



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, July 20, 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, JULY 20, 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

Link to join Webinar

<https://us06web.zoom.us/j/87490454379>

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

Attachments: [VFBM 05182021](#)

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

Attachments: [VFBM 06152021](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

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

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

Attachments: [Postcards of Photo Collection Winners](#)

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

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

Attachments: [Monthly Bed Tax Summary](#)
[Historical Bed Tax Summary](#)

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 July 16, 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: 21-375

Agenda Date: 7/20/2021

Version: 1

Status: Consent Agenda

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of May 18, 2021



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Meeting Minutes Special Meetings

Tuesday, May 18, 2021

3:00 PM

VIA VIDEO CONFERENCE

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:03 PM

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

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

*None.

3. CONDUCT OF BUSINESS

3A. [21-239](#) Receive Update from Idea Cooperative on Visit Fort Bragg Campaign

City Manager Tabatha Miller introduced Tom Kavanagh from The Idea Cooperative who gave an overview of the current campaign. He stated that they are holding steady and are looking forward to promoting local events as the State and local agencies are starting to relax pandemic restrictions.

Discussion:

The committee is happy to hear that the Visit Fort Bragg campaigns are doing so well and that they will be able to promote more events on the coast.

Public Comment:

*None

3B. [21-240](#) Review and Possibly Update the Visit Fort Bragg Protocols

City Manager Tabatha Miller gave the oral update on the current protocols for this committee. This is the opportunity for the committee to update or change these procedures.

Discussion:

City Manager Miller presented suggestions such as to keep the third Tuesday of the month at 3:00 pm as the standing committee date and time. To update some of the language that is outdated as there is no longer a Project Budget Manager.

Public Comment:

*None

Direction:

Committee unanimously agreed to keep the third Tuesday at 3:00 pm of each month as the committee meeting date. The protocols will be updated and brought back to the next Visit Fort Bragg Committee Meeting.

3C. [21-241](#) Discussion from Committee Members on Priorities and Recommendations to City Council for the FY 2021-22 Budget

City Manager Tabatha Miller gave a brief oral update on the upcoming budget for FY 21-22 and would like to have a conversation with the Committee Members on priorities and recommendations for City Council.

Discussion:

The committee discussed continuing with the Idea Cooperative and now that more events are being allowed to happen they are eager to start promoting them. They would like to start sub-committees again so that these events can have the support they need. Nancy, Barb and Megan will make up the events sub-committee and there will another opportunity at the next meeting to add to those sub-committees.

Public Comment:

*None

Direction:

Committee unanimously agreed to make the recommendation to City Council that the \$29,000 from the AA/AB allocations be used Visit Fort Bragg promotional events, signage and walking tours.

3D. [21-238](#) Summary of the City of Fort Bragg Transient Occupancy Tax (TOT) Revenues

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

* City Manager Tabatha Miller announced that on the May 10th City Council Meeting we entered in to a Stage 1 Water Emergency.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:29 PM



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Text File

File Number: 21-377

Agenda Date: 7/20/2021

Version: 2

Status: Consent Agenda

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1B.

Approve Minutes of June 15, 2021



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Meeting Minutes Special Meetings

Tuesday, June 15, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:03 PM

ROLL CALL

Present: 6 - Tess Albin-Smith, Jessica Morsell-Haye, Nicole Caito-Urbani, Alison DeGrassi, Debra DeGraw and Megan Caron

Absent: 3 - Nancy Bennett, Kelly Urbani-Freeland and Barbara Bruce

1. APPROVAL OF MINUTES

1A. [21-301](#) Approve Minutes of April 20, 2021

These Minutes were approved by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

*None

3. CONDUCT OF BUSINESS

3A. [21-291](#) Receive Update from Idea Cooperative on Visit Fort Bragg Campaign for Month of May - The Great Fort Bragg Photo Collection

City Manager Tabatha Miller introduced Tom Kavanagh and Melissa Holberton from The Idea Cooperative and they gave a brief update on the latest campaigns. The Great Fort Bragg Photo Collection ended in May and it brought in more engagement to the Visit Fort Bragg website along with more hits to the other pages on the website. Since this campaign has been so successful they would like to keep it going a little longer.

Discussion:

The committee discussed the images that were selected as finalist and those will be made in to postcards and be available for purchase in shops around town.

3B. [21-292](#) Receive Update from Idea Cooperative on Visit Fort Bragg Campaign for Month of June - Sustainability

Tom Kavanagh and Melissa Holberton from The Idea Cooperative gave a brief update on the current campaign which is focusing on Sustainability. Each week they will be focusing on a

different elements of nature in Fort Bragg. They would like to have visitors be stewards of the land when they come and visit. This new content is driving up engagement on the website.

Discussion:

The committee really liked this campaign and would like to see Otis P. Johnson Park featured more since this is a local park that has much beauty to offer. They would also to have current updates on the website about COVID-19 restrictions as these restrictions are loosening up.

