



# City of Fort Bragg

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

## Meeting Agenda Special Meetings

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Thursday, February 3, 2022

4:00 PM

Via Video Conference

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### Special 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 Cristal Munoz, [cmunoz@fortbragg.com](mailto:cmunoz@fortbragg.com).*

#### ZOOM WEBINAR INVITATION

*Please click the link below to join the webinar:  
<https://us06web.zoom.us/j/85241805939>*

*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

1A. [22-044](#) Approve Minutes of September 30, 2021

**Attachments:** [VFBM 09302021](#)

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

#### 3. CONDUCT OF BUSINESS

- 3A. [22-048](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts  
*Attachments:* [02032022 Idea Cooperative](#)
  
- 3B. [22-047](#) Receive Report and Consider Appointing New Visit Fort Bragg Committee Members  
*Attachments:* [2022 Membership Report](#)  
[Att 1. VFB Protocols](#)  
[Application Degrassi\\_Redacted](#)  
[Application Degraw\\_Redacted](#)  
[Application Fochs\\_Redacted](#)  
[Application Morgan\\_Redacted](#)  
[Public Comment](#)
  
- 3C. [22-045](#) Receive Report and Provide Direction on Remaining Fiscal Budget for the Visit Fort Bragg Committee  
*Attachments:* [02032022 Budget Report](#)  
[Att 1. FY 21-22 YTD Budget](#)
  
- 3D. [22-046](#) Receive Update on City of Fort Bragg Transient Occupancy Tax (TOT)  
*Attachments:* [TOT Historical Summary](#)  
[TOT Monthly Summary](#)

**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 January 28, 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).*



# City of Fort Bragg

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## Text File

File Number: 22-044

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**Agenda Date:** 2/3/2022

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Committee Minutes

**Agenda Number:** 1A.

Approve Minutes of September 30, 2021



# City of Fort Bragg

416 N Franklin Street  
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## Meeting Minutes Special Meetings

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Thursday, September 30, 2021

3:00 PM

Via Video Conference

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### Visit Fort Bragg

#### MEETING CALLED TO ORDER

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

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

**Absent:** 2 - Kelly Urbani-Freeland and Megan Caron

#### 1. APPROVAL OF MINUTES

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

\*None

#### 3. CONDUCT OF BUSINESS

- 3A. [21-519](#)** Approve the Legally Required Findings to Authorize the Conduct of Remote "Telephonic" Meetings During the State of Emergency

Chair Jessica Morsell-Haye read in to the record the legally required information for this committee to continue meeting in a telephonic manner.

Discussion:

The was some discussion of how to navigate between telephonic meetings and meetings in person.

Public Comment was received from:

\*None

A motion was made by Chair Morsell-Haye, seconded by Committee member Alison DeGrassi.

**Aye:** Chair Morsell-Haye, Vice Chair Albin-Smith, Committee member Alison DeGrassi, Committee member Nicole Caito-Urbani, Committee member Barb Bruce and Committee member Debra De Graw

**No:** Committee member Nancy Bennett

#### 4. MATTERS FROM COMMITTEE / STAFF

\*None

#### ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 3:09 PM



# City of Fort Bragg

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## Text File

File Number: 22-048

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**Agenda Date:** 2/3/2022

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Staff Report

**Agenda Number:** 3A.

Receive Update from Idea Cooperative on Visit Fort Bragg Efforts



## Marketing Campaign Monthly Update

November 2021 > January 2022





## Promotion Calendar

### August > October 2021:

- Objective – Grow Followers & Engagement
- Strategy – Bring people closer, and make them feel more connected to, Fort Bragg through Stories and Journeys that bring the city to life.

**August:** Launch (engage subscribers)

#### Newsletter:

- Story: Princess Seafood
- Journey: Sacto To Sea Spray
- About town – Photo Collection

**Paid Social:** Journey: Sacto To Sea Spray

**September:** New Stories (increase subscribers)

- Story: Beautiful Earth
- Journey: Carpool To Tidepool (East Bay)
- About Town: Redwood Ave.

**Paid Social:** Journey Carpool To Tidepool

**October:** Fall Visit

- Featured Story: Pacific Star Winery
- Experience: Naturalist
- About Town: Franklin Ave.

**Paid Social:** Hold

### November > December 2021:

- Objective – Holiday Merchant Support
- Strategy – Gift Guide & eNSL Sweepstakes

#### Gift Guide Campaign

- Landing Page > Merchants
- Paid & Organic Social Media
- eNewsletter x 2

#### Holiday Lighted Parade Downtown Wonderland

### January > February 2022:

- Objective – Drive Winter Visitation

#### Winter Visit Campaign

- Landing Page > Merchants
- Paid & Organic Social
- eNewsletter
- Google Display Advertising

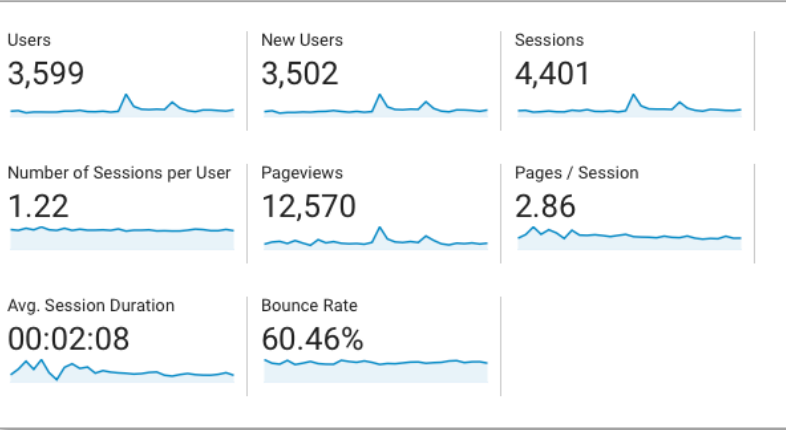
### March 2022:

- Restaurant Week

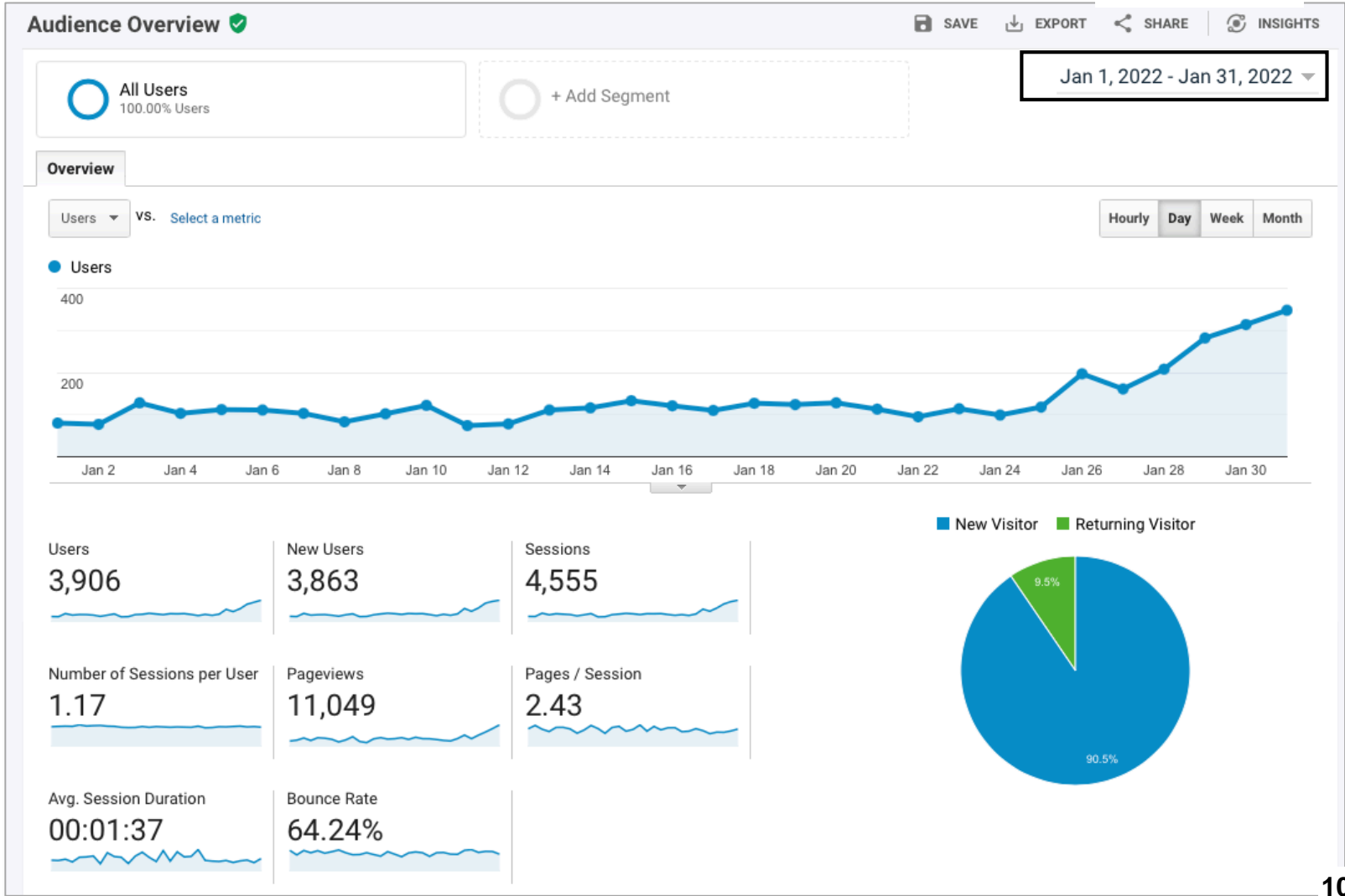
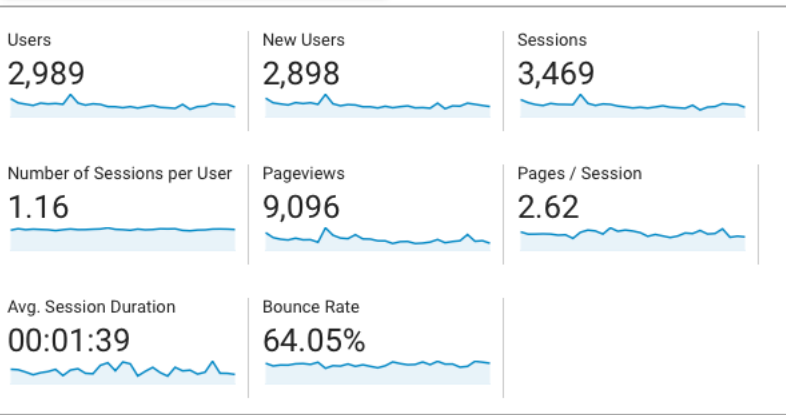
# VisitFortBraggCa.com

