 10/5/2021

Version: 2

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.



Marketing Campaign Monthly Update

September 21, 2021 > October 5, 2021

Promotion Calendar

August > October 2021:

- Objective – Grow Followers & Engagement
- Strategy – Bring people closer, and make them feel more connected to, Fort Bragg through Stories and Journeys that bring the city to life.
- Tactics:
 - eNewsletter Content Launch
 - Ongoing Paid & Organic Social

August: Launch (engage subscribers)

Newsletter:

- Story: Princess Seafood
- Journey: Sacto To Sea Spray
- About town – Photo Collection
- Forecast

Paid Social: Journey: Sacto To Sea Spray

September: New Stories (increase subscribers)

- Story: Beautiful Earth
- Journey: Carpool To Tidepool (East Bay)
- About Town: Redwood Ave.

Paid Social: Journey Carpool To Tidepool

October: Fall Visit

- Featured Story: Pacific Star Winery
- Experience: Naturalist
- About Town: Franklin Ave.

Paid Social: Experience: Naturalist

November > December 2021:

- Objective – Holiday Merchant Support
- Concept – Gift Guide & Basket

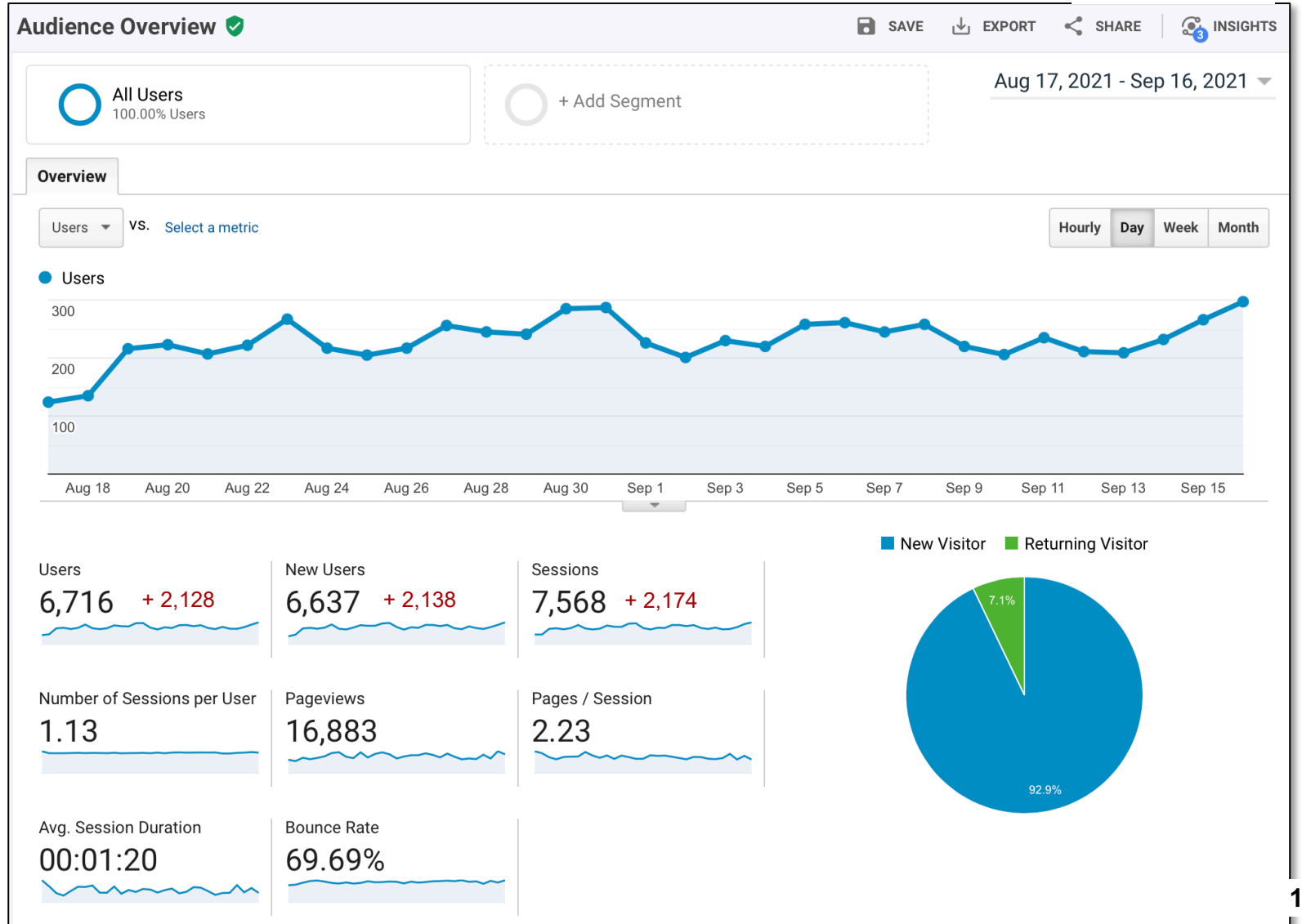
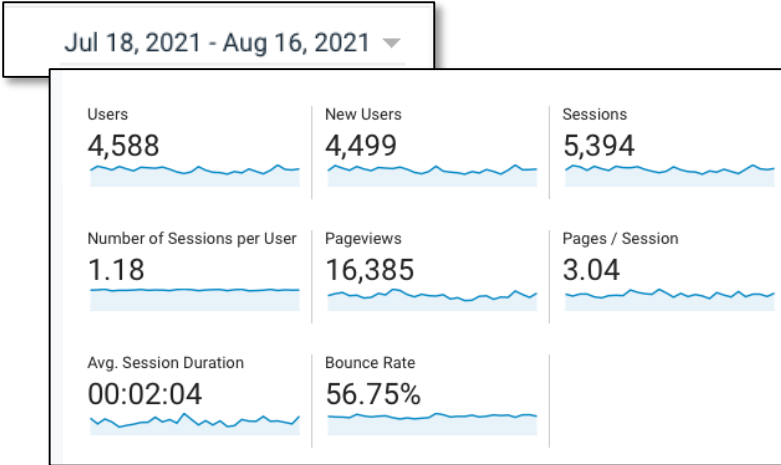
January > February 2022:

