



City of Fort Bragg

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

Meeting Agenda Special Meetings

Tuesday, August 17, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

ROLL CALL

PLEASE TAKE NOTICE

DUE TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20 WHICH SUSPEND CERTAIN REQUIREMENTS OF THE BROWN ACT, AND THE ORDER OF THE HEALTH OFFICER OF THE COUNTY OF MENDOCINO TO SHELTER IN PLACE TO MINIMIZE THE SPREAD OF COVID-19, THE VISIT FORT BRAGG COMMITTEE AND STAFF WILL BE PARTICIPATING BY VIDEO CONFERENCE IN THE VISIT FORT BRAGG COMMITTEE MEETING OF TUESDAY, AUGUST 17, 2021.

In compliance with the Shelter-in-Place Orders of the County and State, 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 in any of the following ways: (1) By joining the Zoom video conference, (2) Emailed to Administrative Assistant Cristal Munoz, cmunoz@fortbragg.com, or (3) Written comments delivered through the drop-box for utility payments to the right of the front door at City Hall, 416 N. Franklin Street. We appreciate your patience and willingness to protect the health and wellness of our community and staff. If you have any questions regarding this meeting, please contact Administrative Assistant Cristal Munoz, cmunoz@fortbragg.com, 707-964-2823 ext. 100.

ZOOM WEBINAR INVITATION

<https://us06web.zoom.us/j/87008346151>

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. [21-448](#) Approve Minutes of July 20, 2021

Attachments: [VFBM 07202021](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [21-442](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts
- 3B. [21-445](#) Receive Update Regarding Central Business District Revitalization Efforts
- Attachments:** [City Council Letter to CBD](#)
- 3C. [21-444](#) City of Fort Bragg Transient Occupancy Tax (TOT) Update
- Attachments:** [Monthly Summary Bedtax](#)
[Bed Tax Historical Summary](#)
- 3D. [21-447](#) Oral Updates from City Staff

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 August 13, 2021.

Cristal Munoz, Administrative Assistant

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).



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Text File

File Number: 21-448

Agenda Date: 8/17/2021

Version: 1

Status: Consent Agenda

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of July 20, 2021



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Meeting Minutes Special Meetings

Tuesday, July 20, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

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

ROLL CALL

Present: 7 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi, Debra DeGraw, Barbara Bruce and Megan Caron

Absent: 2 - Nicole Caito-Urbani and Kelly Urbani-Freeland

1. APPROVAL OF MINUTES

1A. [21-375](#) Approve Minutes of May 18, 2021

These Minutes were approved by a unanimous vote.

1B. [21-377](#) Approve Minutes of June 15, 2021

These Minutes were approved by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public comment from Jenny Shattuck was read into the record and public comments were heard from John Kriege and Jacob Patterson.

3. CONDUCT OF BUSINESS

3A. [21-376](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative gave an update on last month's progress with website and past and upcoming promotions. He gave an overview of the website analytics and the changes that are being made to the website to include about information about the statewide drought and the current water warning. For the next couple of months they are going to focus on growing the social media following. A monthly e-newsletter will be created and be distributed soon.

Discussion:

There was much discussion about the next campaign. The all women fishing vessel Princess and restaurant are not in the city limits but are in such a close proximity that they can be marketed. It was also suggested to highlight Redwood Ave too. A banner will be added to the website to alert visitors of the drought conditions that the city is in.

3B. [21-372](#) Update on the Great Fort Bragg Photo Collection

Tom Kavanagh from The Idea Cooperative gave an update on The Photo Collection campaign and announced the winners. These images will be made into post cards and displayed at Town Hall and various kiosks in town. The Photo Collection campaign will continue cause of its great success

Discussion:

There was much discussion about having these post cards available for local shops to sell. They will be given out to the businesses and they can decide to sell in their shops or gift them.

3C. [21-371](#) Oral Updates from City Staff

City Manager Tabatha Miller gave an oral update on the current drought conditions. The City is in a Stage 2 Water Warning and will be moving to Stage 3 if these conditions worsen. She introduced an idea that Mayor Norvell suggested to have a Artist in Residence at Town Hall. The Special Events committee can look into hosting an artist or other suggestions.

3D. [21-373](#) City of Fort Bragg Transient Occupancy Tax (TOT) Update

City Manager Tabatha Miller gave an oral report for information purposes regarding the City of Fort Bragg Bed Tax Revenues

Public Comment:

*None

Discussion:

This was just for informational purposes only.

4. MATTERS FROM COMMITTEE / STAFF

* Debra DeGraw made a comment that LED bistro lights would be a good way to attract more attention to the other downtown streets and away from Main Street.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:02 PM.