## MONTHLY SITE TRAFFIC

Nov 1, 2021 - Nov 30, 2021

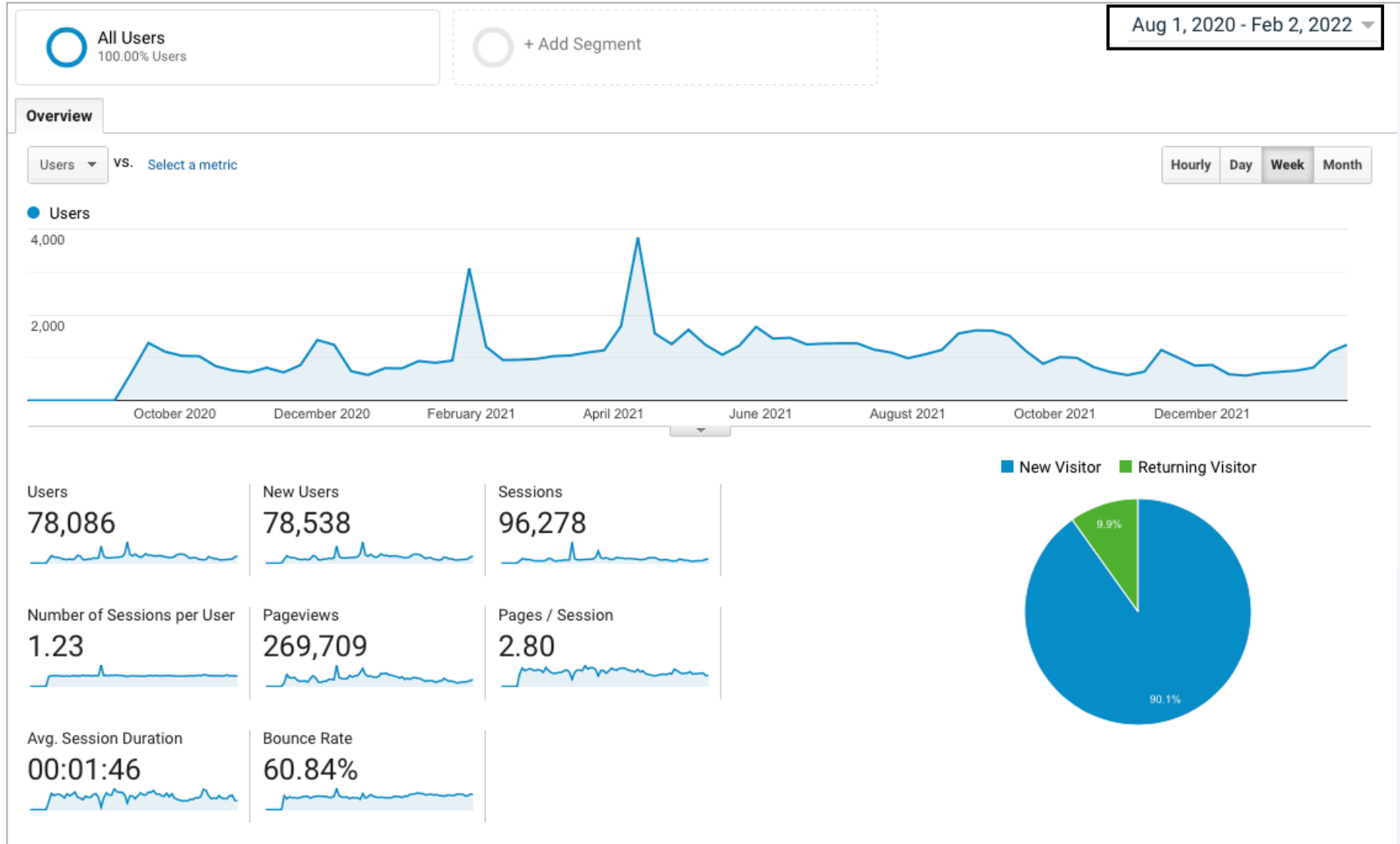


Dec 1, 2021 - Dec 31, 2021



# VisitFortBraggCa.com

## YEARLY SITE TRAFFIC



# Gift Guide Campaign

## 2021 Holiday Gift Guide

### Objective

- Increase Merchant Participation
- Increase Purchase Options
- Reach More People
  - eNewsletter
  - Paid Social

### Tactics

- Early Merchant Notice
- Landing Page > Merchants
- Paid & Organic Social Media
- eNewsletter x 2



Poster



Table Tent



# 2021 Holiday GIFT GUIDE FORT BRAGG, CALIFORNIA



Bring Fort Bragg home for the holidays. Shop this year's Gift Guide for one-of-a-kind presents with the flavor and feel of your favorite little city on the coast. If you can't be here to shop in person, you'll find several stores with options to purchase online. There, now you're gift shopping is all taken care of. You're welcome.

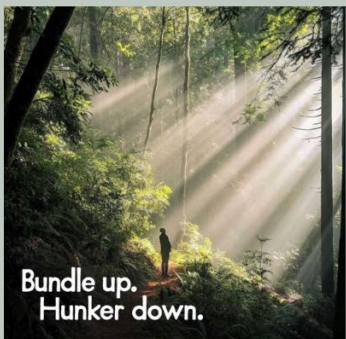
[Shop Now](#)



FOR THE CHANCE TO WIN A FREE GIFT.

Click below to forward this email to your friends. Every email you forward using the button below enters you in a drawing to win a free gift from one of the stores in the guide.

[Forward To A Friend](#)



### Bundle up. Hunker down.

Don't let the chilly weather keep you from coming to Fort Bragg. Here are a few ways the coast gets even cooler as winter weather arrives.

[Discover More](#)

# #1



## Steve & Roundman's Smokehouse

Meet Steve. He runs Mendocino County's only USDA-approved and inspected meat processing company, and you've never seen so much deliciousness packed into a small space as you'll find at Roundman's Smokehouse on Main Street.

[Explore Now](#)



This time of year ushers in the great gray whale migration off the Fort Bragg coast. Find a spot along the coastal trail on a calm morning. Or, if you're up for the high seas, consider a whale watching charter out of Noyo Harbor, like [Telstar Charters](#), [Anchor Charter Boats](#), [Fort Bragg Fishing](#), [Hooked on Mendo](#) or [All Aboard Adventures](#).

Check out Noyo Marine Center's Crow's Nest [Live Cam](#) to see for yourself.