- Objective – Drive Winter Visitation

March 2022:

- Restaurant Week

VisitFortBraggCa.com



MONTHLY SITE TRAFFIC

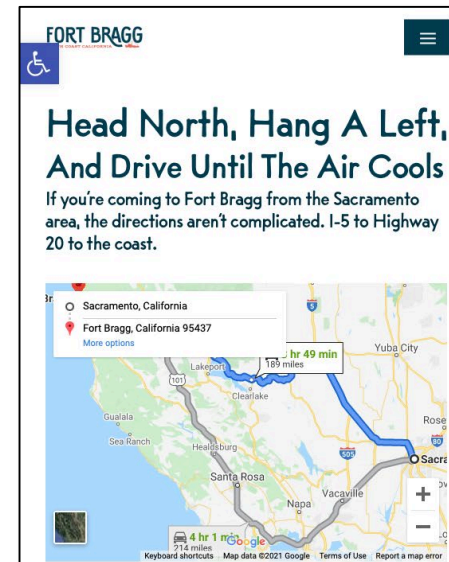
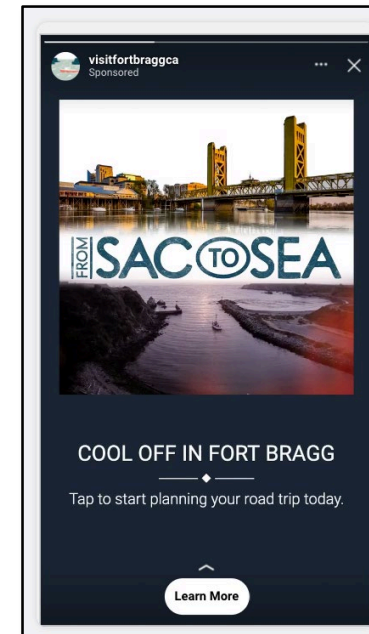
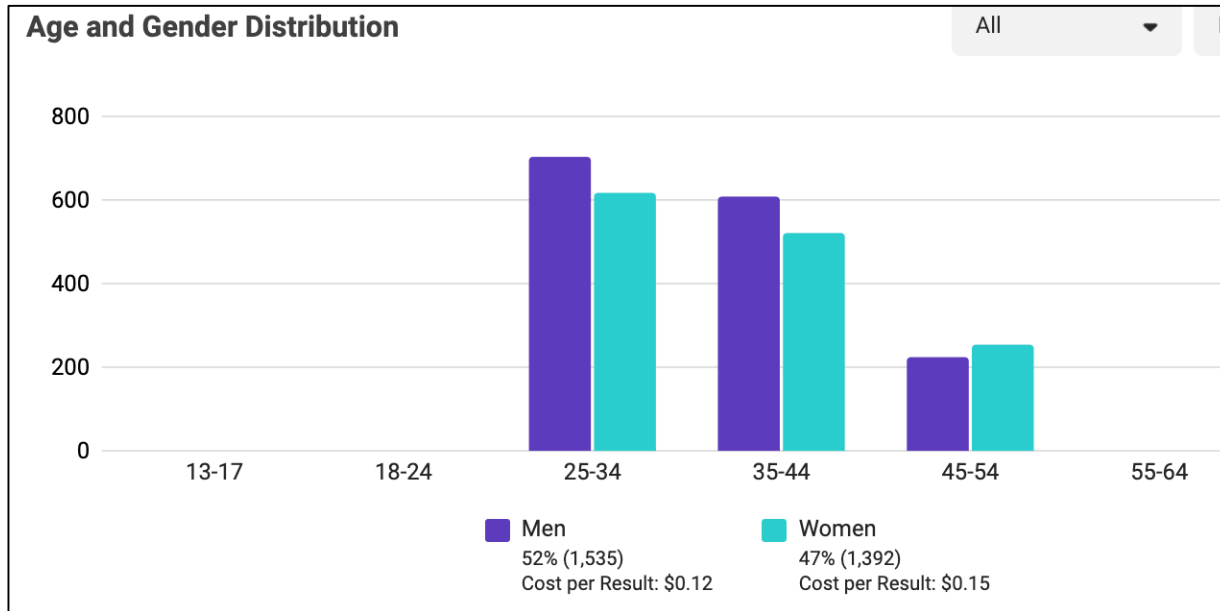
Paid Social

