



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, February 17, 2022

4:00 PM

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 Cristal Munoz, cmunoz@fortbragg.com.

ZOOM WEBINAR INVITATION

*Please click the link below to join the webinar:
<https://us06web.zoom.us/j/83960629001>*

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. [22-074](#) Approve Minutes of October 5, 2021

Attachments: [VFBM 10052021](#)

1B. [22-075](#) Approve Minutes of November 8, 2021

Attachments: [VFBM 11082021 Special](#)

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: 22-074

Agenda Date: 2/17/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of October 5, 2021



City of Fort Bragg

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Phone: (707) 961-2823
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Meeting Minutes Special Meetings

Tuesday, October 5, 2021

3:00 PM

Via Video Conference

Special Visit Fort Bragg

MEETING CALLED TO ORDER

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

ROLL CALL

Present: 7 - Jessica Morsell-Haye, Nancy Bennett, Nicole Caito-Urbani, Debra DeGraw, Barbara Bruce, Megan Caron and Jason Hurst

Absent: 3 - Tess Albin-Smith, Alison DeGrassi and Kelly Urbani-Freeland

1. APPROVAL OF MINUTES

These Minutes were approved by a unanimous vote.

1A. [21-524](#) Approve Minutes of August 17, 2021

These Minutes were approved by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was received by Jay McMartin-Rosenquist

3. CONDUCT OF BUSINESS

3A. [21-526](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative gave a marketing update. They recapped all their objectives and are preparing to send an E-newsletter where they will be promoting a Fall Visit and the Holiday Gift Guide. Tom also described two paid social campaigns to drive people from the Sacramento region and the East Bay to the coast. He provided statistics from the various social media platforms they are using. The most clicked link is Noyo Center for Marine Science Chalet live video feed that has a view of the coast trail and ocean.

Discussion:

There was much discussion about promoting visitation to Fort Bragg.

3B. [21-522](#) Receive Update From Special Events Subcommittee Regarding Sponsorship and Re-Branding of "Magical Laurel Street Halloween Event"

Special Events Subcommittee introduced local shop owner Brittney Tuomala who presented to the committee the idea of having a Magic Market on the Halloween weekend. This event is a

collaboration with the shop owners on Laurel street and will partially close Laurel St and the section of Franklin St. in front of City Hall. This event started as an annual event at her shop but this year she is looking to expand. She has list of 20 vendors who want to participate and are ready to go.

Discussion:

There was much discussion about VFB Committee taking over this event. The Events Sub Committee agreed to take on coordination and budgeted \$1,000 and will meet to finalize the logistics.

3C. [21-527](#) 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:

For informational purposes only

3D. [21-528](#) Oral Updates from City Staff

City Manager Tabatha Miller gave an oral update on the current drought conditions for the City. Miller stated the City would be looking to downgrade from Stage 4 water alerts to Stage 2 water alerts. The Desalination Unit was delivered on September 20, 2021 and has passed all tests and it is currently up and running.

Public Comment:

*None

3E. [21-529](#) Receive Report and Consider Appointing New Visit Fort Bragg Committee Member

City Manager Tabatha Miller gave the oral update on the current committee membership. Jason Hurst with Harbor Lite Lodge and Anchor Lodge submitted his application to the committee. Miller recommended including a member from the lodging sector. In addition, Miller suggested to change the standing meeting date to the third Thursday instead of the third Tuesday.

Discussion:

Short discussion about changing the date and the committee agreed to change the standard meeting date and time to the third Thursday of the month at 4pm. After reviewing Jason Hurst's application the committee made the unanimous decision to approve Hurst to the available seat on the committee.

Public Comment:

None*

4. MATTERS FROM COMMITTEE / STAFF

Committee Member Barbara Bruce asked for an update about BioSolids Dryer and was told that due to supply chain issues the dryer is delayed but will be coming by November.

Committee Member Debra DeGraw noticed on the Coast Trail that there are sections that are roped off but she would like to have a fence up as it would be more secure.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:18 PM



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Text File

File Number: 22-075

Agenda Date: 2/17/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1B.