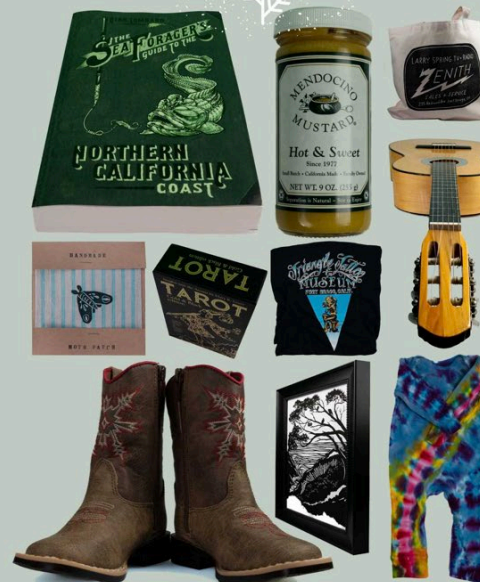
# FORT BRAGG

NORTH COAST CALIFORNIA

## Gift Guide eNewsletters

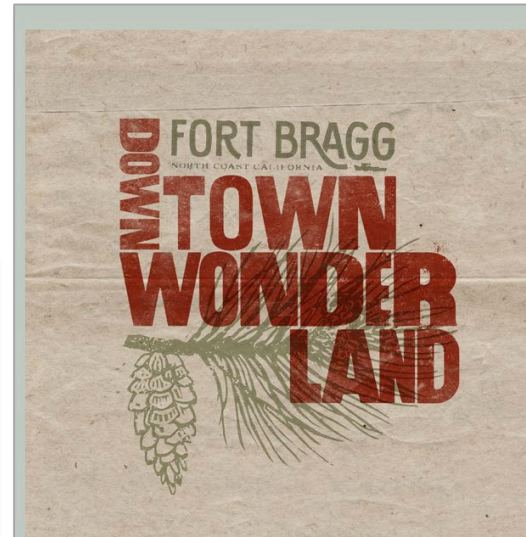
# #2

# 2021 Holiday GIFT GUIDE FORT BRAGG, CALIFORNIA



There's still time to bring Fort Bragg home for the holidays. Shop this year's Gift Guide for one-of-a-kind presents with the flavor and feel of your favorite little city on the coast. If you can't be here to shop in person, you'll find several stores with options to purchase online or by contacting them directly for shipment.

[Shop Now](#)



Ring in the holidays with an outdoor marketplace on Laurel Street this Saturday, **Dec. 11th from 11-6**. We're decking Town Hall for Santa (corner Laurel/Main Streets). Come get your photo taken! Montessori del Mar will be serving cocoa and cider and the Class of 2022 will be selling See's Candies and beautiful holiday wreaths.

Several musicians will be adding to the festivities including:

- All That Jazz: Sunny Smith & Friends
- John Redding
- Jan Kessler
- Michael Parlangas
- Joe Pardini

[LEARN MORE](#)

Check out Noyo Marine Center's Crow's Nest [Live Cam](#) to see for yourself.



# Gift Guide eNewsletters

## Gift Guide eNewsletters

### eNSL 1

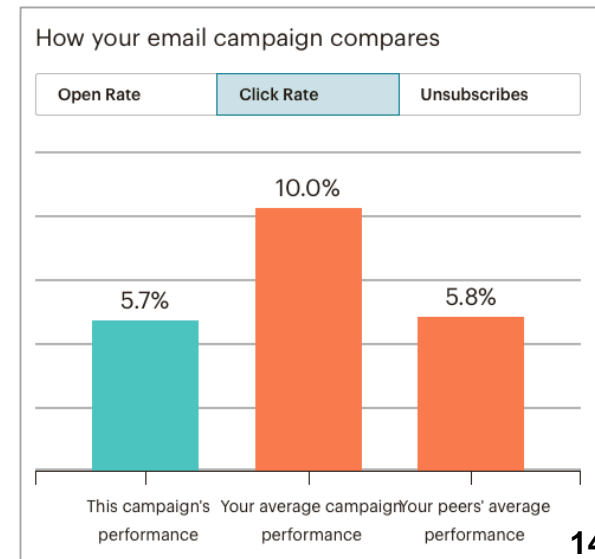
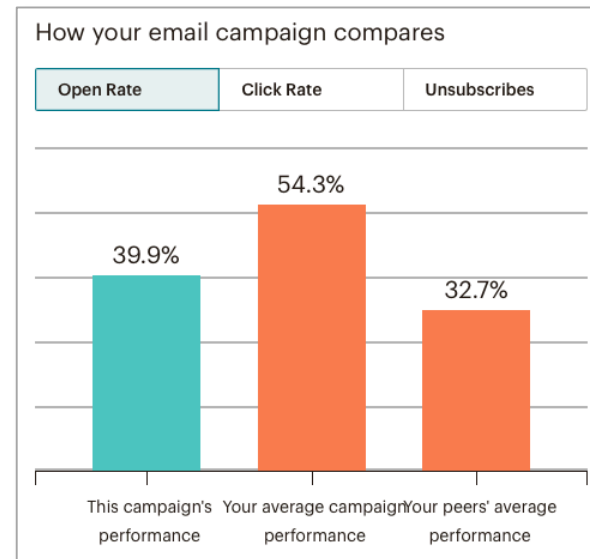
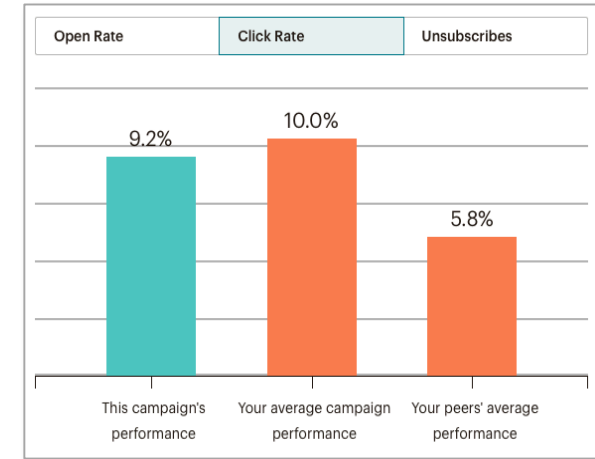
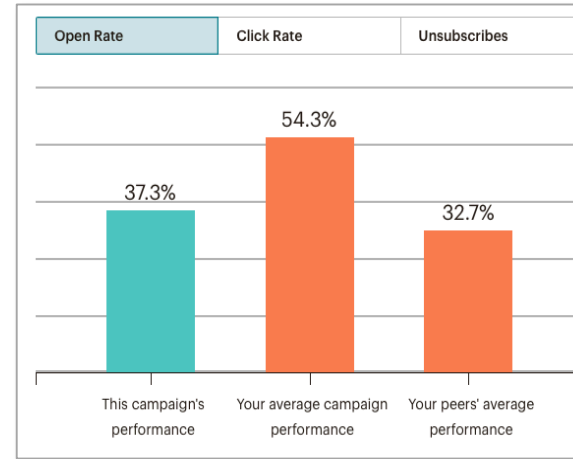
- Sent 11/16/21 > 2,367 subscribers
- Open Rate: 37.8% (1,686)
- Clicks Per Unique Open: 24.7% (381)
- Forwarded: 28 – 21 Forwarded Opens

### eNSL 2

- Sent 12/9/21 > 2,2,538 subscribers
- Open Rate: 39.9% (1,553)
- Clicks Per Unique Open: 14.3% (219)

Oct 19, 2021 - Oct 25, 2021 ▾

Page ?	Pageviews ?	Unique Pageviews ?
	1,266 % of Total: 8.83% (14,345)	727 % of Total: 6.23% (11,662)
1. /2021-gift-guide/	1,266(100.00%)	727(100.00%)



## Gift Guide Paid Social

### 2021 Holiday Gift Guide - Paid Social

**Campaign 1:** VFB Social Followers and look-alike audience

**Objectives:**

- Newsletter Sign-Ups – Ad directs to Gift Guide Page
- Secondary Objective: Shop the Gift Guide

**Budget:** \$350/ 30 days (started 11/17)

**CTA:** Subscribe/Sign up

**Campaign 2:** Fort Bragg Locals (FB + 15mi, Willits, Ukiah)

**Objective:**

- In Person Shopping/ Gift Guide Awareness
- Secondary Objective: Newsletter sign-ups

**Budget:** \$150/ 11/17 through 12/24

**CTA:** Shop Now

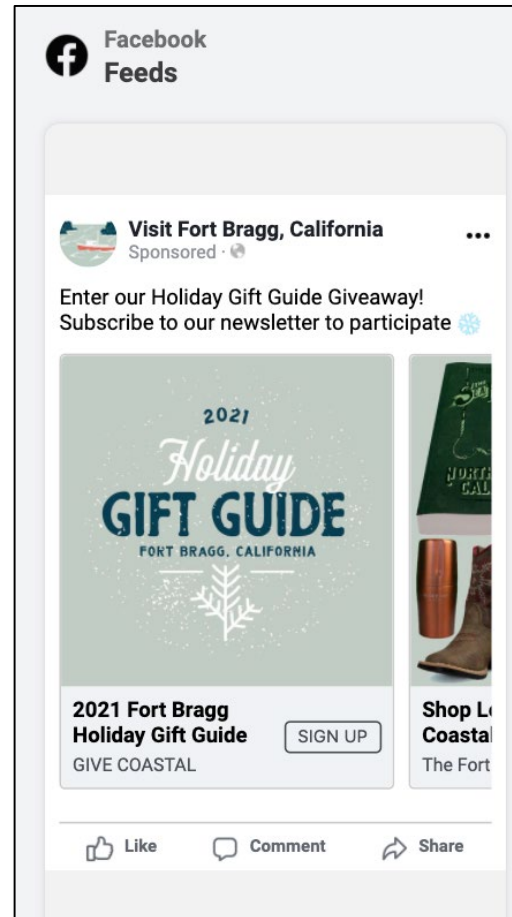
**RESULTS:**

**VFB Followers:** 687 link clicks to Gift Guide page

- 585 unique link clicks (100 users clicked on ad more than one time).
- Reached 36,956 users across both platforms

**Fort Bragg Locals:** 240 link clicks to Gift Guide page

- 185 unique link clicks.
- Reached 5,675 users across both platforms.



