



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, July 9, 2019

3:00 PM

Town Hall, 363 N. Main Street

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

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

ROLL CALL

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

Nancy Bennett entered the meeting at 3:06 PM.

1. APPROVAL OF MINUTES

1A. [19-344](#) Approve Minutes of June 4, 2019

The Committee Minutes were approved by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

* None.

3. CONDUCT OF BUSINESS

3A. [19-343](#) Receive Oral Report on Visit Fort Bragg Projects

City Manager Tabatha Miller gave the oral report regarding Visit Fort Bragg Projects. Miller showed the final downtown map that will be distributed soon. She described the pole banners and mentioned a test banner is up in town. Miller introduced Chair Morsell-Haye who spoke about the August Block Party. She introduced Jenny Shattock who spoke about what is needed regarding bathroom availability, food truck process, County public event health permit and acquiring business owner signatures for closing the street. Miller then gave an update on grant funding for advertising, marketing and block party events. Nancy Bennett was acknowledged for her work on the 4th of July patriotic flag decorations.

Public Comment was received from:

* None.

Discussion:

- * Peters spoke about the Cinco-de-Mayo event and the County permit processes for food, bathrooms and hand washing tanks.
- * Permitting sidewalk vendors was discussed. This was referred to Community Development staff.
- * The First Friday Block Party subcommittee is: Katie Turner-Carr, Jessica Morsell-Haye, Jenny Shattock, Megan Carone and Erica Harold.
- * A meeting with City Manager Miller and the subcommittee will be planned to discuss Block Party details.
- * Peters confirmed the closure of Franklin Street between Laurel Street to Redwood Avenue for the Block Party area.
- * Shaddock confirmed there is ample parking around the Block Party area.
- * Gym bathroom availability was discussed.
- * Peters commented on future downtown walking map to include a redwood tree directing north and ocean directing south.

3B. [19-342](#) Receive Report and Provide Direction to Staff on Visit Fort Bragg Contract Performance Evaluations and Recommended Work Plan for Fiscal Year 2019-20

City Manager Miller gave the report on this item. Two subcommittees reviewed what was accomplished and was not accomplished in each contract. Overall, the work was done well. One disappointed with 360viewPR was specifically the Media Press Kit. Cubic Creative had ups & downs but the product was good. The website is a workable website. Miller gave acknowledgement of the hard work Aspen Logan did. The subcommittees recommend not renewing all three contracts. Special Projects Manager Scott Perkins will take over the contract management for Visit Fort Bragg. She spoke in detail about the proposed budget for next year.

Public Comment was received from:

- * Jenny Shattock spoke about being able to see the website on her phone now and adding charter boats at Noyo Harbor on website.
- * Jacob Patterson would like the City to purchase the property where the old Welcome Fort Bragg sign is on.

Discussion:

- * Adding sponsorship to bags for revenue was proposed.
- * The Welcome Fort Bragg sign on Redwood Avenue will be removed on July 18. Robert Pinoli offered to display the large sign at Skunk Train location.
- * There was concern about losing the time, effort and quality of the marketing plan. It was asked to make sure to ask committee to get up to speed on investments that have already been made.
- * Holiday decorations use and miscellaneous money was discussed.
- * Clarification if \$7,500 from Visit Mendocino Commission is reflected in the budget. Miller clarified.
- * Social Media is locked out at this time and is in the process of starting up again. A proposed contract with the Mendocino Coast Chamber is in process.

Following Discussion:

- * It was agreed by Committee not to renew all three contracts.
- * A motion was made by Morsell-Haye, seconded by Bennett to adopt proposed work plan

budget for Fiscal Year 2019-20 as presented. There was an unanimous vote by Committee.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 3:47 PM.