



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, October 20, 2020

3:00 PM

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:02 PM

ROLL CALL

Present: 8 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Nicole Caito-Urbani, Alison DeGrassi, Debra DeGraw, Anne Maureen McKeating and Robert Pinoli

Absent: 1 - Kelly Urbani-Freeland

1. APPROVAL OF MINUTES

1A. [20-885](#) Approve Minutes of July 07, 2020

A motion was made by Committee Member Nancy Bennett seconded by Committee Member Robert Pinoli that these Committee Minutes be approved.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

* None

3. CONDUCT OF BUSINESS

3A. [20-887](#) Discussion and Recommendation on the Scope of Work for the Idea Cooperative Contract for November 1, 2020 to June 30, 2021

City Manager Tabatha Miller discussed that the current recommendation to extend the expired contract with the Idea Cooperative. Essential services have continued with the prior approved funding from Council but will run out by the end of October. If the committee recommends to continue with the marketing plan set by Idea Cooperative an additional 50,000 can be approved by Council and would extend the contract through the end of June 2021. The Idea Cooperative plans to add additional content to website and grow the social media following on various platforms. They would like to create events seasonal events similar to the Restaurant Week or alternatives since the Shelter in Place orders can vary so frequently. They would like to continue the momentum.

Discussion:

There was extensive discussion about various past events and how successful it was even though it was during the initial Shelter in Place orders. The committee wants to bring more dollars to Town and create events that are also beyond restaurants and would include other

vendors. They also discussed analytics about social media contacts and followers.

Direction:

* Direction was given to use the 50,000 to keep events going through the winter months such as the Holiday Gift Guide and a winter visit promotion. An Ad Hoc committee was also created to help steer the winter events. Tess Albin-Smith, Nancy Bennett and Robert Pinoli will lead it. In March, the committee can renegotiate the funding if needed.

Public Comment:

* Scott Schneider spoke about the importance of goals, strategies and specific tactics that the Committee should be asking from The Idea Cooperative.

* Jacob Patterson spoke about the use of Facebook Ads and its potential to target particular demographics.

A motion was made by Committee Member Nancy Bennett seconded by Committee Member Robert Pinoli that the funding be continued.

3B. [20-889](#)

Summary of the City of Fort Bragg Transient Occupancy Tax (TOT) Revenues

City Manager Miller presented a summary of the Fort Bragg Transient Occupancy Tax Revenues (TOT) for FY 17-18 through FY 20-21 for informational purposes only. She explained that with the opening of the Hotels have allowed for an increase in revenues.

This presentation was for information only.

3C. [20-888](#)

Receive Oral Update from Staff on Visit Fort Bragg Activities

Oral updates:

* Tabatha Miller stated that the new Visit Fort Bragg website has been rolled out. If there are any corrections to be made please bring it to her attention.

* Tess Albin-Smith would like to see more family activities on the website.

* Terms are coming to a close and the committee wants new members to join. Applications will be sent out soon.

4. MATTERS FROM COMMITTEE / STAFF

* None

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:31 PM.