## 2022 Winter Visit Campaign

### Objective:

- Drive Winter Visitation

### Tactics

- Paid & Organic Social
- eNewsletter
- Google Display Advertising

**FORT BRAGG**  
NORTH COAST CALIFORNIA

PLAN YOUR TRIP ▾ EVENTS OUR STORIES ABOUT FORT BRAGG

# Winter visitors are big around here.

You're welcome.

Maybe you thought that when the first storm blows in the North Coast closes its shutters and settles in for the winter. Well, we're here to show you just how much you would miss by not planning an off-season trip to Fort Bragg. What if we said you could have a beach to yourself? Maybe a hike in the misty magic of a redwood grove in the rain. Whale watch. Deal shop. Or cozy up in your room with a fireplace and a view of the ocean. At Fort Bragg in the winter, without a lot of visitors, you'll feel more like one of the locals. So, pack a few layers, your rain boots and knit cap and join us on a journey to enjoy Fort Bragg before the summer fog blows in and the crowds come back. Be sure to check in beforehand, however. Hours and policies can change because of Covid-19 restrictions.

[SEE HOTELS](#)

Winter gets pretty quiet around here.

You're welcome.

**FORT BRAGG**  
NORTH COAST CALIFORNIA

HUDDLE AROUND A FIRE

WATCH A STORM BLOW IN

SHOP THE SHOPS

GET IMMERSED IN MARINE BIOLOGY

WAIT FOR NIGHT - LOOK UP

HIKE THE REDWOODS IN THE RAIN

EXTREME BEAUTY. MODERATE TEMPERATURES.

WATCH FOR WHALES

EAT FRESH CHOWDER

16



## Campaigns

### Winter Visit Paid Social

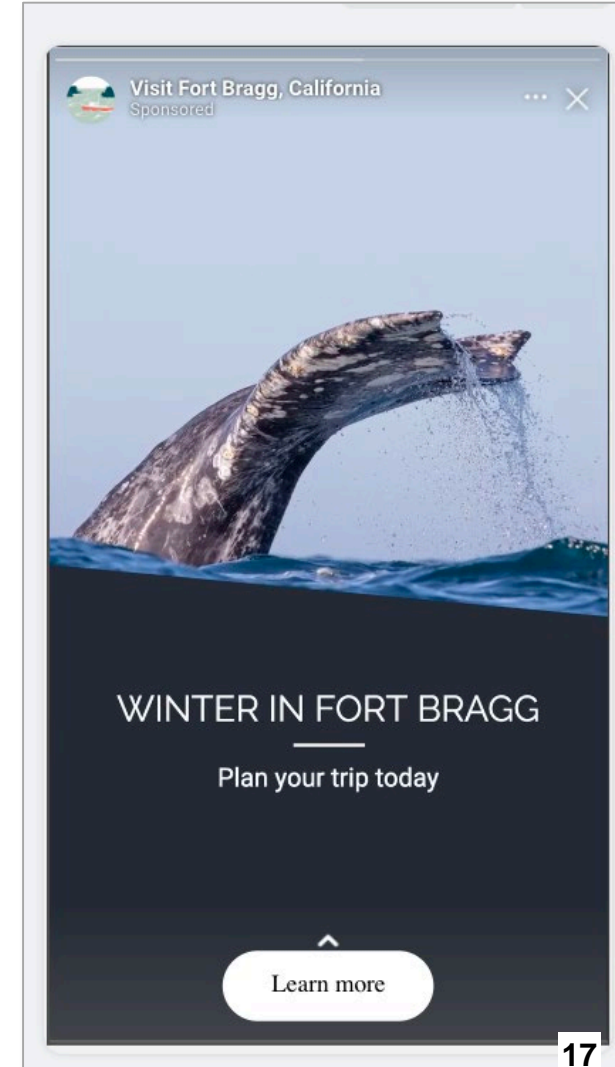
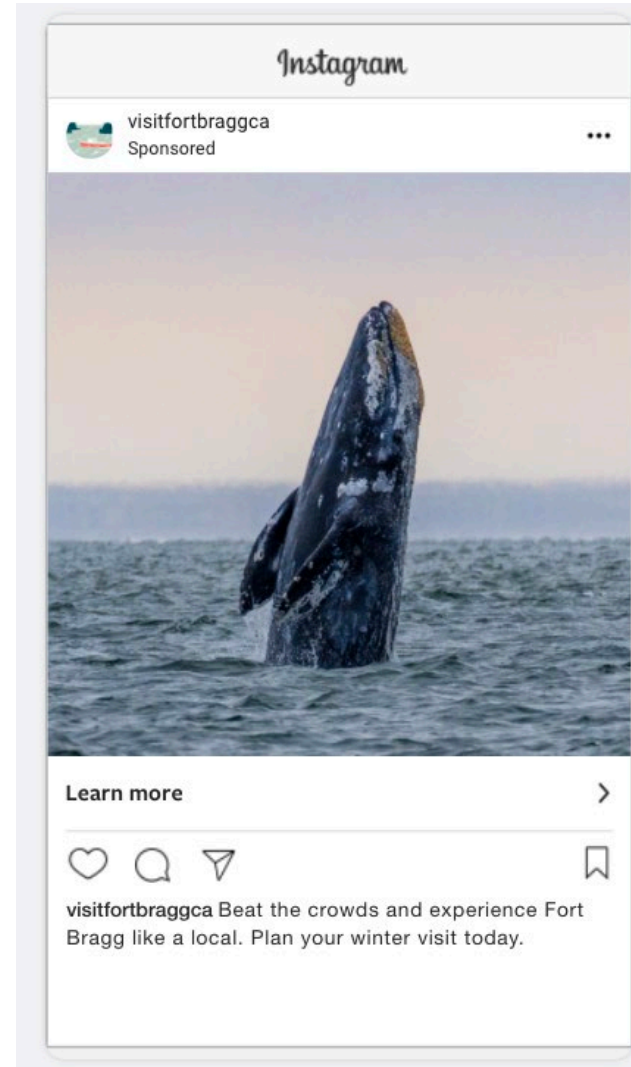
- \$15/day (\$400/mo.)
- Targeting lookalike audiences within 4-5 hour driving distance
- Excluding Mendocino County
- Runs 1/26-2/26/2022.

**2/3:**

342 link clicks, 19,684 reach. This ad is doing VERY well.

**2/17:**

1,963 clicks, 98,071 reach, 170,145 impressions - \$320 spent



# FORT BRAGG


NORTH COAST CALIFORNIA

## Campaigns

### Winter Visit eNewsletter

#### eNSL 1

- Sent 1/31/22 > 2,658 subscribers
- Open Rate: 39.5% (1,853) > **2,030**
- Clicks Per Unique Open: 14.9% (269) > **294**
- Forwarded: 3

 **Recent growth**

New contacts added to this audience in the last 30 days.

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**103**

New Contacts

From Jan 4, 2022 to Feb 3, 2022	<b>103</b>	<b>0</b>
	Subscribed	Non-Subscribed

**136**

New Contacts

From Jan 18, 2022 to Feb 17, 2022	<b>136</b>	<b>0</b>
	Subscribed	Non-Subscribed

**FORT BRAGG**  
NORTH COAST CALIFORNIA


Winter gets pretty quiet around here.

You're welcome.

**There's a chill vibe in Fort Bragg this time of year.** You could end up with your favorite beach all to yourself. You'll find that forest hikes can get even quieter. The whales are off the coast. And downtown merchants will make you feel just a little bit more like a local. Welcome to Fort Bragg in the winter, where the weather can get somewhat wilder, but the stunning natural beauty and lost coast sense of solitude can be even more extreme. You're welcome.

[Explore Now](#)

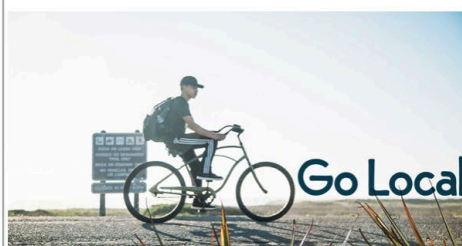
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**FORWARD TO A FRIEND** 

Share your love of Fort Bragg. Click below to forward this email to your friends.

[Forward To A Friend](#)


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 **Go Local**

For visitors who prefer not to feel like a tourist, now is the season to feel right at home in Fort Bragg. We've assembled an experience that introduces you to the secret places only the natives know about. So click below and then schedule a trip to your new home away from home in Fort Bragg.

[Discover More](#)

**Derek & The Magic Murals**




Some artists just seem to belong in a certain place. So it is with Derek DiOrio. While his artistic travels have taken him all over the world, since settling here on the North Coast, his incredible murals have become part of the aesthetic of Fort Bragg. Although paint is his favored medium, you can hear Derek's story in his own words.

