

**From:** [CDD User](#)  
**To:** [Lemos, June](#)  
**Subject:** FW: City Council 07/12/2021 Item 5d. 21-340  
**Date:** Monday, July 12, 2021 8:34:32 AM

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Public Comment from Paul Clark..

*Sarah Peters*

Sarah Peters  
Administrative Assistant  
City of Fort Bragg  
416 North Franklin Street  
Fort Bragg, CA 95437  
Phone: 707-961-2827 ext. 111  
Email: [speters@fortbragg.com](mailto:speters@fortbragg.com)  
City's website: <http://city.fortbragg.com/>



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**From:** Paul Clark <pclark@fortbraggrealty.co>  
**Sent:** Monday, July 12, 2021 7:51 AM  
**To:** CDD User <CDD@fortbragg.com>  
**Cc:** Paul Clark <pclark@fortbraggrealty.co>; CMAR (CMAR@MCN.ORG) <cmar@mcn.org>  
**Subject:** City Council 07/12/2021 Item 5d. 21-340

180,000 of city money is being spent, I don't see any information on the return on the past or this proposed investment for the city.

What increase in city revenues can be traced to these past expenditures? This seems more a Chamber of Commerce matter to me.

Please provide what information you have that shows this has been worth the money to the taxpayers, and what is being done for the compensation.

The TOT is up of course, but that would have happened without this money being spent.

Also what was the process for this to begin with. Was it open to local talent? Seems more information is warranted.

Thank you

Paul Clark

**From:** [Megan Caron](#)  
**To:** [Lemos, June](#)  
**Subject:** Public comment for 5D  
**Date:** Monday, July 12, 2021 5:36:28 PM

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Greetings Council Members,

Spending \$15,000 a month to promote Fort Bragg through social media seems extremely excessive. Especially when we have no way to measure the return on this sort of investment.

Seriously what are we getting for that amount of money? Some glorified social media posts?

Has anyone really sat down and considered what it is we are currently receiving for \$8000 a month, let alone \$15,000 a month? Just because “everyone else is doing it” does not necessarily mean we should as well.

There is no doubt that Fort Bragg needs to be promoted but at the cost of 180,000 year?

Measure AB needs to be reconsidered, wasting precious tax dollars on exorbitant social media campaigns is ridiculous.

I assure you that if people were paying attention, there would be far more outrage.

Megan Caron  
Fort Bragg

Sent from my iPhone