Aug > Sept. Paid Social

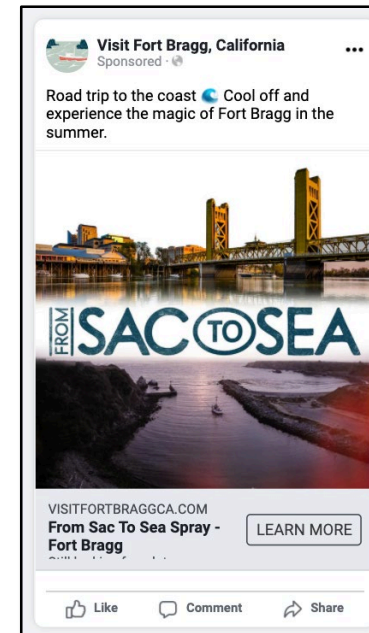
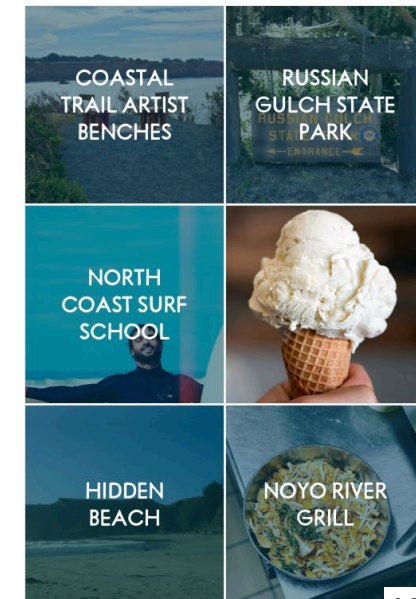
- Objective: New Followers, traffic to regionally targeted pages on VFB site
- Audience Set 1: Sac To Sea - Sacramento +25mi
- Demographic: 21-54, men and women
- August 18-September 18th, \$400 lifetime budget
- Link to: Visit Fort Bragg Sac To Sea page

Results:

Ad Set 1: Reached 65,863 accounts, generating 2,956 link clicks to VFB Sac To Sea page.



When You Get Here



PAID SOCIAL DRIVES GEO

Jul 18, 2021 - Aug 16, 2021

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
	16,883 % of Total: 100.00% (16,883)	13,885 % of Total: 100.00% (13,885)	00:01:05 Avg for View: 00:01:05 (0.00%)	7,568 % of Total: 100.00% (7,568)
1. /	3,705 (21.95%)	2,922 (21.04%)	00:01:17	2,868 (37.90%)
2. /from-sac-to-sea-spray/	2,996 (17.75%)	2,789 (20.09%)	00:01:00	2,779 (36.72%)
3. /plan-your-trip/	813 (4.82%)	577 (4.16%)	00:00:28	39 (0.52%)
4. /events/	812 (4.81%)	450 (3.24%)	00:00:21	66 (0.87%)
5. /plan-your-trip/stay/hotels/	443 (2.62%)	225 (1.62%)	00:00:43	15 (0.20%)
6. /about-fort-bragg/	428 (2.54%)	371 (2.67%)	00:01:52	50 (0.66%)
7. /a-message-from-the-city-manager/	328 (1.94%)	302 (2.18%)	00:02:00	82 (1.08%)
8. /plan-your-trip/eat-drink/eat/	289 (1.71%)	167 (1.20%)	00:00:54	16 (0.21%)
9. /our-stories/	229 (1.36%)	174 (1.25%)	00:00:51	19 (0.25%)
10. /plan-your-trip/play/beaches/	208 (1.23%)	146 (1.05%)	00:00:27	13 (0.17%)

City ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	5,157 % of Total: 76.79% (6,716)	5,080 % of Total: 76.54% (6,637)	5,864 % of Total: 77.48% (7,568)
1. Sacramento	1,177 (22.44%)	1,164 (22.91%)	1,246 (21.25%)
2. San Francisco	676 (12.89%)	642 (12.64%)	742 (12.65%)
3. Fort Bragg	299 (5.70%)	267 (5.26%)	500 (8.53%)
4. Roseville	203 (3.87%)	197 (3.88%)	214 (3.65%)
5. Elk Grove	193 (3.68%)	191 (3.76%)	199 (3.39%)
6. Los Angeles	161 (3.07%)	154 (3.03%)	170 (2.90%)
7. Citrus Heights	116 (2.21%)	116 (2.28%)	127 (2.17%)
8. Rancho Cordova	110 (2.10%)	110 (2.17%)	112 (1.91%)
9. Folsom	99 (1.89%)	98 (1.93%)	101 (1.72%)
10. San Jose	89 (1.70%)	81 (1.59%)	103 (1.76%)