[Explore Now](#)




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**EXTREME BEAUTY. MODERATE TEMPERATURES.**



Yes, it's kind of cool up here on the North Coast this time of year. But as you pack the parka, keep in mind that being this close to the ocean keeps the temperatures pretty mild even when it's freezing inland. With Fort Bragg's rainforest-like climate, you may find the weather a little warmer than you expected.

Check out Noyo Marine Center's Crow's Nest [Live Cam](#) for current conditions.

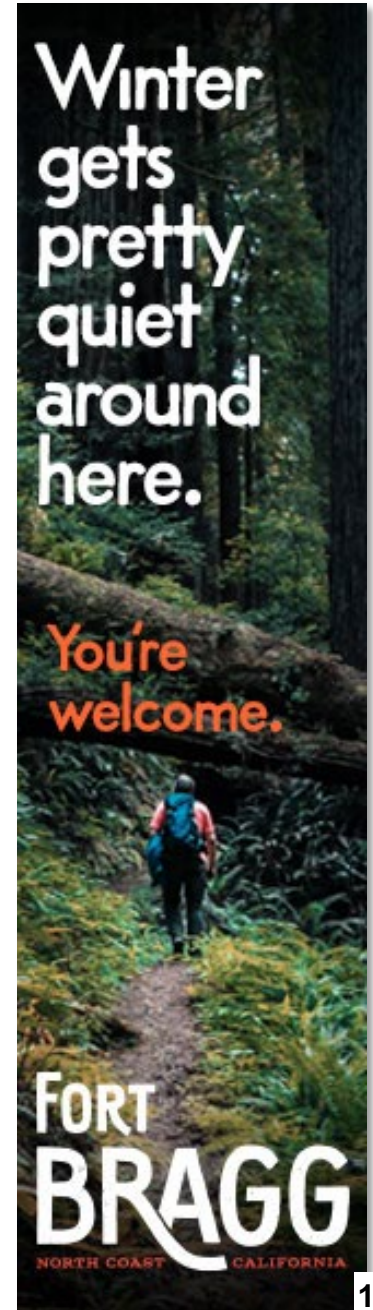
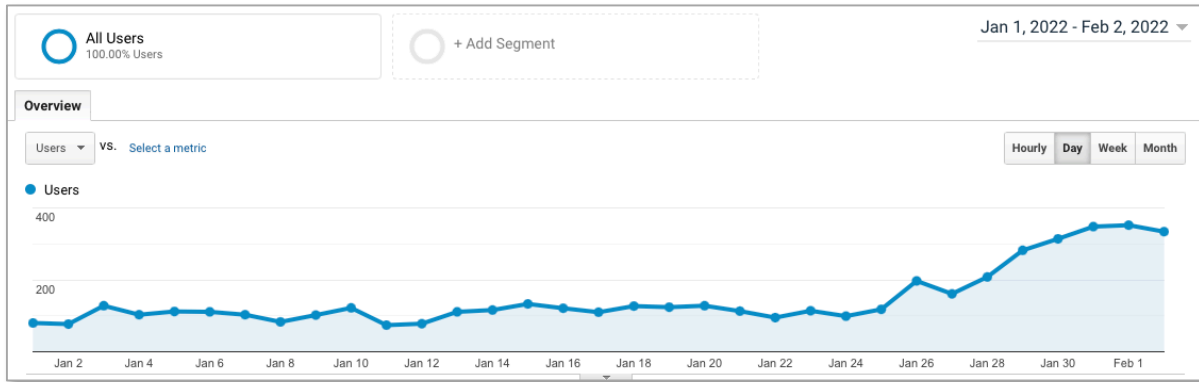


# Campaigns

## Winter Visit Paid Google Banner Ads

### Monthly Cross Platform Success Report

- Jan. 25 – Jan. 31, 2022
- **2/17** – 132K impressions, 1,316 Clicks



<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	Optimization score	Campaign type	↓ Clir	Impr.	CTR	Avg. CPC	Cost	Display lost IS (budget)
<input type="checkbox"/>	<input checked="" type="radio"/>	VFB_remarketing_nonwebsitevisitors	\$20.00/day	Eligible	80%	Display	377	56,216	0.67%	\$0.35	\$133.65	1.72%
<input type="checkbox"/>	<input checked="" type="radio"/>	VFB-Remarketing-WSVisitors	\$20.00/day	Eligible	80%	Display	14	961	1.46%	\$5.70	\$79.85	1.71%
Total: All enabled campaigns						–	391	57,177	0.68%	\$0.55	\$213.50	1.72%
Total: Account						–	391	57,177	0.68%	\$0.55	\$213.50	1.72%

## Campaigns

### 2022 Restaurant Week

- Photo-Driven Creative
- Early Restaurant Outreach
- Paid & Organic Social
- Newsletter
- Regionally-Targeted Google Display Ads



THE CITY OF FORT BRAGG INVITES YOU TO PARTICIPATE IN THE THIRD ANNUAL FORT BRAGG RESTAURANT WEEK!

Increase customers with Restaurant Week promotions from Visit Fort Bragg.

#### HERE'S HOW TO PARTICIPATE:

1. Decide upon a signature special dish or offering that shows off what makes your establishment unique and your food especially delicious. This is your opportunity to brag!
2. Make sure we have your correct email address by emailing a note of confirmation to [hello@theideacooperative.com](mailto:hello@theideacooperative.com).
3. Schedule a time for our professional photographer to shoot your special item – photos will be used for the Restaurant Week 2022 promotional page on [visitfortbraggca.com](http://visitfortbraggca.com)
4. Promote the event with print and digital materials to be provided

\* Photo sessions to take place February 16-18, on location at your restaurant. More information to come.

FORT  
BRAGG  
NORTH COAST CALIFORNIA

#### Questions?

Call/email Cristal at City of Fort Bragg at:  
707-961-2823 ext. 103 or [cmunoz@fortbragg.com](mailto:cmunoz@fortbragg.com)



**QUESTIONS?**

**COMMENTS?**

**THANK YOU.**





# City of Fort Bragg

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## Text File

File Number: 22-047

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**Agenda Date:** 2/3/2022

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Staff Report

**Agenda Number:** 3B.

Receive Report and Consider Appointing New Visit Fort Bragg Committee Members



**CITY OF FORT BRAGG**

416 N. FRANKLIN, FORT BRAGG, CA 95437  
PHONE 707/961-2823 FAX 707/961-2802

**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**Meeting Date:** February 03, 2022  
**To:** Visit Fort Bragg Committee  
**From:** Cristal Munoz, Administrative Analyst  
**Agenda Item Title:** Visit Fort Bragg Committee Membership

**BACKGROUND AND OVERVIEW:**

The Visit Fort Bragg Committee (VFB) is comprised of five to seven members of the public and two Councilmembers, appointed in terms of continuity. The table below shows the current membership and terms of service:

Member	Sector	Term
Jessica Morsell-Haye	Councilmember	Mayor Appointment
Tess Albin-Smith	Councilmember	Mayor Appointment
Nancy Bennett	Dinning	24 months – expires 12/31/22
Barb Bruce	Other	24 months – expires 12/31/22
Megan Caron	Retail	24 months – expires 12/31/22
Nicki Caito	Retail	24 months – expires 12/31/22
Debra DeGraw	Restaurant	24 months – expires 12/31/21
Alison de Grassi	Recreation/Attraction	24 months – expires 12/31/21
Jason Hurst	Lodging	24 months – expires 12/31/23

Two members’ terms expired at the end of 2021. On January 14, 2022, staff publicized the open seats via social media, press releases, and on the City website. Staff also contacted the individuals with currently expired seats, as the VFB protocols allow past members to reapply. We received 4 applications and have redacted personal information. Applicants were contacted and informed that new members would be appointed at the Special Meeting of February 3, 2022, and asked to be available at the meeting to answer VFB questions.

Staff recommends VFB review the attached applications and ask questions of candidates to determine appointments. The VFB protocols are also attached to guide decision-making (Attachment 1 -VFB Protocols).

**STAFF RECOMMENDATION:**

Review submitted applications and appoint new members to VFB, or provide direction to staff regarding the recruitment/appointment process of VFB members.

**ATTACHMENTS:**

1. Visit Fort Bragg Committee Protocols (reviewed December 21, 2020)
2. Application – Alison De Grassi (redacted)
3. Application – Debra De Graw (redacted)
4. Application – Tonda Fochs (redacted)
5. Application – Allen Morgan (redacted)



## **Visit Fort Bragg Committee Protocols**

Created January 17, 2018

Amended November 19, 2019

Reviewed December 21, 2020

### **I. Purpose**

The purpose of these protocols is to provide rules and procedures for conducting all Visit Fort Bragg Committee meetings, operations and performance of duties. Visit Fort Bragg is an advisory committee to the City of Fort Bragg; the project manager and VFB are supervised by City staff from the Community Development Department.

The purpose of the Visit Fort Bragg (VFB) Committee is to promote Fort Bragg, California as a travel and retail destination for the expressed purpose of increasing spending within the city, generating additional tax revenues from increased travel and retail spending and sustaining and expanding tourism and retail income and employment within Fort Bragg.

