



# City of Fort Bragg

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## Meeting Minutes Special Meetings

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Tuesday, September 17, 2019

3:00 PM

Town Hall, 363 N. Main Street

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### Visit Fort Bragg Committee

#### MEETING CALLED TO ORDER

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

#### ROLL CALL

Present: Jessica Morsell-Haye, Lindy Peters, Scott Perkins, Tabatha Miller, Brenda Jourdain, Debra DeGraw, Jon Glidewell, KatieTurner-Carr, Robert Pinoli, Anne Semans, Nancy Bennett  
Absent: James Sant

#### 1. APPROVAL OF MINUTES

1A. [19-427](#) Approve Minutes of July 9, 2019

The July 9, 2019 Committee Minutes were approved by a unanimous vote with correction of spelling of name: Jenny Shattock.

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

Public Comment was received from:

\* Kate Hawthorn - Liquid Fusion Kayaking spoke about a decrease in reservations and referrals. She noticed it since the new marketing and promotion change. She encouraged the committee to embrace the marketing and promotion efforts.

\* Niki Caito spoke about the First Friday Block Party. She does not think it is a benefit to business like hers which is LeTre. It does not promote buyers to her store. She requested to have the event on a different day since it is a family friendly event. She feels business are affected by the closure of the abalone season.

#### 3. CONDUCT OF BUSINESS

3A. [19-423](#) Receive Oral Update from Staff and Provide Direction on Visit Fort Bragg Financials and Budget

Public Works Manager Scott Perkins gave the oral report regarding Visit Fort Bragg financials and budget. Perkins handed the committee samples of the pole banners in production. He showed the committee the new tote bags and asked them to distribute them. Garlands have been ordered. He described how the budget is formatted and explained it in detail.

Public Comment was received from:

- \* Niki Caito spoke about the fire victims and how it affects our local businesses.
- \* Kate Hawthorn spoke about looking at the consumer target market and catering to who they are.

Discussion:

- \* The committee discussed; Annual overview of events, seasonal itineraries, frequency of website updates and corrections in addition to setting up a subcommittee to meet monthly to tackle this job. The Advisory Subcommittee will consist of: Morsell-Haye, Katie Turner- Carr, Lia Wilson.
- \* The committee also discussed; schedule of media posts, former Cubic asset base tasks (photos) and how they can be handled now. This can be handled by the City Information Technology Department creating a site that all the committee members can view the photos and forward their suggestions on which ones to use.
- \* Creating a Press Kit, banners and signage, Monies from Visit Mendocino, possible floral baskets in downtown with pollinator plant to help with Bee City efforts, allocated monies given to Chamber of Commerce to help with the Visitors Center, Transient Occupancy Tax, Sales Tax, Block party revenue to the stores and Marketing efforts to visitors.
- \* There was extensive discussion about a decrease in revenue to businesses in 2018. A meeting regarding marketing is a top priority of the committee in addition to looking at our target market and what needs to be done to shift it to enhance spending in our local businesses.

Direction:

- \* Direction was given to convene website committee (Councilmember Morsell-Haye, Anne Semans, Lia Wilson, Kate Hawthorn) to improve maintenance and updates of website.

**3B. [19-424](#)** Provide Direction to Staff Regarding Visit Fort Bragg Social Media Contracting for the Remainder of FY 2019/20

Public Works Manager Scott Perkins gave an overview of Visit Fort Bragg Social Media Contracting for the remainder of FY 2019/20. Perkins asked for direction from the committee regarding putting out a Request for Proposals (RFP) for social media service for balance of fiscal year and committee recommendation for the services description.

Public Comment was received from:

- \* Jenny Shattock spoke about posts not being on Fort Bragg's activities.
- \* Jamie Peters spoke about if the RFP can be narrowed to locals, reaching out to visitors and businesses or have a contest to get photo assets.
- \* Lia Wilson spoke about having a contest and stated it should be monitored.
- \* Niki Caito spoke about stories on website and social media, clarify where the events are happening and make sure we only focus on Fort Bragg.

Discussion:

- \* The Committee discussed; schedule of posts, what is posted and how often, the posts need to be about Fort Bragg not the Southern Coast, higher quality photo posts, focusing on a direction and manage it closely, sample posts, geographic limits, a dashboard for metrics and recommended strategy of social media.

Direction:

Staff contact Chamber of Commerce regarding improvements that can be made to social media strategy and release an RFP for social media services for the remainder of the fiscal

year, with input and guidance from an advertising firm to be retained pursuant to Agenda Item 3C.

**3C. [19-425](#)** Provide Direction to Staff Regarding Visit Fort Bragg Advertising Dollars

Public Works Manager Scott Perkins gave an overview of Visit Fort Bragg advertising dollars. Perkins asked for direction from the committee on where the money should be allocated for use. Possibly looking at firms who formally responded to RFP for Advertising and Marketing.

Public Comment was received from:

\* None.

Discussion:

\* The Committee discussed; bringing back former Marketing/Advertising Subcommittee consisting of: Nancy Bennett, Robert Pinoli, Molly Baker, John Scott, Allison DeGrassi and possibly add Cornelia Reynolds.

\*The committee also discussed; leveraging local talent for photo assets, Go month to month until we release RFP, possibly go to Abby to see what they can give the City as far as marketing.

Direction:

Convene Marketing/Advertising Subcommittee to retain a marketing firm that responded to last year's RFP to provide strategy and implementation of advertising campaign, and guide social media strategy.

**3D. [19-426](#)** Provide Direction to Staff Regarding Event Planning for FY 2019/20

Public Works Manager Scott Perkins gave an overview of event planning for FY 2019/20. He stated that the committee directed staff to hire an event planner. Perkins asked for direction from the committee on what types of events and when they should occur.

Public Comment was received from:

\* Niki Caito spoke about shoulder season events.

\* Cornelia Reynolds spoke about working on a bee component for the October Block Party event, an art in the garden idea for musicians, consider 20 events in 2020 and the Chamber of Commerce is not focusing on Fort Bragg.

\* Megan Carone spoke about why the Block Party was created. The intention was to get locals downtown. Events should be art centric not food centric.

\*Jenny Shattock spoke about the reason of the location of Block Party.

Discussion:

\* The Committee discussed; Creating "Restaurant Month" Visit California is currently promoting this and it is successful, use funding for holidays to bring visitors to downtown in November and December, separate Block Party to another day rather than First Friday, keep having the Block Party but have it on a different day for October and pick it up again with two events at shoulder season in spring possibly April and May, having the hired event planner take over the Block Party and continue the outreach to businesses, focus on shoulder seasons for new events, create a marketing plan that there are 20 new events to visit downtown, survey businesses for event ideas and have the event committee take this on.

Direction:

Save approximately \$2,000 of event budget for spring Block Parties, and give the Events Subcommittee (Debra DeGraw, Nancy Bennett, Katie Turner-Carr) discretion to create RFP

seeking an Event Planner to coordinate and implement off-season events.

**4. MATTERS FROM COMMITTEE / STAFF**

\* None.

**ADJOURNMENT**

Chair Morsell-Haye adjourned the meeting at 5:02 PM.