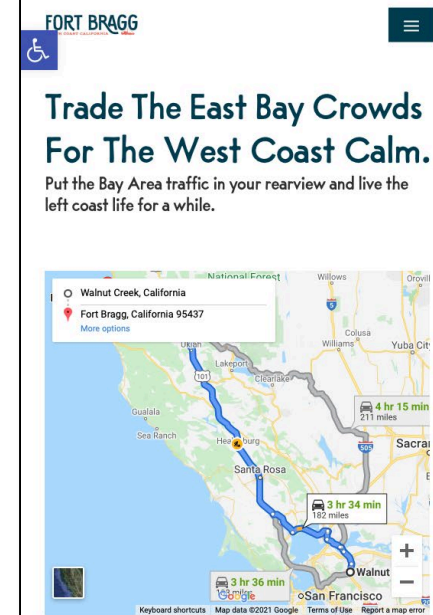
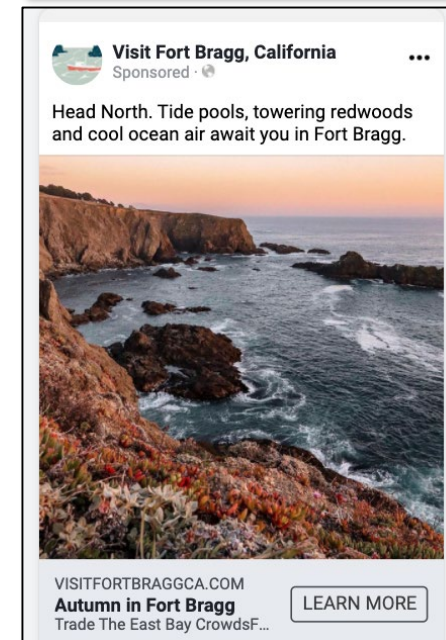
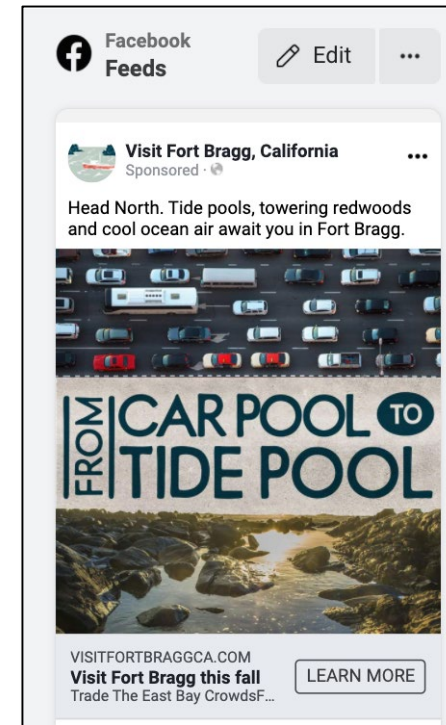
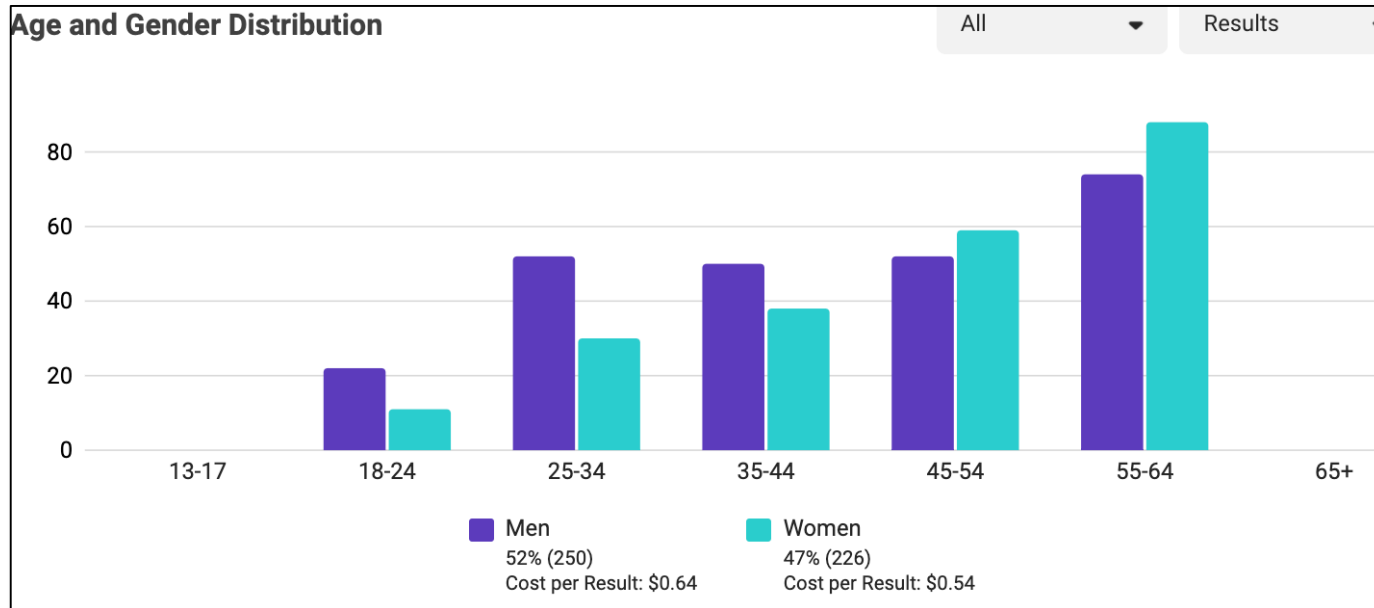
Paid Social

Sept. > Oct. Paid Social (East Bay)

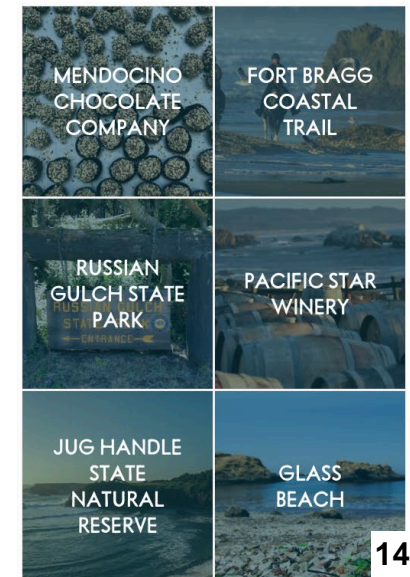
- Objective: New Followers, traffic to regionally targeted pages on VFB site
- Audience Set: Walnut Creek +25mi (Greater East Bay)
- Demographic: 21-55+, men and women
- September 18-30, \$25/day (in market 12 days v. 31 days with Sac campaign)
- Link to: Visit Fort Bragg Carpool To Tidepool page
- Updated creative on week two, because of weaker results