### **II. Members**

- a. The VFB shall be composed of up to 9 members—7 from the community and 2 councilmembers.
- b. Members should represent a cross section of the Fort Bragg tourism sector. Ideally (but not mandatory) the Committee would be comprised of a cross-section of the sectors below. Achieving a diversity of interests should be considered when reviewing applications for membership.
  - i. Lodging with representation from both large and small establishments; branded and not branded
  - ii. Retail
  - iii. Dining
  - iv. Recreation/Attraction
  - v. Art/Culture
  - vi. Other
- c. Members are not required to reside in Fort Bragg city limits.
- d. Members may be nominated by City representatives and committee members. Members may be recommended to the committee by community members.
- e. Potential members are required to complete the current VFB Committee Membership Interest form.
- f. Members are required to complete the current VFB Committee Member Conflict of Interest Disclosure Form. The purpose of this form is to provide full transparency about committee members' interest and affiliations. The forms will be reviewed by City staff.
- g. New members must be approved by the City Council representatives on the Visit Fort Bragg Committee.
- h. If committee membership is full, the committee may consider rotating members or increasing membership.

**III. Sub-Committees**

All VFB committee members will be encouraged to join a subcommittee or ad hoc committee. This is not mandatory.

Members of sub-committees are not limited to VFB committee members. Sub-committees can include community members or any other person outside the VFB committee. Examples of sub-committees could include Special Events, Marketing, Website, etc.

**IV. Meetings**

- a. All regular meetings shall be scheduled, agenzed, conducted and posted in accordance with the City’s public meeting noticing procedures and sent to all committee members.
- b. VFB will hold bi-monthly meetings, unless rescheduled. Each meeting will be on a regular schedule at a date and time convenient to the majority of members unless otherwise noted.
- c. The regular meeting place of VFB shall be at the City of Fort Bragg Town Hall located at 363 N. Main Street or other public place as agreed.
- d. A special meeting of the VFB may be called by the Project Manager or by a majority vote of the members or by City staff.
- e. Each member of the VFB is expected to attend all regular meetings. If any member misses three consecutive meetings, that member may be eligible for removal from office with a majority vote of the Committee.

**V. Financial**

- a. The committee may recommend expenditures to the project manager and to City staff for consideration and discussion.

**VI. Voting**

- a. Voting will be subject to Brown Act voting procedures.

**VII. Amendments**

- a. These protocols may be amended at any time by a majority vote of the committee.

## APPLICATION

**Name:** Alison de Grassi

**Company:** [REDACTED]

**Mailing Address:**  
[REDACTED]

**Email Address:**  
[REDACTED]

**Phone Number:** [REDACTED]

### **1. Why would you like to be on the Visit Fort Bragg Committee?**

I am currently a member of the Committee and have worked peripherally with the Committee prior to that. As the Director of Marketing for West Center and, previously, the Director of Marketing & Media for Visit Mendocino County, I will bring my experience with tourism marketing, an economic development perspective, and 27 years of living in the county, both on the coast and inland.

### **2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**

The evolution of the pandemic has resulted in a higher awareness of north coast destinations as evidenced by the increase in TOT and BID revenues, as well as sales tax. This, combined with consistent marketing and branding, is helping the city with its identity and has raised tourist awareness. Fort Bragg has great potential with its ocean bluffs, world-renowned attractions, harbor, outdoor activities, and much more. Making potential visitors aware of what there is to do and see is key to getting them to stay.

### **3. What are some of your prior board/committee experiences?**

I serve at the pleasure of West Business Development Center. From 2011 to 2019, I worked for Visit Mendocino County and was on the Marketing and Festival Committees. For the past five years, I have sat of the board of S.P.A.C.E., the School of Performing Arts & Education in Ukiah, a nonprofit with which I have a 20+ year history.

### **4. What is your experience and expertise in strategic planning, budgeting and destination marketing?**

I worked with Visit Mendocino County for nine years. I am currently the Director of Marketing for West Business Development Center, working to promote small business development throughout the county. With VMC, I coordinated all marketing activities for the organization as well as PR functions while staying within budget. I am currently involved with planning and implementation of a new strategic plan for West Center. I developed a strategic plan and website for Visit CA Delta.

### **5. What does success for this Committee look like to you?**

- Continuing to work with The Idea Cooperative who have successfully branded Fort Bragg
- Working with current vendors to further successful marketing campaigns
- Requiring regular reporting with KPIs clearly defined
- Utilizing research on which to base marketing decisions
- Raise in TOT revenue to the City of Fort Bragg due to increased overnight visitation

APPLICATION

**Name:** Debra De Graw

**Company:**

[REDACTED]

**Mailing Address:**

[REDACTED]

**Email Address:**

[REDACTED]

**Phone Number:**

[REDACTED]

**1. Why would you like to be on the Visit Fort Bragg Committee?**

I would like to continue the work that we have started, as a past committee member.

**2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**

As we navigate through the pandemic, it is important to promote Fort Bragg during the shoulder seasons. Tourism is a benefit to restaurants, merchants, and the economic health of the City of Fort Bragg.

**3. What are some of your prior board/committee experiences?**

Currently serving on the Mendocino Coast Humane Society, have served on the Visit Fort Bragg Committee, the Mendocino Coast Chamber Board, The Mendocino County Tourism Commission (aka Visit Mendocino County), The Mendocino County Arts Council, and the Film Liaisons of California Statewide Board of Directors.

**4. What is your experience and expertise in strategic planning, budgeting and destination marketing?**

I was the CEO of the Mendocino Coast Chamber of Commerce from 2002 thru 2015. During that time I was charged with managing the Visitor Center, which assisted over 10,000 visitors a year. I was also charged with running the Mendocino County Film Commission, housed at the Mendocino Coast Chamber. Both required careful planning of the budget and marketing in order to maximize effectiveness on a tight budget. I also served on the finance and audit committee of the Mendocino County Tourism Commission to review the finances and lack of oversight of public money 2015-2016.

**5. What does success for this Committee look like to you?**

Continued growth of Transient Occupancy Tax, sales tax, a vibrant downtown and continued growth through our social media campaigns that bring visitors and locals downtown to support the business community.

## APPLICATION

Name: Tonda Fochs

Company: [REDACTED]

Mailing Address: [REDACTED]

Email Address: [REDACTED]

Phone Number: [REDACTED]

*Why would you like to be on the Visit Fort Bragg Committee?*

As a business owner in this town, I feel passionate about seeing its businesses grow and improve to meet the demands of our growing tourism industry. I feel that in order for our community to not only survive but thrive, we must continue to set standards that elevate the foundation of how our businesses operate.

The skills and knowledge I have gathered over the years as a business owner and an active member of this community, have given me a look into what our visitors are looking for while they are here. I feel my input would be an asset to help bridge any gaps in that area and help create opportunities that will encourage people to continue to visit our community.

*Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.*

Although we may be facing some challenging economic times in the near future, I believe people will continue to retreat to our community to embrace all it has to offer. My hope would be through thoughtful and strategic planning we can shape the landscape of our business district into an experience that tourists will want to continue to be a part of.

More focus on community events that give business an opportunity to showcase who they are and what they have to offer our visitors is paramount. If we invest time and money into helping our businesses have that opportunity, I believe we can see our tourist economy recover and grow. This in turn will promote new business to open with confidence that Fort Bragg is vested in their success.

*What are some of your prior board/committee experiences?*

This would be my first.

*What is your experience and expertise in strategic planning, budgeting and destination marketing?*

As the owner of two retail stores I am responsible for all aspects of business operations, from planning and ordering merchandise to overseeing day-to-day operations. In addition, preparing and implementing a marketing strategy is an essential part of my job which requires a vision that is both focused and flexible as the landscape of our tourist economy evolves.

*What does success for this Committee look like to you?*

A well rounded group of people who are able to share ideas and implement those ideas with the intention of bettering our community.

APPLICATION

Name: ALLEN MORGAN

Company: [REDACTED]

Mailing Address: [REDACTED]

Email Address: [REDACTED]

Phone Number: [REDACTED]

1. Why would you like to be on the Visit Fort Bragg Committee?  
BECAUSE I AM QUALIFIED, & HAVE A PROVEN TRACK RECORD
2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.  
TO BECOME THE MARIETTA SOCIAL + ECONOMIC CENTRE OF THE U.S. & INT'L.
3. What are some of your prior board/committee experiences?  
OWNER/OPERATOR IRT INC. RE. MARKING COMPANY  
OWNER/OPERATOR "RAINBOW RANCH" A RETREAT.
4. What is your experience and expertise in strategic planning, budgeting and destination marketing?  
IRT INC. I SOLD IRT TO A PUBLIC CO. & "SATISFIED A 4 YR." STOCK + EMPLOYMENT CONTRACT IN 9 MONTHS.
5. What does success for this Committee look like to you?  
"AMSTERDAM" OF THE AMERICA'S. WITH CAFES, LODGING, EATERIES OFFERING SERVICES, AND SUPPLIES. WITH CONVENTIONAL, & ALTERNATIVE CHOICES.  
LODGES ESPECIALLY OFFERING "HOW TO" VACATIONS FOR SHORT TERM, & LONG TERM (2-3 WEEKS) STRESS + WELLNESS PROGRAMS.