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Text File

File Number: 21-442

Agenda Date: 8/17/2021

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



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Text File

File Number: 21-445

Agenda Date: 8/17/2021

Version: 1

Status: Consent Agenda

In Control: Special Meetings

File Type: Staff Report

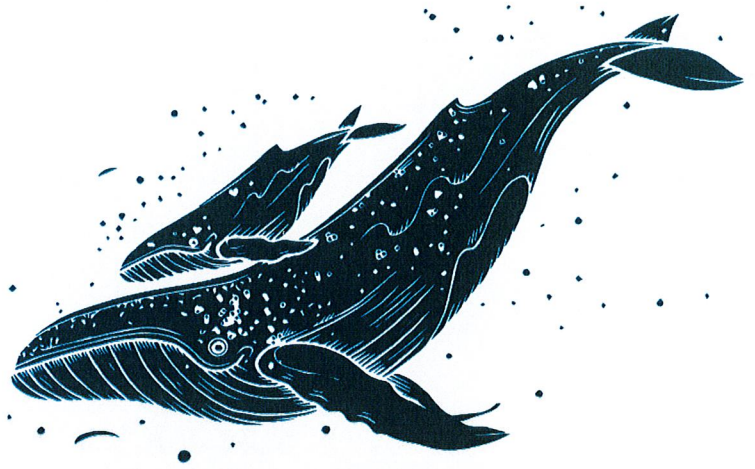
Agenda Number: 3B.

Receive Update Regarding Central Business District Revitalization Efforts

August 9, 2021

Dear Fort Bragg Property/Business Owner,

All property owners and businesses within the Central Business District zoning designation are receiving this mailing. The Central Business District, or "CBD," represents the civic, cultural and commercial center of the City. Our downtown has experienced a number of setbacks in recent years – many related to the decline of logging/fishing industries, impacts of 2009 recession, proliferation of online sales, deferred maintenance of buildings, chronic vacancies or nuisance conditions, and most recently the COVID-19 pandemic.



City Council is implementing a number of economic development tools aimed to support the CBD. The purpose of focusing resources downtown is to help create a sense of place and pride for our community; a vibrant commercial center with lively pedestrian activity that will have a ripple effect throughout the City, strengthening our economy and neighborhoods.

Active and engaged community members and businesses are key to our success. Please consider volunteering on one of the many subcommittees, such as Business Outreach Team, Community Event Planning, Downtown Walking Tours, Bee City USA or the Downtown Clean-up Team. Participate in various Council Committee meetings held at Town Hall and via Zoom, such as Visit Fort Bragg Committee (3rd Tuesday, 3pm) or the Community Development Committee (4th Tuesday, 3pm). And of course, please tune in to our regularly scheduled City Council meetings (2nd and 4th Monday at 6pm).

Finally, we invite you to join us at Town Hall, 363 N Main Street on Saturday morning, September 11th to learn more about downtown revitalization efforts, sign-up for committees, meet staff, Council and your neighbors. Coffee and pastries will be provided. We look forward to seeing you and thank you in advance for taking time to complete the enclosed questionnaire and mailing it back. A complete list of enclosed materials includes:

- Message from Council
- Property Compliance Form
- CBD Programs and Resources
- Council CBD Toolkit
- Invitation to CBD Outreach Event – September 11th 8:00-10:00am at Town Hall
- Comment/Suggestion/Questionnaire with pre-paid, self-addressed return envelope

Sincerely,

A blue ink signature of Bernie Norvell.

Bernie Norvell
Mayor

A blue ink signature of Jessica Morsell-Haye.

Jessica Morsell-Haye
Vice Mayor

A blue ink signature of Teresa K. Albin-Smith.

Teresa K. Albin-Smith
Councilmember

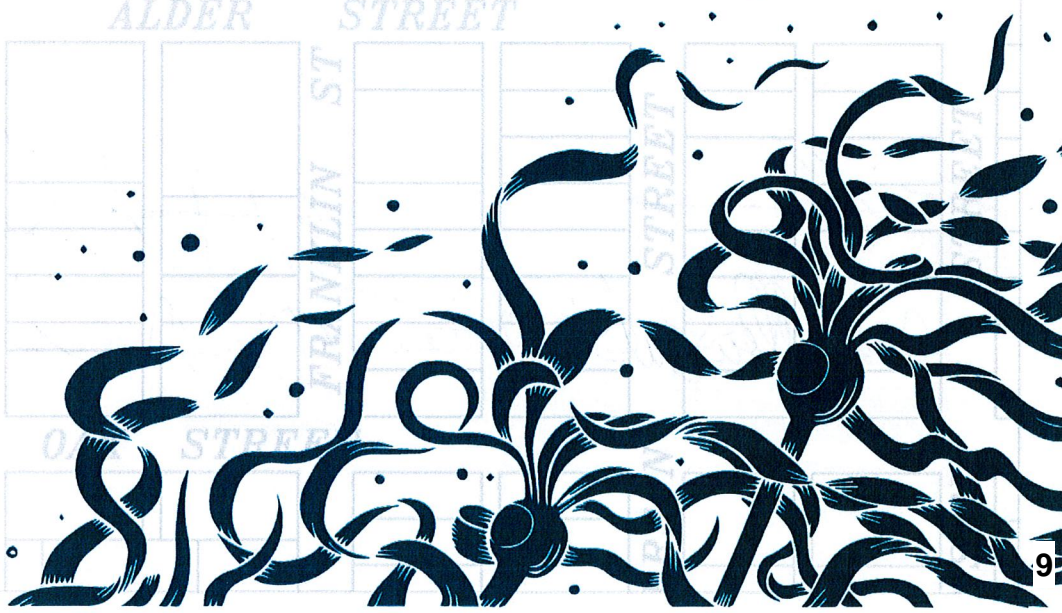
A blue ink signature of Lindy Peters.

