



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

Meeting Date: November 19, 2019
To: Visit Fort Bragg Committee
From: Scott Perkins, Public Works Manager
Agenda Item Title: Committee Membership

BACKGROUND AND OVERVIEW:

The Visit Fort Bragg Committee is comprised of seven members of the public and two Councilmembers. When the Visit Fort Bragg Committee was reconstituted in 2018, the seven community members on the Committee were appointed to staggered terms so that turnover would be broken up instead of all at the same time. The table below shows the members and their terms:

Member	Affiliation	Term
Jessica Morsell-Haye	Councilmember	Mayor Appointment
Lindy Peters	Councilmember	Mayor Appointment
Nancy Bennett	Cowlick's Ice Cream	30 months – expires 12/31/20
Katie Carr	Pippi's Longstockings	18 months – expires 12/31/19
Debra DeGraw	North Coast Brewing Company	18 months – expires 12/31/19
Jon Glidewell	Beachcomber Hotels	18 months – expires 12/31/19
Robert Pinoli	Skunk Train	30 months – expires 12/31/20
James Sant	Living Light Culinary Institute	30 months – expires 12/31/20
Anne Semans	Noyo Center for Marine Science	18 months – expires 12/31/19

The Visit Fort Bragg Committee Protocols provide the following guidance on membership:

Members

1. The VFB Committee shall be composed of up to 10 members.

2. Members should represent a cross section of the Fort Bragg tourism sector. Ideally (but not mandatory) from the sectors as below:
 - a. Lodging: up to 3 members with representation from both large and small establishments; branded and not branded.
 - b. Retail: 2 members
 - c. Dining: 2 members
 - d. Recreation/Attraction: 1 member
 - e. Art/Culture: 1 member
 - f. Other: 1 member of the community
3. Members are not required to reside in the Fort Bragg city limits.
4. Members may be nominated by city representatives and Committee members. Members may be recommended to the Committee by community members
5. Potential members are required to complete the current VFB Committee Membership Interest form.
6. 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.
7. New members must be approved by a majority vote of (in this order): current Committee members, VFB Project Manager and City staff.
8. If Committee membership is full, the Committee may consider rotating members or increasing membership.

Since the adoption of these protocols on January 17, 2018, changes to the Committee structure have occurred placing the total membership at nine, with seven community members and two councilmembers. Staff recommends the Committee vote to adopt revised protocols to reflect the current status of the Committee. A revised set of protocols is included as Attachment 1.

Four members' terms expire at the end of 2019. Additionally, James Sant requested to step down from his seat with Visit Fort Bragg due to conflicts with his schedule. This brings the total number of open seats to five. Since the majority of the Committee seats are open (five out of seven), there would not be a majority of members to review and vote on new members. Staff proposes to put out a request for applications to fill the five seats that are open this year, and for the Visit Fort Bragg Committee to meet in January to review applications for new members. The two councilmembers appointed to Visit Fort Bragg would then appoint new members. Having the two councilmembers select the new members would solve the issue that the remaining membership would be less than a majority, and since Visit Fort Bragg is a public, "Brown-Acted" committee, having Council involvement in the appointment of members is appropriate.

The protocols allow for members with currently-expiring seats to re-apply, and they would be eligible for reappointment. Staff would publicize the open seats via social media, press release and notice on the City website. Staff has revised the application and conflict of interest forms (Attachment 2 and Attachment 3) to be current. The Visit Fort Bragg Committee is invited to propose additional amendments before they are released.

RECOMMENDATION:

Staff recommends the Visit Fort Bragg Committee direct staff to publicize the open seats and application materials to appoint new (or returning) members in January 2019. Additionally, staff recommends the Committee adopt the amended protocols, pending any Committee-directed revisions, and review revisions to the application and disclosure forms.

ATTACHMENTS:

1. Visit Fort Bragg Committee Protocols (revised)
2. Visit Fort Bragg Committee Interest Form (revised)
3. Visit Fort Bragg Committee Member Conflict of Interest Disclosure Form (revised)