Approve Minutes of November 8, 2021



City of Fort Bragg

416 N Franklin Street
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Meeting Minutes Special Meetings

Monday, November 8, 2021

4:00 PM

Via Video Conference

Special Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 4:01PM

ROLL CALL

Present: 9 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Nicole Caito-Urbani, Alison DeGrassi, Debra DeGraw, Barbara Bruce, Megan Caron and Jason Hurst

Absent: 1 - Kelly Urbani-Freeland

1. APPROVAL OF MINUTES

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

*None

3. CONDUCT OF BUSINESS

- 1A.** [21-582](#) Receive Update from Special Events Subcommittee Regarding Sponsorship of the Holiday Lights Festivities and Provide Staff and Subcommittee Direction

Special Events Subcommittee introduced the idea of doing another downtown event to kickoff the holiday season. They presented the idea of having photos with Santa at Town Hall on the same day as the Lighted Truck parade. They proposed musicians, vendors and a tent with lights and suggested hosting a holiday window display contest to increase participation.

Public Comment:

Public comment was received from Jay McMartin-Rosenquist and Malia Elsner.

Discussion:

There was much discussion about VFB supporting this event. Members asked questions and decided to change the date to December 11th instead of the Holiday Light Parade date of December 4th. Event scheduled from 11am-6pm. Details relating to carolers and musicians discussed extensively. The committee agreed to cap the budget at \$3,000 and an outline of all costs associated will be developed.

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:49 PM



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Text File

File Number: 22-076

Agenda Date: 2/17/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1C.

Approve Minutes of November 18, 2021



City of Fort Bragg

416 N Franklin Street
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Meeting Minutes Special Meetings

Thursday, November 18, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:15 PM.

ROLL CALL

Present: 7 - Tess Albin-Smith, Nancy Bennett, Nicole Caito-Urbani, Kelly Urbani-Freeland, Barbara Bruce, Megan Caron and Jason Hurst

Absent: 3 - Jessica Morsell-Haye, Alison DeGrassi and Debra DeGraw

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was received from:

Shelly Green

3. CONDUCT OF BUSINESS

3A. [21-596](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative presented marketing update and the current promotional calendar. The objectives and strategies are focused on growing followers and engagement. The latest e-newsletter and followers are very engaged with the content on the various social media platforms. Graphics for the Magic Market and way finding signage were shared. Kavanagh also announced submission of an application for the Visit California Destination Marketing awards called the Poppy Awards.

Discussion:

There was discussion about what data is collected from the visitors to town. Tom stated that they only have information relating to the website. City Manager Tabatha Miller stated that sales tax and Transient Occupancy Tax is another way to track visitors.

Public Comment was received from:

John Kriege and Shelly Green

3B. [21-600](#) Receive Update Regarding 2021 Holiday Gift Guide

Tom Kavanagh presented 2021 Gift Guide.

Posters and table tents are being printed and will be delivered soon. An incentive contest for a free gift from the gift guide if they forward the e-newsletter to a friend.

Discussion:

Discussion regarding events promoted on VFB website. Currently the larger, annual events are website and smaller events are promoted through the city's page and Facebook page. The committee requested more photos of downtown on the social media platforms and they will look for a local photographer that can help assist with this.

Public Comment was received from:

Jacob Patterson

- 3C. [21-601](#)** Receive Update from Special Event Ad-Hoc Committee Regarding Outdoor Market, Santa's Photo Booth, Window Display Contest and Discuss Outstanding Event Logistics

Special Events Subcommittee gave an update on Photos with Santa on December 11th. The Santa role has been confirmed, but are still looking for a second back-up Santa. A tent on Laurel Street will be erected, non-profit vendors will sell hot chocolate and wreaths. Arguelles Photography has committed as the photographer for the event.

Public Comment:

None

Discussion:

Discussion regarding name of the event. Agreement on Downtown Wonderland as it is a more general and more inclusive. Musicians are confirming with Chair Albin-Smith and she is working on the list for the committee. The window decorating contest has 36 storefronts that have accepted to participate and the judges will be Tabatha, Lindy and Bernie.