From: Jacob Patterson <jacob.patterson.esq@gmail.com>  
Sent: Saturday, January 29, 2022 1:47 PM  
To: Munoz, Cristal  
Subject: Public Comment -- 2/3/22 VFB Committee Meeting, Item No. 3B

Visit Fort Bragg Committee,

I would like to encourage the VFB committee to reappoint Alison de Grassi and Debra De Graw to the committee. I appreciate the additional applications but also think the existing membership works well and represents a cross-section of the community. Ms. de Grassi's extensive tourism marketing experience is invaluable and Ms. De Graw's experience working for one of our most significant local employers and drivers of tourism is also essential, at least in my opinion. That said, the other applicants seem interesting and you may want to consider expanding the committee membership to allow for more than 7 community members by amending the VFB protocols, which would have to occur at a future meeting since it was not agendaized for this meeting. If you want to consider that option, I recommend that you consider amending the language as follows:

"The VFB shall be composed of at least 7 members—5 or more from the community and 2 councilmembers."

Regards,

--Jacob



**From:** [Debra De Graw](#)  
**To:** [Munoz, Cristal](#)  
**Cc:** [Debra DeGraw](#)  
**Subject:** Commitment to Visit Fort Bragg  
**Date:** Friday, January 28, 2022 8:11:30 PM

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Dear Visit Fort Bragg Committee,

I am sorry that I will be out of town on vacation all next week and will be unable to attend the special meeting.

I hope that you can see from my past track record that my commitment has been and will continue to be to fully support the Visit Fort Bragg Committee.

I feel my past experience running the Chamber of Commerce for 12 plus years and my current role as director of marketing for North Coast Brewing Company can benefit the committee.

Thank you for your consideration.

Regards,

Debra De Graw

Sent from my iPhone  
Please excuse typos



# City of Fort Bragg

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

## Text File

File Number: 22-045

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**Agenda Date:** 2/3/2022

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Staff Report

**Agenda Number:** 3C.

Receive Report and Provide Direction on Remaining Fiscal Budget for the Visit Fort Bragg Committee



**CITY OF FORT BRAGG**

416 N. FRANKLIN, FORT BRAGG, CA 95437  
PHONE 707/961-2823 FAX 707/961-2802

**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** FEBRARY 03, 2022  
**TO:** VISIT FORT BRAGG COMMITTEE  
**FROM:** CRISTAL MUNOZ, ADMINISTRATIVE ANALYST  
SARAH MCCORMICK, ASSISTANT TO CITY MANAGER  
**AGENDA ITEM TITLE:** RECEIVE REPORT AND PROVIDE DIRECTION ON  
REMAINING FISCAL BUDGET FOR THE VISIT FORT  
BRAGG COMMITTEE

**BACKGROUND AND OVERVIEW:**

The Visit Fort Bragg Promotions program is funded from a portion of the Measure AA increase in Transient Occupancy Taxes from 10% to 12%. At the beginning of the 2021-2022 fiscal year, the Fort Bragg City Council approved \$20,000 the Visit Fort Bragg Committee. \$4,514.91 has been spent year to date (Attachment 1).

**SUMMARY:**

Over the past year, City Council and Visit Fort Bragg Committee (VFB) have implemented several economic development efforts to support the Central Business District. The table below describes activities VFB has discussed and worked toward implementing. Staff recommends reviewing proposed activities, discuss priorities, and allocate the remaining \$15,485.09 for FY 2021-22.

Proposed Activity	Description	Estimated Cost
Update Kiosks <ul style="list-style-type: none"><li>Main/Franklin</li><li>Laurel/Franklin</li><li>Alder/Franklin</li></ul>	Sand, repair, replace redwood cabinets and apply sealant. Replace plexiglass on one side and install lock – Provide opposite side for community announcements and flyers.	Labor + Materials \$500 + \$1500
		Printed Maps on Vinyl \$250

Proposed Activity	Description	Estimated Cost
	(remove kiosk next to Skunk Depot)	
Walking Tours <ul style="list-style-type: none"> <li>• History</li> <li>• Architecture</li> <li>• Popular Culture</li> <li>• Murals / Public Art</li> <li>• Nature (CT and OJ)</li> </ul>	Digital and print walking tours to encourage pedestrian activity downtown.	Content development \$TBD Printed Maps \$700/1000 copies Website development and QRL code (included with Idea Cooperative Contract)
Special Events <ul style="list-style-type: none"> <li>• Magic Market</li> <li>• Holiday Lights</li> <li>• Paul Bunyan Days</li> <li>• Downtown Block Party</li> <li>• Blue Economy Event</li> <li>• NorCal Rodders Car Show</li> </ul>	Support local event organizers and/or create independent VFB event.	Insurance: \$250 - \$350 Co. Health Permit: \$180 Co. Event Permit: \$150 Security: \$200 - \$1,000 Restrooms: \$250 - \$700 Food: \$500 - Musicians: \$150 - \$800 Outdoor Tent: \$1,500 Outdoor Heaters: \$80/per

**RECOMMENDATION:**

1. Review and discuss potential activities and wait until meeting of February 17 to allocate budget;
2. Review proposed activities, discuss priorities, and allocate the remaining \$15,485.09 for FY 2021-22;

**ALTERNATIVES:**

Receive recommendations from VFB committee members and direct staff to proceed with any alternatives they have.

**ATTACHMENTS:**

1. FY 21-22 YTD Budget

**NOTIFICATIONS:**

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

# General Ledger

## Detailed Trial Balance

User: Cmunoz  
 Printed: 01/27/2022 - 2:18PM  
 Period: 01 to 07, 2022



Account Number	Description	Budget	Beginning Balance	Debit This Period	Credit This Period	Ending Balance
110	General Fund					
EXPENSE						
110-4321						
110-4321-0619	Events	20,000.00				
8/19/2021 AP 2 102	HertzE - HERC RENTALS INC. Ck# 8660			1,038.32	0.00	
10/8/2021 AP 4 41	TPS INC - THOMPSONS PORTA SEPTIC SERVI Ck# 8937			868.99	0.00	
11/5/2021 AP 5 27	TPS INC - THOMPSONS PORTA SEPTIC SERVI Ck# 9107			544.38	0.00	
11/11/2021 GL 5 154	Event Insurance			455.00	0.00	
12/30/2021 AP 6 158	BARCAD - DANIEL BARCA Ck# 9337			100.00	0.00	
12/30/2021 AP 6 158	CORDELLD - DIANE "SUNNY" CORDELL Ck# 9349			150.00	0.00	
12/30/2021 AP 6 158	CULPT - TIMOTHY CULP Ck# 9350			100.00	0.00	
12/30/2021 AP 6 158	GEALEYP - PETER GEALEY Ck# 9359			100.00	0.00	
12/30/2021 AP 6 158	KESSERJ - JAN KESSER Ck# 9372			200.00	0.00	
12/30/2021 AP 6 158	MARTINA - ALLISON MARTIN Ck# 9374			77.66	0.00	
12/30/2021 AP 6 158	MCCFund - MENDOCINO COAST CHILDRENS Ck# 9380			150.00	0.00	
12/30/2021 AP 6 158	PARLENGM - MICHAEL PARLENGAS Ck# 9388			100.00	0.00	
12/30/2021 AP 6 158	PAULS - STEVEN PAUL Ck# 9390			100.00	0.00	
12/30/2021 AP 6 158	SCHOENK - KARL SCHOEN Ck# 9399			100.00	0.00	
1/14/2022 AP 7 49	ARGPHOTO - ARGUELLES PHOTOGRAPHY Ck# 9430			430.56	0.00	
110-4321-0619 Totals:	Var: 15,485.09	20,000.00	0.00	4,514.91	0.00	4,514.91
110-4321 EXPENSE Totals:		20,000.00	0.00	4,514.91	0.00	4,514.91
EXPENSE Totals:		20,000.00	0.00	4,514.91	0.00	4,514.91
110 Totals:		20,000.00	0.00	4,514.91	0.00	4,514.91
Report Totals:		20,000.00	0.00	4,514.91	0.00	4,514.91



# City of Fort Bragg

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

## Text File

File Number: 22-046

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**Agenda Date:** 2/3/2022

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Staff Report

**Agenda Number:** 3D.

Receive Update on City of Fort Bragg Transient Occupancy Tax (TOT)