3C. [21-300](#) Summary of the City of Fort Bragg Transient Occupancy Tax (TOT) Revenues

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

*Megan Caron made a suggestion to bring back Block Parties and have a Paul Bunyon Themed Block Party over the Labor Day weekend.

*City Manager Tabatha Miller announced she will be tabling at the 50th Anniversary event for Adventist Health Mendocino Coast on Sunday from 10 am to 1 pm.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 3:38 PM.



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Text File

File Number: 21-376

Agenda Date: 7/20/2021

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: 21-372

Agenda Date: 7/20/2021

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3B.

Update on the Great Fort Bragg Photo Collection

Greetings
FROM
**FORT
BRAGG** CA.



Greetings
FROM
FORT BRAGG
NORTH COAST CALIFORNIA



Greetings
FROM
**FORT
BRAGG** CA.

Photo by: Ashley Brant



Greetings
FROM
FORT BRAGG
NORTH COAST CALIFORNIA

15

Photo by: James Mallory

Greetings
FROM

FORT BRAGG

NORTH COAST CALIFORNIA

Photo by: Casey Davis

FORT BRAGG, CA



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VisitFortBraggCa.com



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Text File

File Number: 21-371

Agenda Date: 7/20/2021

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3C.

Oral Updates from City Staff



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Text File

File Number: 21-373

Agenda Date: 7/20/2021

Version: 1

Status: Business

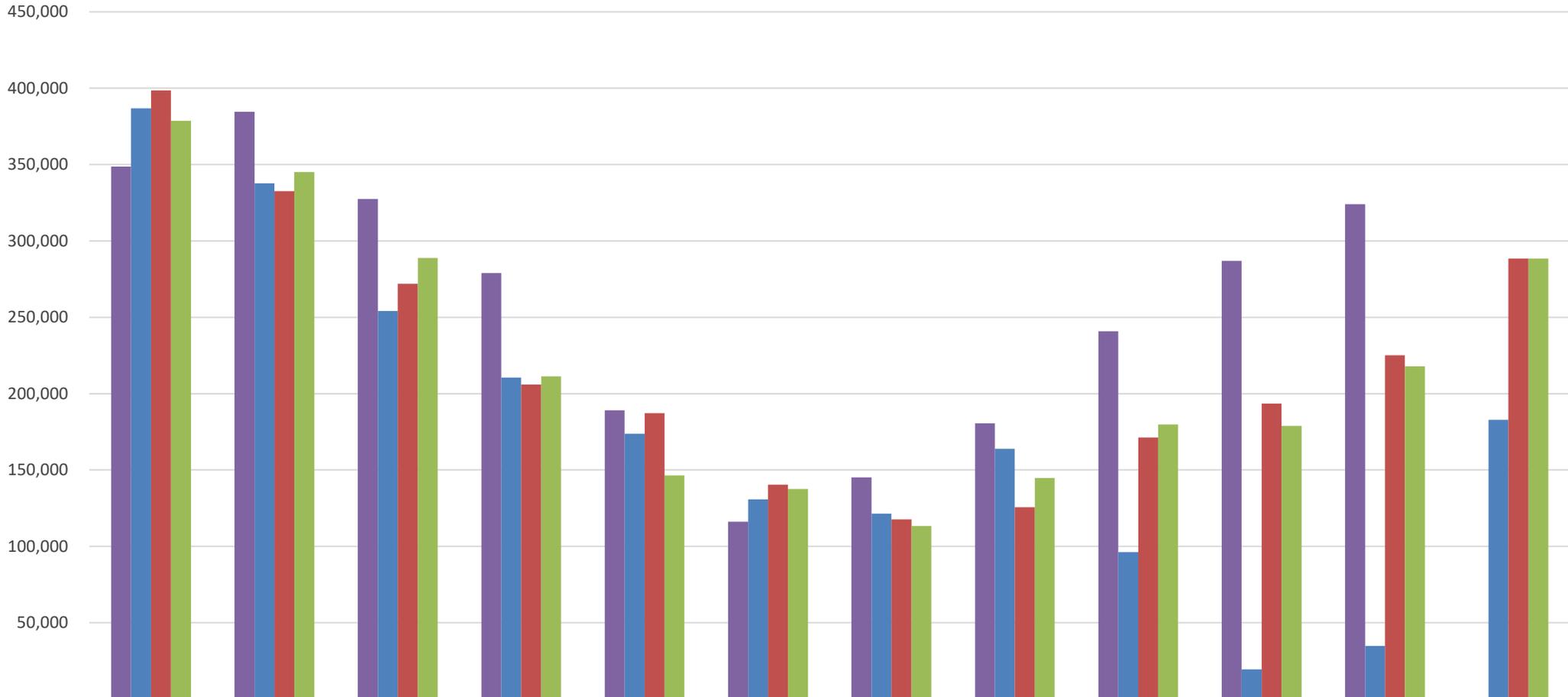
In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3D.

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	324,012	
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				
Quarterly Change	8.4%	13.5%	48.4%	-66.4%	-20.5%		

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.