- 3D. [21-597](#)** Receive Update on City of Fort Bragg Transient Occupancy Tax (TOT)

City Manager Tabatha Miller presented the City of Fort Bragg Bed Tax Revenues.

Public Comment:

None.

Discussion:

For informational purposes only.

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:22 PM



City of Fort Bragg

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Text File

File Number: 22-077

Agenda Date: 2/17/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1D.

Approve Minutes of February 3, 2021



City of Fort Bragg

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

Meeting Minutes Special Meetings

Thursday, February 3, 2022

4:00 PM

Via Video Conference

Special Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 4:05 PM

ROLL CALL

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

Absent: 2 - Debra DeGraw and Jason Hurst

1. APPROVAL OF MINUTES

1A. [22-044](#) Approve Minutes of September 30, 2021

A motion was made by Committee Member Nancy Bennett seconded by Committee Member Jessica Morsell-Haye that these Committee Minutes be approved.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public comment from West of Sneakerwave Shop

3. CONDUCT OF BUSINESS

3A. [22-048](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

The Idea Cooperative presented marketing update and the latest promotional calendar updates. The second year of the Gift Guide was successful in driving visitors to the website. The Winter Visit Campaign has been launched and they're implementing Google display advertising. Two E-newsletters promoting the Downtown Wonderland and Gift Guide and had excellent opening rates. Idea Cooperative is working with Google analytic experts to better target lookalike audiences outside of Mendocino. The next promotion will be Restaurant Week occurring March 14-18, 2022. The Idea Cooperative Team will be traveling to Fort Bragg in a couple of weeks to photograph and conduct interviews.

Public Comment was received from:

*None

Discussion:

Discussion about repeat visitors and surveying the local merchants in order to track an increase of online sales due to the Gift Guide. There is a newly formed Restaurant Association in the County and Committee Member DeGrassi will help connect Idea Cooperative to this group. The committee would like to make sure that the inland Mendocino does not get left out from the social media marketing for Restaurant week.

3B. [22-047](#) Receive Report and Consider Appointing New Visit Fort Bragg Committee Members

Administrative Analyst Cristal Munoz presented report and stated there are three open committee seats and read written statement by applicant DeGraw who was unable to attend. VFB members discussed merits of four submitted applications.

Public Comment was received from:

* Debra De Graw and Jacob Patterson

Discussion:

Applicants were asked questions and the committee discussed nominations. Debra De Graw, Alison De Grassi, and Tonda Fochs were unanimously approved by the committee.

A motion was made by Committee member Nancy Bennett, seconded by Committee member Megan Caron.

Aye: 7 - Albin-Smith, Morsell-Haye, Bennett, Caito-Urbani, DeGrassi, Bruce and Caron

Absent: 3 - DeGraw, Urbani-Freeland and Hurst

3C. [22-045](#) Receive Report and Provide Direction on Remaining Fiscal Budget for the Visit Fort Bragg Committee

Assistant to City Manager Sarah McCormick and Administrative Analyst Cristal Munoz presented report on remaining fiscal budget and list of recent VFB efforts in order for VFB to discuss, prioritize and allocate funding.

Public Comment was received from:

*None

Discussion:

Significant discussion took place and many ideas put forth about each category and how they would want to allocate the remaining funds. Chair Albin-Smith suggested members create individual "wish list" and continue discussion to next meeting.

The committee requested staff bring back the item and include the suggestions from the committee to the proposed table.

3D. [22-046](#) Receive Update on City of Fort Bragg Transient Occupancy Tax (TOT)

Administrative Analyst Cristal Munoz presented City of Fort Bragg Transient Occupancy Tax (TOT) Revenues.

