



# City of Fort Bragg

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

## 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