



# City of Fort Bragg

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

## Meeting Agenda Special Meetings

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Thursday, July 21, 2022

3:00 PM

Via Video Conference

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### Visit Fort Bragg-Special Meeting

#### 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, during normal business hours. 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 Administrative Assistant Diana Sanchez, [dsanchez@fortbragg.com](mailto:dsanchez@fortbragg.com).*

#### ZOOM WEBINAR INVITATION

*Please click the link below to join the webinar:  
<https://us06web.zoom.us/j/87846950143>*

*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. [22-351](#) Approve Minutes of May 12, 2022

**Attachments:** [VFBM 05122022](#)

#### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

#### 3. CONDUCT OF BUSINESS

- 3A. [22-330](#) Receive Update From Idea Cooperative
- 3B. [22-337](#) Discussion and Committee Direction on Frequency and Preferred Date and Time for Regular Visit Fort Bragg (VFB) Committee Meetings

**Attachments:** [07212022 Meeting Memo](#)

#### **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 Wednesday July 20, 2022.

\_\_\_\_\_  
Diana Sanchez, 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: 22-351

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**Agenda Date:** 7/21/2022

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Minutes

**Agenda Number:** 1A.

Approve Minutes of May 12, 2022



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## Meeting Minutes Special Meetings

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Thursday, May 12, 2022

4:00 PM

Via Video Conference

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### Visit Fort Bragg-Special Meeting

#### MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 4:00PM.

#### ROLL CALL

**Present:** 5 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi and Megan Caron

**Absent:** 4 - Debra DeGraw, Barbara Bruce, Tonda Fochs and Jason Hurst

#### 1. APPROVAL OF MINUTES

**1A.** [22-225](#) Approve Minutes of February 17, 2022

A motion was made by Morsell-Haye and seconded by DeGrassi that these Committee Minutes be approved. The motion was carried by the following vote:

**Aye:** 5 - Morsell-Haye, DeGrassi, Albin-Smith, Caron and Bennett.

**Absent:** 4 - DeGraw, Bruce, Hurst, Fochs.

**1B.** [22-210](#) Approve Minutes of April 28, 2022

A motion was made by Morsell-Haye and seconded by DeGrassi that these Committee Minutes be approved. The motion was carried by the following vote:

**Aye:** 5 - Morsell-Haye, DeGrassi, Albin-Smith, Caron and Bennett.

**Absent:** 4 - DeGraw, Bruce, Hurst, Fochs.

#### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Shelley Green

#### 3. CONDUCT OF BUSINESS

**3A.** [22-226](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh, from The Idea Cooperative gave an update on Visit Fort Bragg Efforts for the months of February 2022 to April 2022. There was much discussion about how the Winter Visit

Campaign, Restaurant Week and the Blue Economy Symposium have increased visitfortbraggca.com website traffic.

Public Comment: Shelley Green

Discussion: Committee Members were pleased with the amount of increased website traffic to the visitfortbraggca.com website as a result of the various campaigns.

**3B. [22-227](#)** Receive Update on Blue Economy Marketing From Idea Cooperative

There was an oral update about the upcoming Blue Economy Symposium. It was announced that it will be live streamed at several locations in town as well as on Facebook and on the City's Website.

Public Comment: Shelley Greene

Discussion: The Committee and staff were informed that posters with information about the Blue Economy Symposium were posted from Little River to Cleone on all Public Communication Boards. Postcards were also distributed to every teacher of the Fort Bragg and Mendocino School Districts.

**3C. [22-228](#)** Provide Direction to Staff Regarding Musician Budget Allocation Fiscal Year 21/22

An update was given regarding the \$500 music budget allocation. Musicians will be paid \$50 for two hours of performance.

Public Comment: None.

Discussion: There was discussion about how the intended use of these funds was for musicians to perform downtown on First Fridays.

**3D. [22-229](#)** Receive Update on City of Fort Bragg Transient Occupancy Tax (TOT)

A graph depicting the trends of Transient Occupancy Tax collected was presented showing increased dollar amounts for seven of the previous eight months.

Public Comment: None.

Discussion: Committee members noted that Transient Occupancy Tax trends decrease in the winter months, although The Idea Cooperative has been doing an excellent job of attracting tourism to the coast during all seasons.

#### **4. MATTERS FROM COMMITTEE / STAFF**

There was discussion about the next Visit Fort Bragg Committee Meeting, it was agreed that the regular Visit Fort Bragg Committee Meeting scheduled for May 26, 2022 be cancelled with the next regular meeting be set for June 23, 2022. It was suggested that a Doodle Poll be done to determine the best date and time be to hold future meetings.

#### **ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 5:08 PM



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## Text File

File Number: 22-330

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**Agenda Date:** 7/21/2022

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Report

**Agenda Number:** 3A.

Receive Update From Idea Cooperative



# City of Fort Bragg

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## Text File

File Number: 22-337

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**Agenda Date:** 7/21/2022

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Staff Report

**Agenda Number:** 3B.

Discussion and Committee Direction on Frequency and Preferred Date and Time for Regular Visit Fort Bragg (VFB) Committee Meetings



**CITY OF FORT BRAGG**

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**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** JULY 21, 2022  
**TO:** VISIT FORT BRAGG COMMITTEE  
**FROM:** CRISTAL MUNOZ, ADMINISTRATIVE ANALYST  
**AGENDA ITEM TITLE:** Discussion and Committee Direction on  
Frequency and Preferred Date and Time for  
Regular Visit Fort Bragg (VFB) Committee  
Meetings

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**BACKGROUND AND OVERVIEW:**

The Visit Fort Bragg Committee (VFB) has been meeting on a monthly basis for the past year and a half. The membership participation in these meetings has lessened and VFB requested that staff poll members on agreeable meeting times. A Doodle Poll was sent and suggests that the third Thursday at 3 pm was found to be the most voted date and time.

VFB may also wish to consider whether monthly meetings or every other month meetings are desired.

**RECOMMENDATION:**

Staff recommends changing the meeting to every other month and to change the meeting time to 3 pm on the third Thursday.

**ATTACHMENTS:**

None.