



City of Fort Bragg

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

Meeting Agenda Special Meetings

Thursday, June 23, 2022

4:00 PM

Via Video Conference

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, 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 Diana Sanchez, dsanchez@fortbragg.com.

ZOOM WEBINAR INVITATION

*Please click the link below to join the webinar:
<https://us06web.zoom.us/j/87657652099>*

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

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

3A. [22-280](#) Discuss Allocation of Visit Fort Bragg Discretionary Budget For FY 22/23

Attachments: [06232022 Staff Report](#)

3B. [22-279](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

- 3C. [22-290](#) Discussion and Committee Direction on Frequency and Preferred Date and Time for Regular Visit Fort Bragg (VFB) Committee Meetings

Attachments: [06232022 Meeting Memo](#)

- 3D. [22-299](#) Receive Report and Provide Direction on Next Quarterly Merchant Meeting

Attachments: [06232022 Merchant 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 June 20, 2022.

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: 22-280

Agenda Date: 6/23/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Discuss Allocation of Visit Fort Bragg Discretionary Budget For FY 22/23



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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: JUNE 23, 2022
TO: VISIT FORT BRAGG COMMITTEE
**FROM: SARAH MCCORMICK, ASSISTANT TO CITY MANAGER
CRISTAL MUNOZ, ADMINISTRATIVE ANALYST**
**AGENDA ITEM TITLE: DISCUSS ALLOCATION OF VISIT FORT BRAGG
DISCRETIONARY BUDGET FOR FY 22/23**

BACKGROUND AND OVERVIEW:

City Council allotted \$20,000 in discretionary spending for the Visit Fort Bragg Committee (VFB) for the upcoming 22/23 fiscal year. VFB expressed an interest to discuss and identify funding priorities early in the year in order to best utilize resources. Staff prepared a list of past activities VFB has sponsored or has discussed interest in sponsoring, along with a calendar to illustrate timing.

Potential Activities:

VFB has actively made improvements to the visitor experience, which also enhances the quality of life for residents. Investments to refurbish downtown kiosks, hanging banners from the light poles, and procuring winter holiday garlands, bows, and lights to decorate light poles downtown, to name a few. The table below presents several ideas that have come forward over the months for VFB consideration and prioritization:

Activity	Proposed Date	Potential Costs
Winter Holiday Decorations		FY21/22 \$5,000
Weekend Street Musicians	# Saturdays June - September	\$50 each
Sidewalk Flags		
VFB Mural		\$3,000 - \$5,000

Potential Special Events

Significant COVID restrictions were lifted on June 15, 2021, making it easier to plan for larger gatherings and events. VFB has expressed an interest in hosting and sponsoring more special events such as the Magic Market and Downtown Winter Wonderland. Community events such as these bring locals and visitors downtown to socialize and patronized local shops. Several events are listed in the table below for VFB consideration and prioritization:

Event	Proposed Date	Estimated Costs
Downtown Block Party (one)		Insurance: \$250 - \$350 Co. Health Permit: \$180 Co. Event Permit: \$150 Security: \$200 - \$1,000 Restrooms: \$250 - \$700 Food: \$500 - Musicians: \$50 - \$500 Outdoor Tent: \$1,500 Outdoor Heaters: \$80/per Posters: \$300
Downtown Block Party (two)		
Magic Market	October Saturday Before Halloween	
Winter Wonderland		
Holiday Light Parade	December 1 st Saturday	
Nor Cal Rodder's Father's Day Car Show	June Saturday Closest to Father's Day	
Paul Bunyan Days	September Labor Day	
4 th of July	July Closest Saturday	
Fort Bragg Cultural Festival		
First Friday Arts & Culture Walk Spring Kick-off	April First Friday	
Outdoor Dining for Restaurant Week	March Second Week	
Coastal Trail Celebration		
Whale Festival	March	
Blue Economy Symposium & Learning Festival		