Results

Ad Set 1: Reached 33,327 accounts, with 482 link clicks



When You Get Here



Paid Social

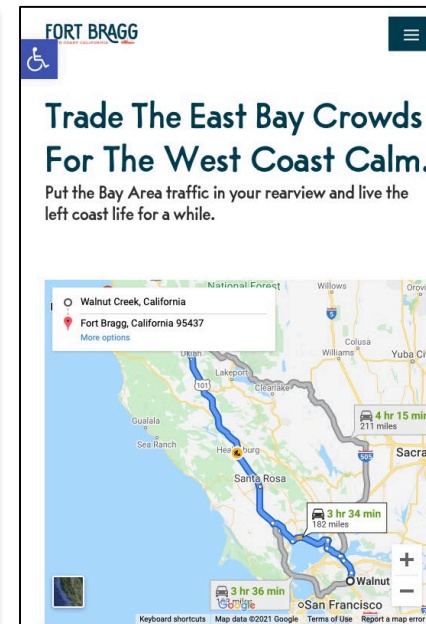
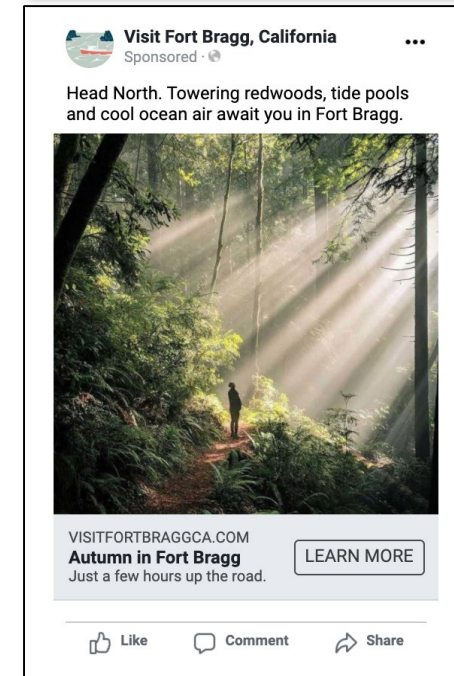
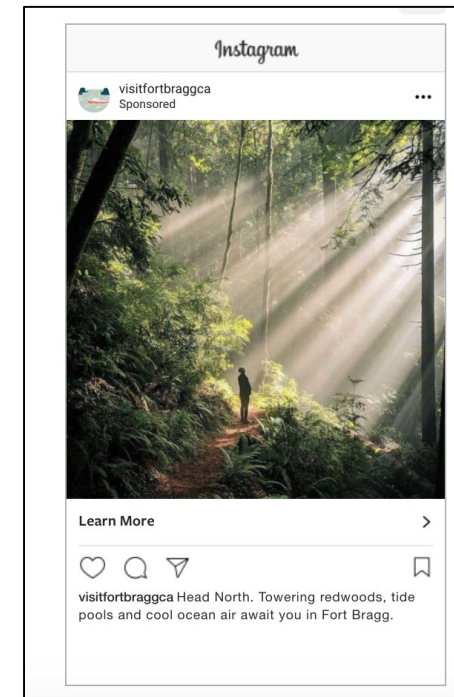
Sept. > Oct. Paid Social (East Bay) - V2

- Objective: New Followers - Traffic to regionally targeted pages on VFB site
- Audience Set: Berkeley +10mi (Western East Bay)
- Demographic: 21-54, men and women
- Scheduled: October 4-15th, \$25/day
- Link to: Visit Fort Bragg Carpool To Tidepool page
- Updated Creative, Copy and regional targeting, focus on inner East Bay Area

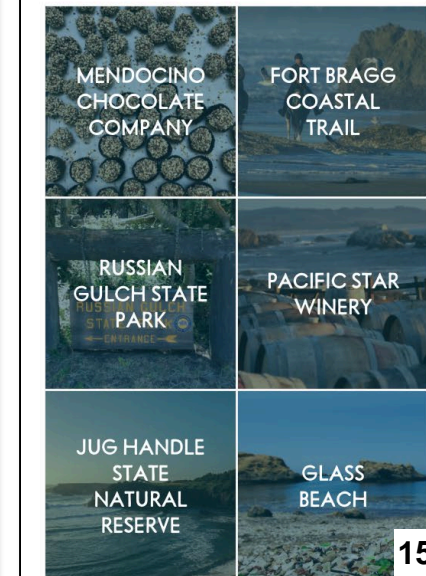
Results

- Ongoing: FB Ad quality ranking and engagement rank are both above average after 12 hours in market.
- Ad is outperforming v1 with CTR

City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	3,700 % of Total: 69.68% (5,310)	3,621 % of Total: 69.33% (5,223)	4,339 % of Total: 71.77% (6,046)	66.81% Avg for View: 69.19% (-3.43%)	2.30 Avg for View: 2.21 (4.33%)	00:01:28 Avg for View: 00:01:19 (11.98%)
1. San Francisco	617 (16.34%)	586 (16.18%)	689 (15.88%)	73.15%	2.03	00:01:21
2. Sacramento	583 (15.44%)	573 (15.82%)	616 (14.20%)	73.70%	1.94	00:00:45
3. Fort Bragg	258 (6.83%)	227 (6.27%)	461 (10.62%)	69.85%	1.94	00:02:24
4. Los Angeles	160 (4.24%)	154 (4.25%)	175 (4.03%)	66.29%	2.14	00:01:40



When You Get Here



Campaigns

Fort Bragg eNewsletter 2

Sent September 15, 2021

- Open Rate: 33.6% – 1,464
- Clicks: 18.6% – 226

Recent growth

New contacts added to this audience in the last 30 days.

