



City of Fort Bragg

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

Meeting Minutes Special Meetings

Tuesday, August 17, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:01PM.

ROLL CALL

Present: 7 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Nicole Caito-Urbani, Alison DeGrassi, Debra DeGraw and Megan Caron

Absent: 2 - Kelly Urbani-Freeland and Barbara Bruce

1. APPROVAL OF MINUTES

1A. [21-448](#) Approve Minutes of July 20, 2021

These Minutes were approved by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

* None

3. CONDUCT OF BUSINESS

3A. [21-442](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative gave a marketing update. Tom and his team recently made a trip out to Fort Bragg and they were able to capture original photography along with some digital video and audio recordings. This will be great content that will lend its self to the storytelling of Fort Bragg. This month's analytics showed a drop in engagement and Tom stated it was due in part to no paid social advertising for that month. The eNewsletter made its debut and it had a great engagement with over 40% open rate. For the next couple of months, they will be focusing on increasing followers to all the social platforms and websites. In addition they will be adding a message from City Manager on the website about the current drought conditions.

Discussion:

There was discussion about changes and improvements to the website. The committee agrees that there are more visitors to the area and the website has to do with it. The Idea Cooperative will also look into making sure the website is Americans with Disabilities Act

(ADA) complaint. The summer season is coming to a close and it is important to continue this progress for the shoulder months. The COVID-19 numbers continue to grow and people are staying closer to home when they travel.

Public Comment was received from:

*None

3B. [21-445](#) Receive Update Regarding Central Business District Revitalization Efforts

Assistant to the City Manager Sarah McCormick gave an oral update on the Central Business District Revitalization Efforts. She demonstrated all the different tools that will be used to make these revitalization efforts successful. Also, she explained they are planning on reevaluating the Allowable Land Use tables which can allow for the growth of alternative types of businesses in the central district. Looking into a grant to remodel the old Recreation center and can be used as a public gathering. Town Hall bathrooms are coming soon but due to the drought emergency, public works crews have been very busy. A Walking Tours Subcommittee was created along with a subcommittee for Public Art. Directional signage will start as a-frames for now and will evolve with time. City Council will discuss temporary waivers for capacity fees so more restaurants can come downtown. On September 11, 2021, there will be a meeting at Town Hall to get participation from all the downtown businesses on all these revitalization efforts.

Discussion:

There was much discussion about creating a public gathering space since that was not one currently. However, the grant application to update the Old Rec Center will take that on. The quick fix was also to remove overgrown vegetation next to the gazebo downtown.

Public Comment was received from:

*None

3C. [21-444](#) City of Fort Bragg Transient Occupancy Tax (TOT) Update

Assistant to the City Manager Sarah McCormick gave an oral update for information purposes regarding the City of Fort Bragg Bed Tax Revenues. The City is above \$550,000 from the best year received.

Public Comment:

*None

Discussion:

This was just for informational purposes only

3D. [21-447](#) Oral Updates from City Staff

Assistant to the City Manager Sarah McCormick promoted the Central Business District coffee meet and greet for Saturday, September 11th from 9-11am at Town Hall.

Public Comment:

*None

Discussion:

This was just for informational purposes only.

4. MATTERS FROM COMMITTEE / STAFF

* Megan Caron asked to promote campgrounds on the website.

* Nicki Caito-Urbani mentioned that the kiosks need some updating and that TOT monies can fund the position to keep them clean.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 3:49 PM