# CITY OF FORT BRAGG

## BED TAX REVENUES

YEAR	FIRST QUARTER Jul-Sep	SECOND QUARTER Oct-Dec	THIRD QUARTER Jan-Mar	FOURTH QUARTER Apr-Jun	FISCAL TOTAL	% CHANGE	Tax Rate
1982/83	\$ 69,914	\$ 30,623	\$ 20,177	\$ 52,093	\$ 172,807		6%
1983/84	\$ 105,128	\$ 43,009	\$ 39,275	\$ 83,859	\$ 271,271	56.98%	8%
1984/85	\$ 143,407	\$ 52,817	\$ 44,396	\$ 94,857	\$ 335,477	23.67%	8%
1985/86	\$ 150,788	\$ 56,827	\$ 43,296	\$ 96,909	\$ 347,820	3.68%	8%
1986/87	\$ 158,836	\$ 66,978	\$ 57,045	\$ 113,836	\$ 396,695	14.05%	8%
1987/88	\$ 176,327	\$ 76,957	\$ 66,063	\$ 131,868	\$ 451,215	13.74%	8%
1988/89	\$ 192,655	\$ 86,050	\$ 69,526	\$ 145,366	\$ 493,597	9.39%	8%
1989/90	\$ 202,869	\$ 93,330	\$ 74,495	\$ 150,363	\$ 521,057	5.56%	8%
1990/91	\$ 223,491	\$ 103,092	\$ 77,776	\$ 149,667	\$ 554,026	6.33%	8%
1991/92	\$ 263,999	\$ 129,657	\$ 103,870	\$ 193,722	\$ 691,248	24.77%	10%
1992/93	\$ 295,858	\$ 138,942	\$ 92,613	\$ 204,109	\$ 731,522	5.83%	10%
1993/94	\$ 305,512	\$ 137,812	\$ 116,035	\$ 205,579	\$ 764,938	4.57%	10%
1994/95	\$ 306,205	\$ 140,570	\$ 89,165	\$ 188,173	\$ 724,113	-5.34%	10%
1995/96	\$ 305,411	\$ 143,914	\$ 107,339	\$ 192,231	\$ 748,895	3.42%	10%
1996/97	\$ 302,596	\$ 139,149	\$ 117,852	\$ 219,924	\$ 779,521	4.09%	10%
1997/98	\$ 339,128	\$ 152,455	\$ 103,504	\$ 211,966	\$ 807,053	3.53%	10%
1998/99	\$ 362,977	\$ 162,363	\$ 123,459	\$ 250,147	\$ 898,946	11.39%	10%
1999/2000	\$ 432,433	\$ 196,053	\$ 154,124	\$ 310,626	\$ 1,093,236	21.61%	10%
2000/2001	\$ 489,102	\$ 224,690	\$ 178,874	\$ 346,961	\$ 1,239,627	13.39%	10%
2001//2002	\$ 511,428	\$ 252,250	\$ 210,345	\$ 370,563	\$ 1,344,586	8.47%	10%
2002/2003	\$ 547,908	\$ 234,494	\$ 196,058	\$ 320,010	\$ 1,298,471	-3.43%	10%
2003/2004	\$ 546,606	\$ 230,617	\$ 200,581	\$ 339,217	\$ 1,317,021	1.43%	10%
2004/2005	\$ 541,119	\$ 231,343	\$ 210,385	\$ 328,488	\$ 1,311,335	-0.43%	10%
2005/2006	\$ 575,861	\$ 256,873	\$ 195,090	\$ 367,975	\$ 1,395,799	6.44%	10%
2006/2007	\$ 620,771	\$ 270,758	\$ 217,471	\$ 394,898	\$ 1,503,899	7.74%	10%
2007/2008	\$ 638,936	\$ 283,809	\$ 239,849	\$ 394,470	\$ 1,557,064	3.54%	10%
2008/2009	\$ 637,197	\$ 269,197	\$ 214,411	\$ 371,637	\$ 1,492,443	-4.15%	10%
2009/2010	\$ 576,212	\$ 246,637	\$ 199,794	\$ 357,721	\$ 1,380,364	-7.51%	10%
2010/2011	\$ 572,437	\$ 247,980	\$ 182,107	\$ 360,625	\$ 1,363,148	-1.25%	10%
2011/2012	\$ 562,184	\$ 264,104	\$ 204,174	\$ 381,426	\$ 1,411,888	3.58%	10%
2012/2013	\$ 607,839	\$ 279,899	\$ 244,582	\$ 426,077	\$ 1,558,397	10.38%	10%
2013/2014	\$ 645,089	\$ 318,886	\$ 267,456	\$ 447,666	\$ 1,679,097	7.75%	10%
2014/2015	\$ 689,776	\$ 358,762	\$ 325,357	\$ 479,749	\$ 1,853,645	10.40%	10%
2015/2016	\$ 704,261	\$ 447,154	\$ 325,894	\$ 531,282	\$ 2,008,592	8.36%	10%
2016/2017	\$ 771,737	\$ 388,819	\$ 314,902	\$ 699,704	\$ 2,175,162	8.29%	10%/12%
2017/2018	\$ 1,012,813	\$ 495,295	\$ 437,854	\$ 685,427	\$ 2,631,389	20.97%	12%
2018/2019	\$ 1,003,049	\$ 533,723	\$ 414,653	\$ 707,103	\$ 2,658,528	1.03%	12%
2019/2020	\$ 978,675	\$ 515,021	\$ 381,656	\$ 237,305	\$ 2,112,657	-20.53%	12%
2020/2021	\$ 1,060,860	\$ 587,723	\$ 566,549	\$ 1,010,982	\$ 3,226,114	52.70%	12%
2021/2022	\$ 1,321,751	\$ 633,778					
Quarterly Change	24.6%	7.8%	48.4%	326.0%	52.7%		

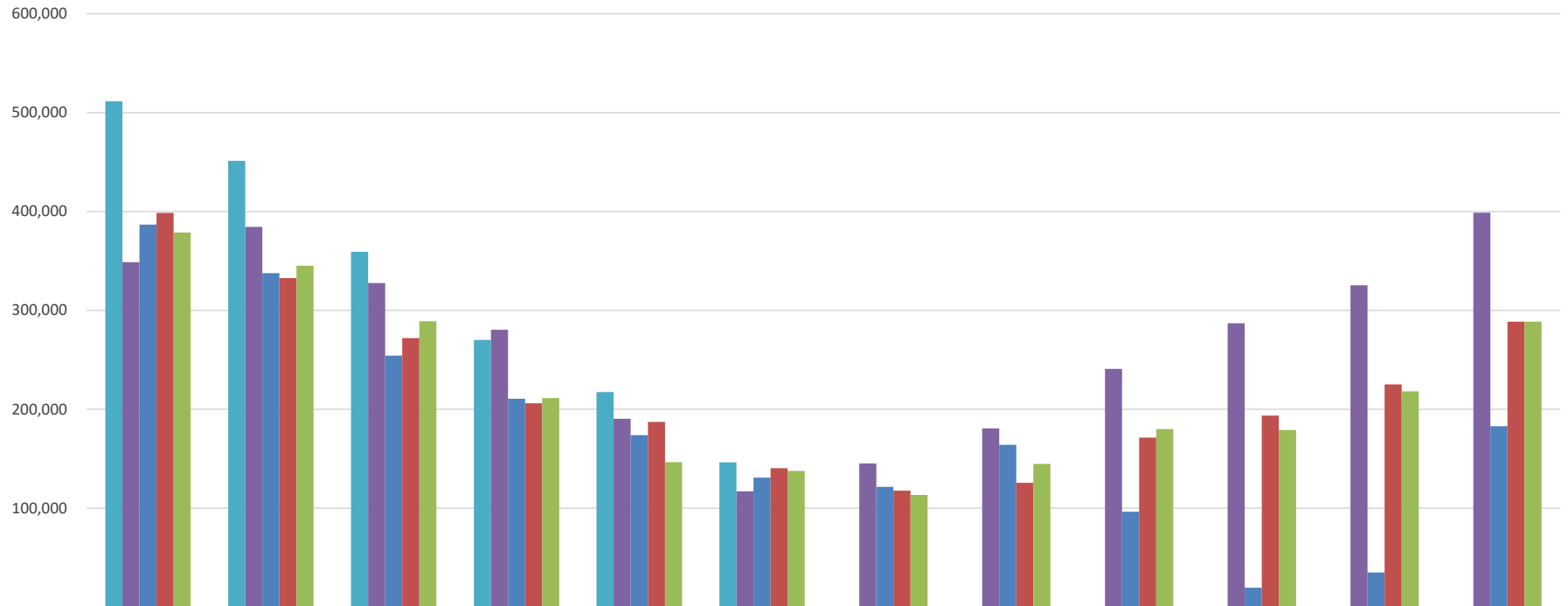
**Notes:**

\* The City TOT Rate changed from 10% to 12% on April 1, 2017.

\*\*Data in this report does not represent audited results. For audited results please refer to the City's Comprehensive Annual Financial Reports.



City of Fort Bragg  
Monthly Transient Occupancy Tax Trend



	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
FY 21-22	511,405	451,181	359,165	270,057	217,331	146,390						
FY 20-21	348,760	384,534	327,566	280,395	190,368	116,960	145,184	180,541	240,824	286,959	325,283	398,740
FY 19-20	386,779	337,695	254,201	210,522	173,786	130,713	121,485	163,962	96,209	19,551	34,812	182,941
FY 18-19	398,493	332,606	271,950	206,058	187,228	140,437	117,711	125,652	171,289	193,570	225,063	288,470
FY17 -18	378,755	345,153	288,905	211,241	146,483	137,571	113,295	144,705	179,853	178,976	217,991	288,459