Lindy Peters
Councilmember

A blue ink signature of Marcia Rafanan.

Marcia Rafanan
Councilmember







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Agenda Date: 8/17/2021

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Status: Business

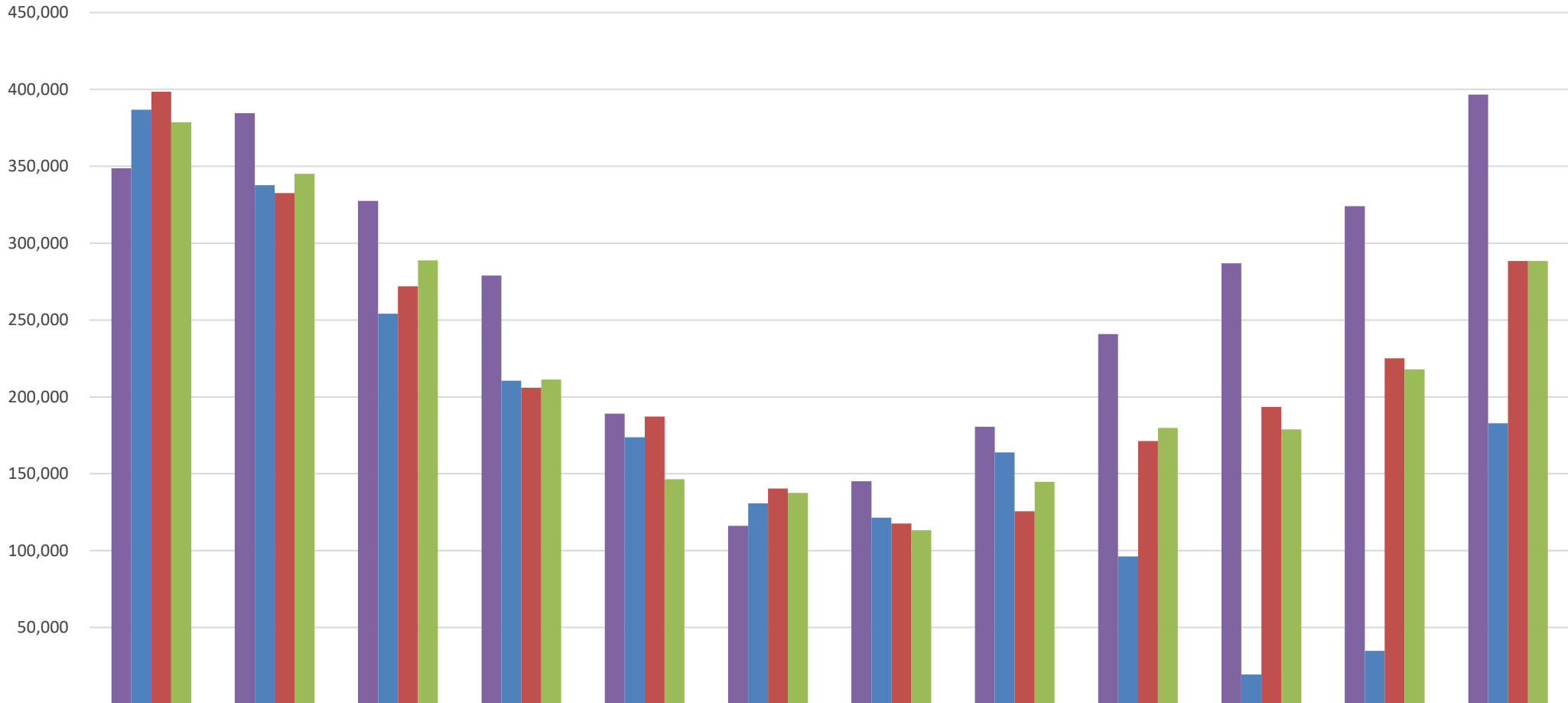
In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3C.

City of Fort Bragg Transient Occupancy Tax (TOT) Update

City of Fort Bragg Monthly Transient Occupancy Tax Trend



	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
FY 20-21	348,760	384,534	327,566	279,003	189,197	116,231	145,184	180,541	240,824	286,959	324,025	396,599
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



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	\$ 584,431	\$ 566,549	\$ 1,007,582	\$ 3,219,422	52.39%	12%
Quarterly Change	8.4%	13.5%	48.4%	324.6%	52.4%		

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.



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Agenda Date: 8/17/2021

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3D.

Oral Updates from City Staff