



City of Fort Bragg

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

Meeting Agenda Special Meetings

Thursday, December 8, 2022

11:00 AM

Via Video Conference

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 Administrative Assistant, Diana Sanchez at dsanchez@fortbragg.com.

ZOOM WEBINAR INVITATION

You are invited to a Zoom webinar.

When: Dec 8, 2022 11:00 AM Pacific Time (US and Canada)

Topic: Visit Fort Bragg Committee

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/86077206829>

*Or Telephone: US: +1 669 444 9171 or +1 253 215 8782 (*6 mute/unmute, *9 raise hand)*

Webinar ID: 860 7720 6829

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. PUBLIC COMMENTS ON NON-AGENDA ITEMS

2. CONDUCT OF BUSINESS

2A. [22-603](#) Receive Update from Idea Cooperative

2B. [22-604](#) Receive Oral Update from VFB Special Events Subcommittee

2C. [22-605](#) Receive Report and Consider Appointing New Visit Fort Bragg Committee Members

Attachments: [12082022 Membership Report](#)

[Att 1. VFB Protocols](#)

[Att 2. VFB Committee Application - Barb Bruce redacted](#)

[Att 3. VFB Application - Jamie Peters redacted](#)

[Att 4. VFB Committee Application- Stathi Pappas redacted](#)

[Att 5. VFB Application - Lia Morsell redacted](#)

3. 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 December 5, 2022.

Diana Sanchez, 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: 22-603

Agenda Date: 12/8/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 2A.

Receive Update from Idea Cooperative



City of Fort Bragg

416 N Franklin Street
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Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 22-604

Agenda Date: 12/8/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 2B.

Receive Oral Update from VFB Special Events Subcommittee



City of Fort Bragg

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Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 22-605

Agenda Date: 12/8/2022

Version: 1

Status: Consent Agenda

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 2C.

Receive Report and Consider Appointing New Visit Fort Bragg Committee Members



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
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COUNCIL COMMITTEE ITEM SUMMARY REPORT

Meeting Date: December 8, 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	Dining	24 months – expires 12/31/22
Barb Bruce	Other	24 months – expires 12/31/22
Megan Caron	Retail	24 months – expires 12/31/22
Debra DeGraw	Restaurant	24 months – expires 12/31/23
Alison de Grassi	Recreation/Attraction	24 months – expires 12/31/23
Jason Hurst	Lodging	24 months – expires 12/31/23
Tonda Fochs	Retail	24 months – expires 12/31/23

Three members' terms will expire at the end of 2022. On November 10, 2022, applications to serve on the VFB Committee were released via social media, press releases, and on the City website. Staff also contacted the individuals terming out with an invitation to reapply. Applications closed on December 2, 2022, at 5:00 pm.

Three (3) timely applications were received and are included as attachments with personal information redacted. Applicants are aware that VFB intends to appoint new

members at the December 8, 2022 meeting and were asked to be available at the meeting to answer 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 – Barb Bruce (redacted)
3. Application – Jamie Peters (redacted)
4. Application – Stathi Pappas (redacted)

APPLICATION

Name: Barbara Bruce

Company: Robert Bruce D.D.S.

Mailing Address:

Email Address:

Phone Number:

Please excuse the hand written miss ~ regardless I am a very passionate Fort Bragg Fan!!

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

Not to sound too cliché, but I LOVE our town!! I love helping people & "selling" area favorites to tourists & locals alike!!

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

I want our area to be even more of a destination than it is, growth is important to me, but also preserving our environment ~ that's what makes our town & county special.

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

president of every single parent club & site council in this town - for 20 years. Soccer board for 4 years - Booster President for 8 years

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

well, mostly through social media ~ & lets face it, I am chatty to all I come across when I feel the need to get a point across, I also of course budgeted through all my years on every board planned & executed countless events & fundraisers.

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

Success, well, all of us working together cohesively to share the passion of Fort Bragg & spread the word!! Helping facilitate local businesses a steady stream of tourism that will keep our town alive!! I do also work at my husbands dental office, (payroll, payables & much more ~ I am known for finding a way to get things done!! 😊)

APPLICATION

Name:

Company:

Mailing Address:

Email Address:

Phone Number:

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

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

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

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

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

APPLICATION

Name:

Company:

Mailing Address:

Email Address:

Phone Number:

1. **Why would you like to be on the Visit Fort Bragg Committee?**
2. **Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**
3. **What are some of your prior board/committee experiences?**
4. **What is your experience and expertise in strategic planning, budgeting and destination marketing?**
5. **What does success for this Committee look like to you?**

FORT BRAGG

NORTH COAST CALIFORNIA



Visit Fort Bragg Committee Application

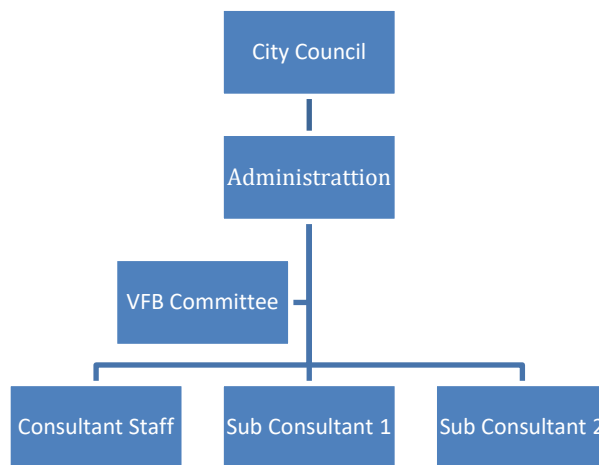
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

The City of Fort Bragg is currently seeking committed, inspired big-picture thinkers to help bring the mission to life. Applicants should represent some aspect of Fort Bragg’s Tourism Economy with a focus on the lodging industry.

Board Commitment: Currently meetings will be held monthly. Meetings are regularly scheduled for the second Tuesday of every month at 11:00 am.

This Committee is subject to the Ralph M. Brown Act. Members are expected to fully comply with all applicable laws and regulations related to the Brown Act. (assistance with adherence to the Brown Act will be provided by City staff). As the Committee is subject to the “Brown Act”, information on this application is subject to the CA Public Records Act and related regulations.

The Committee is comprised of 5-7 community members serving staggering terms of 2 years.



Applications are due Friday, December 02, 2022. To submit an application or for more information please contact Cristal Munoz at cmunoz@fortbragg.com or (707) 961-2823 x103.

Only completed applications will be brought forward to the Visit Fort Bragg Committee for consideration. Supplemental information supporting the application is welcome.

APPLICATION

Name:

Company:

Mailing Address:

Email Address:

Phone Number:

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

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

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