85

New Contacts

85

Subscribed

0

From Aug 18, 2021 to Sep 17, 2021

Non-Subscribed

2,335 Subscribers

Links by: Most clicked ▾

noyocenter.org/noyolive/	29.2%	>
visitfortbraggca.com/redwood-avenue/	26.1%	>
visitfortbraggca.com/beautiful-earth-rocks/	17.7%	>
visitfortbraggca.com/car-pool-to-tide-pools/	7.1%	>
visitfortbraggca.com/beautiful-earth-rocks/	4.9%	>
visitfortbraggca.com/redwood-avenue/	3.5%	>
visitfortbraggca.com/car-pool-to-tide-pools/	2.2%	>
mendocinolandtrust.org/about-us/news/coa...	2.2%	>
noyocenter.org/noyolive/	2.2%	>
mendocinolandtrust.org/about-us/news/coa...	1.8%	>
instagram.com/visitfortbraggca/	1.3%	>
visitfortbraggca.com/nice-work-mother-nat...	0.9%	>
facebook.com/fortbraggca/	0.4%	>

FORT BRAGG

NORTH COAST CALIFORNIA

THIS SHOP ROCKS

Beautiful Earth Dazzles With Amazing Minerals and More
 Have you ever held a meteorite in the palm of your hand, or taken a good, close-up look at a T. Rex tooth? Those are just a few of the geological wonders at Beautiful Earth. But the real gem is the owner, Gary, who's happy to pass on the fascinating stories behind every stone.

[Get The Full Story](#)

FROM CAR POOL TO TIDE POOL

Escape The East Bay Back-Up To The Cool Calm of Fort Bragg

Next time you're stuck on the 580 (or the 24 or the...you get the idea), imagine a secluded beach, silent but for the crash of waves. A hike through towering redwoods. Or a table on the harbor where the only traffic is the occasional fishing boat and a seal or two.

[Discover More](#)

CALIFORNIA COASTAL CLEANUP 2021
 SATURDAY SEPTEMBER 18TH AND ALL MONTH LONG

PROTECT YOUR HAPPY PLACE

Coastal Cleanup Day is September 18

If you're in Fort Bragg this coming weekend, join us at Glass Beach from 9AM to Noon to help beautify and protect our fragile marine environment. Visit the [Mendocino Land Trust](#) to sign up for a Coastal Cleanup at Glass Beach and other Mendocino beaches.

COOL FACTOR TREND CONTINUES

FORECAST

* LIVE FEED *

Fall Calls

As the calendar clicks over to Autumn in Fort Bragg the marine layer tends to stay offshore, bringing plenty of sunshine and calmer winds. Plus, with school in the crowds are down.

Check out Noyo Marine Center's Crow's Nest [Live Cam](#) to see for yourself.

[Instagram](#) [Facebook](#) [Twitter](#)



Campaigns

2021 Holiday Gift Guide

Objective

- Increase Merchant Participation
- Increase Purchase Options
- Reach More People
 - eNewsletter
 - Paid Social

Tactics

- Early Merchant Notice
- Easy Merchant Participation
- Three Purchase Options
 - eCommerce-Capable
 - Shippable
 - In-Store only
- Online Promotions To Followers & Lookalikes
- On The Ground Cards, Posters & Table Tents

2021 - Merchant Email



GET IN ON THE GIFT GUIDE

The Fort Bragg Holiday Gift Guide is back and better than ever, reaching more people with more ways to buy from local merchants. Follow the link below for participation instructions and to help make sure your store is well represented. [VisitFortBraggCA.com/guide](https://www.visitfortbraggca.com/guide). Don't wait! We will be requesting your business' showcase item to be delivered to City Hall by October 15th so we can photograph it for the web page.

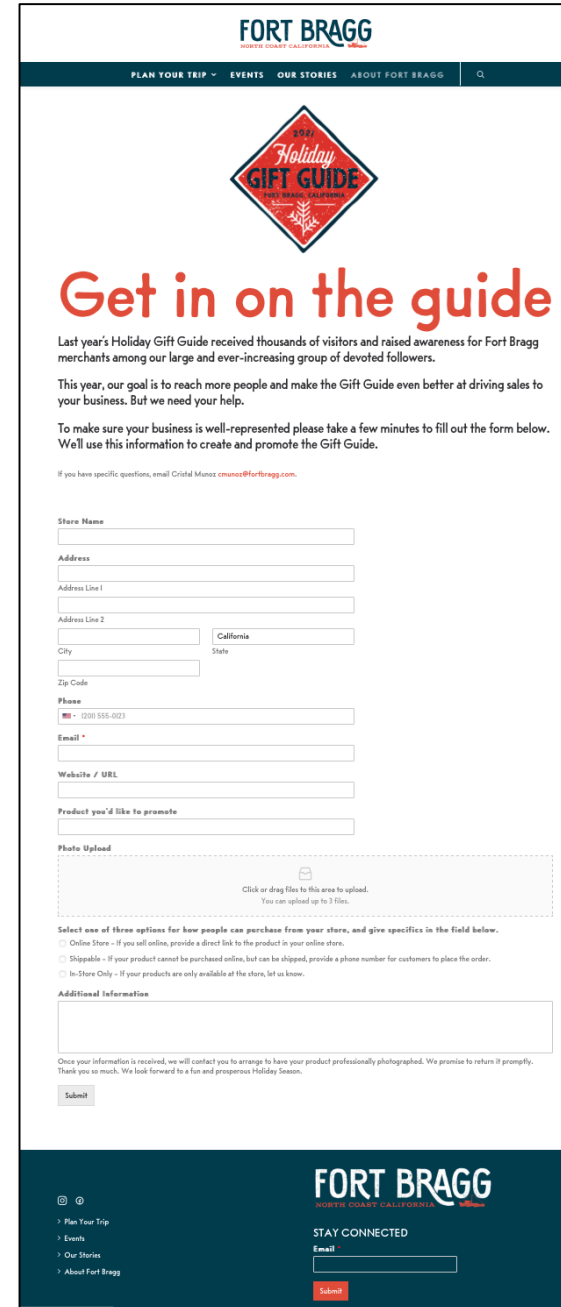
If you have specific questions, email Cristal Munoz at cmunoz@fortbragg.com.

