



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: JUNE 23, 2022
TO: VISIT FORT BRAGG COMMITTEE
FROM: CRISTAL MUNOZ, ADMINISTRATIVE ANALYST
AGENDA ITEM TITLE: Receive Report and Provide Direction on Next Quarterly Merchant Meeting

BACKGROUND AND OVERVIEW:

In an effort to promote more unity and cohesion amongst the merchants downtown the City has been coordinating quarterly merchant meetings on the 2nd Saturday of the month from 9 -11 am at Town Hall. These meetings have been well attended and have proved to be a valuable opportunity for merchants and property owners to get to know each other and engage with City staff.

Visit Fort Bragg Committee (VFB) may benefit from participating in these quarterly meetings. Merchants have voiced a desire to participate in special events and collaborate with VFB. The next meeting will be held on Saturday, July 9th, 9-11 am at Town Hall, located at 363 N. Main Street. Staff is inquiring whether or not VFB would like to attend, and perhaps seek input from merchants on potential VFB events for the coming 22/23FY.

RECOMMENDATION:

Staff recommends discussing the opportunity to table at the upcoming quarterly meeting to engage merchants for upcoming events.

ATTACHMENTS:

None