Summer

June, July, August

- Downtown Block Party
- Father's Day NorCal Rodder's Show
- 4th of July Celebration
- The Great Fort Bragg Photo Collection
- Destination Conversion Campaign

Autumn

September, October, November

- Paul Bunyan Days
- Magic Market
- Family Experience Campaign
- Newsletter Sign-up Campaign

Winter

December, January, February

- Winter Wonderland with Santa
- Holiday Light Parade
- Holiday Gift Guide
- Winter Visit Campaign

Spring

March, April, May

- Whale Festival
- First Friday Spring Kick-off
- Restaurant Week

Undecided

Events that can be scheuled any time of year

- Fort Bragg Cultural Festival
- Coastal Trail Celebrartion
- Blue Economy Symposium & Learning Festival

Evergreen

Campaigns that happen year round

- Water Conservation
- Eco-Conscious Traveling (Reusable Waterbottles, Utensils, etc)
- Not feeding wildlife, leaving only footprints



Promotional Marketing can take many forms. In the past, VFB focused solely on attracting outside visitors to travel to Fort Bragg stay in hotels, eat in restaurants, and shop. However, recent efforts have shown that weaving community-oriented events into the visitor experience results in more engaged visitors, which leads to folks planning their next trip even before they leave town. The Idea Cooperative has successfully utilized the “Stories” aspect of the VFB website to this end.

For example, during the recent Blue Economy Symposium & Learning Festival event, “Stories” featured in the e-Newsletter included:

- Anna Neumann, Noyo Harbormaster: introduced the new Harbormaster and Noyo Harbor District’s monthly Fish Market, which offers local fishermen a chance to sell their catch directly from the boat, with tables and booths in adjacent Grader Park with offering live music, craft booths, food vendors and non-profit outreach opportunities;
- Tristin McHugh, Kelp Project Director and Grant Downie, Urchin Diver: showcased The Nature Conservancy’s Kelp Project, which is committed to understanding the decline of kelp forests and developing pathways to recovery.
- Princess Seafood: introduced the woman who operates a 42-foot fishing vessel, fish market, and restaurant from the Noyo Harbor.

Future efforts to integrate destination marketing campaigns with local stories and events that bolster the visitor experience include coordinating a Holiday Pop-up shops at local galleries and creating supporting “Stories” about local artists, while promoting the Holiday Gift Guide. Or maybe collaborating with Pacific Textile Arts or The Krenov School of Fine Furniture around special exhibits. Efforts such as these drive visitors to Fort Bragg, while also improving the quality of life for local residents and showing off folks that make our community unique.

RECOMMENDATION:

Discuss potential activities to fund in order for staff to develop a calendar and budget for VFB consideration at the next regularly scheduled meeting.

ALTERNATIVES:

None.

NOTIFICATIONS:

“Notify Me” Subscriber Lists: Economic Development Planning; Fort Bragg Downtown Businesses; Tourism and Marketing



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Text File

File Number: 22-279

Agenda Date: 6/23/2022

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File Type: Staff Report

Agenda Number: 3B.

Receive Update from Idea Cooperative on Visit Fort Bragg Efforts



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Text File

File Number: 22-290

Agenda Date: 6/23/2022

Version: 1

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File Type: Staff Report

Agenda Number: 3C.

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



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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: JUNE 23, 2022
TO: VISIT FORT BRAGG COMMITTEE
FROM: CRISTAL MUNOZ, ADMINISTRATIVE ANAYLST
AGENDA ITEM TITLE: Discussion and Committee Direction on
Frequency and Preferred Date and Time for
Regular Visit Fort Bragg (VFB) Committee
Meetings

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 10 am 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 10 am on the third Thursday.

ATTACHMENTS:

None.



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Text File

File Number: 22-299

Agenda Date: 6/23/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3D.

Receive Report and Provide Direction on Next Quarterly Merchant Meeting



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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: JUNE 23, 2022
TO: VISIT FORT BRAGG COMMITTEE
FROM: CRISTAL MUNOZ, ADMINISTRATIVE ANAYLST
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