[Get Me In The Gift Guide](#)

FORT BRAGG
NORTH COAST CALIFORNIA




2021 – Merchant Sign-Up



FORT BRAGG
NORTH COAST CALIFORNIA

PLAN YOUR TRIP | EVENTS | OUR STORIES | ABOUT FORT BRAGG | Q



Get in on the guide

Last year's Holiday Gift Guide received thousands of visitors and raised awareness for Fort Bragg merchants among our large and ever-increasing group of devoted followers.

This year, our goal is to reach more people and make the Gift Guide even better at driving sales to your business. But we need your help.

To make sure your business is well-represented please take a few minutes to fill out the form below. We'll use this information to create and promote the Gift Guide.

If you have specific questions, email Cristal Munoz cmunoz@fortbragg.com.

Store Name

Address

Address Line 1

Address Line 2

City State

Zip Code

Phone

Email

Website / URL

Product you'd like to promote

Photo Upload

Click or drag files to this area to upload.
You can upload up to 3 files.

Select one of three options for how people can purchase from your store, and give specifics in the field below.

- Online Store - If you sell online, provide a direct link to the product in your online store.
- Shippable - If your product cannot be purchased online, but can be shipped, provide a phone number for customers to place the order.
- In-Store Only - If your products are only available at the store, let us know.

Additional Information

Once your information is received, we will contact you to arrange to have your product professionally photographed. We promise to return it promptly. Thank you so much. We look forward to a fun and prosperous Holiday Season.

FORT BRAGG
NORTH COAST CALIFORNIA

STAY CONNECTED

Email

Plan Your Trip
Events
Our Stories
About Fort Bragg

2021 – Merchant Card



2021
Holiday
GIFT GUIDE
FORT BRAGG, CALIFORNIA



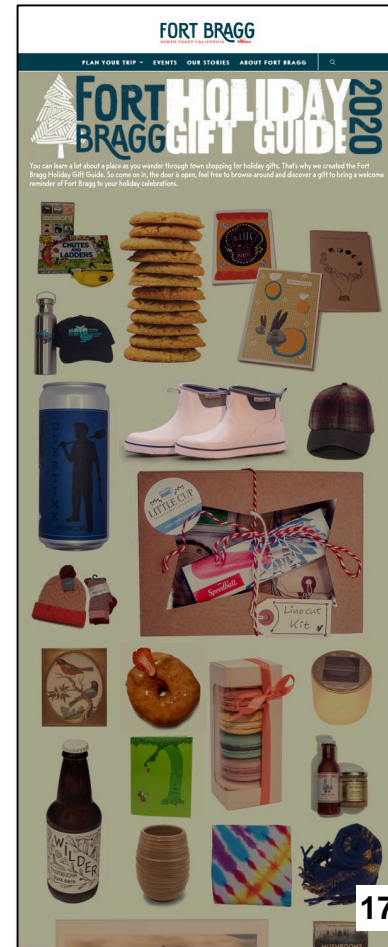
SCAN ME

GET IN ON THE GUIDE

The Fort Bragg Holiday Gift Guide is back and better than ever, reaching more people with more ways to buy from local merchants. Scan code above or follow the link below to make sure your store is well represented.

> [VisitFortBraggCA.com/guide](https://www.visitfortbraggca.com/guide)

2020 Guide

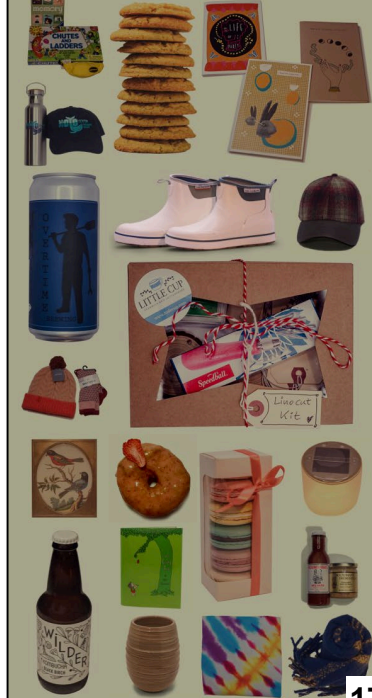


FORT BRAGG
NORTH COAST CALIFORNIA

PLAN YOUR TRIP | EVENTS | OUR STORIES | ABOUT FORT BRAGG | Q

FORT HOLIDAY BRAGG GIFT GUIDE 2020

You can learn a lot about a place as you wander through town shopping for holiday gifts. That's why we created the Fort Bragg Holiday Gift Guide. So come on in, the door is open, feel free to browse around and discover a gift to bring a welcome reminder of Fort Bragg to your holiday celebrations.



17



QUESTIONS?

COMMENTS?

THANK YOU.





City of Fort Bragg

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Text File

File Number: 21-522

Agenda Date: 10/5/2021

Version: 1

Status: Consent Agenda

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File Type: Staff Report

Agenda Number: 3B.

