



# City of Fort Bragg

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## Meeting Minutes Special Meetings

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Tuesday, November 19, 2019

3:00 PM

Town Hall, 363 N. Main Street

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### Visit Fort Bragg Committee

#### MEETING CALLED TO ORDER

Committee Member Peters called the meeting to order at 3:12 PM.

#### ROLL CALL

Present: Lindy Peters, Scott Perkins, Tabatha Miller, Cristal Muñoz, Nancy Bennett, Jon Glidewell, Robert Pinoli, Katie Turner-Carr, Anne Semans, Debra De Graw

Absent: James Sant, Jessica Morsell-Haye

#### 1. APPROVAL OF MINUTES

1A. [19-503](#) Approve Minutes of September 17, 2019

A motion was made by Committee Member Nancy Bennett seconded by Committee Member Jon Glidewell, that these Committee Minutes be approved. The motion carried by a unanimous vote.

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

Public Comment was received from:

\* None

#### 3. CONDUCT OF BUSINESS

3A. [19-478](#) Receive Report and Provide Direction Regarding New Appointees to the Visit Fort Bragg Committee and Revise Existing Protocols

Special Projects Manager Scott Perkins gave the oral report about reviewing and updating the current application for the Visit Fort Bragg Committee. Robert Pinoli and Nancy Bennett will be the only members to be on the committee for the following year. There will be four new openings and existing members can apply.

Discussion:

\* The committee discussed; Visit Fort Bragg is no longer quarterly meetings but bi-monthly meeting and has been since summer.

\* Several Committee Members commented that they will not apply for another term on the committee.

\* James Sant has decided not to continue with the committee due to scheduling conflicts.

Direction:

\* Direction was given that the Council ad hoc Committee Members Peters and Morsell-Haye provide guidance and encourage new members to apply.

**3B. [19-500](#)** Proposed Contract with The Idea Cooperative for Marketing Strategy Development and Execution

City Manager Tabatha Miller give an overview of how The Idea Cooperative became a competent candidate to run the advertising of Visit Fort Bragg. She stated that she had reached out to their references and they were solid. The Idea Cooperative is from Petaluma, which is not local but still close and are willing to make the drive. In addition, The Idea Cooperative has established long-term relationships with many of their clients including City of Santa Rosa. The Idea Cooperative has agreed to incorporate old materials from the past agency since the City still owns all the materials. City Manager Tabatha Miller then introduced Tom Kavanaugh the president and founder of The Idea Cooperative to give his presentation, along with Melissa Holberton and Tyler Young.

Discussion:

There was discussion regarding the presentation from The Idea Cooperative that included:

- \* There will be a need for ambassadors who will be responsible for content.
- \* Must be diligent to follow up and make sure it is interactive and to track the hours spent on each item.
- \* Review content strategy to develop a timeline for many weeks ahead.
- \* Important to make it a seamless transition from the last campaign to the next one.
- \* The need to be more robust from other agencies.
- \* Important to have the metrics and analytics to show progress and to have a monthly report on social media.
- \* Develop deliverables and measureable milestones.
- \* It was discussed by the committee that they will be mindful about doing work behind the scenes to help city staff. They are willing to assist to make this a success and to have this contract extended for another year.

Public Comment:

- \* Jamie Peters asked about the different generational demographics and how will they appeal to all of them.
- \* Julie Parker spoke about the template they would use to implement their work.

Direction:

Committee unanimously agreed to have The Idea Cooperative go before City Council on Nov 25, 2019 to pursue contract.

**3C. [19-504](#)** Receive Current Bed Tax Revenue Reports

City Manager Tabatha Miller gave an oral report for information purposes regarding the City of Fort Bragg Bed Tax Revenues. Miller described that City of Fort Bragg did better for FY 17/18 and FY 18/19 as compared to Mendocino County. However, revenue from the Transient Occupancy Tax has gone down both for the county and the City.

Discussion:

- \* In the interim of this downward trend, we are still updating the city website with events and posting to Facebook and Twitter accounts.
- \* Will continued to work with the Chamber of Commerce to keep presence up on social media.
- \* There has been some good articles from Travel bloggers and media influencers.
- \* Maintain good perspective when looking at the greater macro trends. Not completely change our strategies just because there is a downward trend.
- \* Expanding our metrics rather than focusing on city performance.
- \* The Visit Fort Bragg Instagram post from last Tuesday of Glass Beach was liked 480 times.

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

Short video presentation by Lindy Peters of the South Coastal Trail and it is an example of using our local talent to promote Fort Bragg.

Katie Turner-Carr commented that the holiday decorations and banners are going up.

#### **ADJOURNMENT**

**Committee Member Peters adjourned the meeting at 4:55 PM.**