Receive Update From Special Events Subcommittee Regarding Sponsorship and Re-Branding of "Magical Laurel Street Halloween Event"



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
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Text File

File Number: 21-527

Agenda Date: 10/5/2021

Version: 1

Status: Business

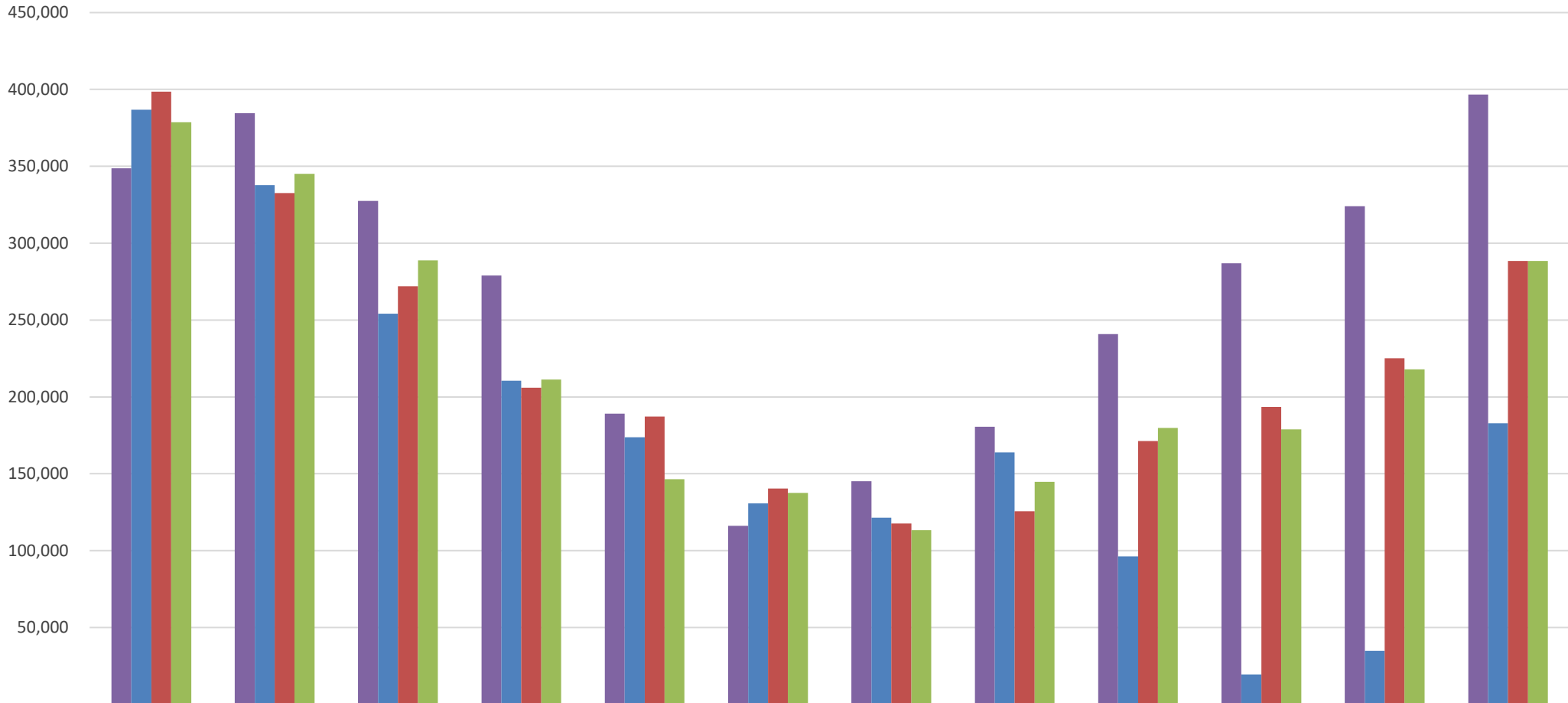
In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3C.

City of Fort Bragg Transient Occupancy Tax (TOT) Update

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	324,025	396,599
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
FY17 -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



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	\$ 1,007,582	\$ 3,219,422	52.39%	12%
Quarterly Change	8.4%	13.5%	48.4%	324.6%	52.4%		

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

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

Text File

File Number: 21-528

Agenda Date: 10/5/2021

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3D.

Oral Updates from City Staff



City of Fort Bragg

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

File Number: 21-529

Agenda Date: 10/5/2021

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3E.

Receive Report and Consider Appointing New Visit Fort Bragg Committee Member



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
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COUNCIL COMMITTEE ITEM SUMMARY REPORT

Meeting Date: September 21, 2021
To: Visit Fort Bragg Committee
From: Tabatha Miller, City Manager
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	24 months - expires 12/31/22
Megan Caron	Lost Coast Found	24 months - expires 12/31/22
Nicki Caito	Retail Owner	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

The Visit Fort Bragg protocols states that the committee shall be composed of up to seven (7) community members, thus there is potentially two (2) open seats available.

Protocols of the Visit Fort Bragg Committee is provided as an attachment and the following excerpt is included herein, which 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. If Committee membership is full, the Committee may consider rotating members or increasing membership.

Attached to this report is an application from Jason Hurst applications (redacted to protect privacy) submitted for Visit Fort Bragg membership. Mr. Hurst represents the lodging industry, a sector that is not currently represented on the Visit Fort Bragg Committee.

RECOMMENDATION:

Staff recommends the Visit Fort Bragg Committee review application and appoint new member to the Committee.

ATTACHMENTS:

1. Application – Jason Hurst

APPLICATION

Name: Jason Hurst

Company: Harbor Lite Lodge / Anchor Lodge

Mailing Address:



Email Address:



Phone Number:



1. Why would you like to be on the Visit Fort Bragg Committee?

I have been recruited by a few committee members

2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.

Promote outdoor activities and unique dining options, clean air and temperate climate (people come to coast in winter to warm-up).

3. What are some of your prior board/committee experiences? Mendocounty Lodging Assoc 3 terms, IAS President, IAS treasurer, Director MERPD, 1 term, Coast Youth Soccer League treasurer 3 years

4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

Strategic planning and destination marketing

5. What does success for this Committee look like to you?

FB needs to build its shoulder and off-season branding with outdoor and food destination promotion. We should promote these things while everyone is here during the 6 weeks from July 4th through Mid-August, when we typically say we don't "need" advertising "Come back for an even better experience."