Public Comment:

*None

Discussion:

This was just for informational purposes only

4. MATTERS FROM COMMITTEE / STAFF

None

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 5:37 PM



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Text File

File Number: 22-078

Agenda Date: 2/17/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Report and Provide Direction on Remaining Fiscal Budget for the Visit Fort Bragg Committee



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: FEBRARY 17, 2022
TO: VISIT FORT BRAGG COMMITTEE
FROM: CRISTAL MUNOZ, ADMINISTRATIVE ANALYST
SARAH MCCORMICK, ASSISTANT TO CITY MANAGER
AGENDA ITEM TITLE: RECEIVE REPORT AND PROVIDE DIRECTION ON
REMAINING FISCAL BUDGET FOR THE VISIT FORT
BRAGG COMMITTEE

BACKGROUND AND OVERVIEW:

The Visit Fort Bragg Promotions program is funded from a portion of the Measure AA increase in Transient Occupancy Taxes from 10% to 12%. At the beginning of FY 2021-2022, City Council allocated \$20,000 to the Visit Fort Bragg Committee (VFB) for discretionary spending – \$15,485.09 remains (Attachment 1).

On February 3, 2022, VFB considered several proposed activities to fiscally sponsor. With many fantastic ideas on the table, prioritization proved difficult and Chair Albin-Smith requested that each member develop individual “Wish Lists” to present for discussion at the next regularly scheduled meeting.

SUMMARY:

The table below was presented on February 3rd and is included herein for reference:

Proposed Activity	Description	Estimated Cost
Update Kiosks <ul style="list-style-type: none">• Main/Franklin• Laurel/Franklin• Alder/Franklin	Sand, repair, replace redwood cabinets, and apply sealant. Replace plexiglass on one side and install lock – Provide opposite side for community announcements and flyers.	Labor + Materials \$500 + \$1500
		Printed Maps on Vinyl \$250

Proposed Activity	Description	Estimated Cost
	(remove kiosk next to Skunk Depot)	
Walking Tours <ul style="list-style-type: none"> • History • Architecture • Popular Culture • Murals / Public Art • Nature (CT and OJ) 	Digital and print walking tours to encourage pedestrian activity downtown.	Content development \$TBD Printed Maps \$700/1000 copies Website development and QRL code (included with Idea Cooperative Contract)
Special Events <ul style="list-style-type: none"> • Magic Market • Holiday Lights • Paul Bunyan Days • Downtown Block Party • Blue Economy Event • NorCal Rodders Car Show • Overnight • Fort Bragg Cultural Festival 	Support local event organizers and/or create independent VFB events.	Insurance: \$250 - \$350 Co. Health Permit: \$180 Co. Event Permit: \$150 Security: \$200 - \$1,000 Restrooms: \$250 - \$700 Food: \$500 - Musicians: \$150 - \$800 Outdoor Tent: \$1,500 Outdoor Heaters: \$80/per

RECOMMENDATION:

1. Each VFB Member presents “Wish List”, prioritized and budgeted; and
2. VFB committee reviews all proposed activities, discusses priorities and allocates the remaining \$15,485.09 for FY 2021-22.

ALTERNATIVES:

Receive recommendations from VFB committee members and provide direction to staff.

NOTIFICATIONS:

“Notify Me” Subscriber Lists: Economic Development Planning; Fort Bragg Downtown Businesses; Tourism and Marketing

General Ledger

Detailed Trial Balance

User: Cmunoz
 Printed: 01/27/2022 - 2:18PM
 Period: 01 to 07, 2022



Account Number	Description	Budget	Beginning Balance	Debit This Period	Credit This Period	Ending Balance
110	General Fund					
EXPENSE						
110-4321						
110-4321-0619	Events	20,000.00				
8/19/2021 AP	2 102 HertzE - HERC RENTALS INC. Ck# 8660			1,038.32	0.00	
10/8/2021 AP	4 41 TPS INC - THOMPSONS PORTA SEPTIC SERVI Ck# 8937			868.99	0.00	
11/5/2021 AP	5 27 TPS INC - THOMPSONS PORTA SEPTIC SERVI Ck# 9107			544.38	0.00	
11/11/2021 GL	5 154 Event Insurance			455.00	0.00	
12/30/2021 AP	6 158 BARCAD - DANIEL BARCA Ck# 9337			100.00	0.00	
12/30/2021 AP	6 158 CORDELLD - DIANE "SUNNY" CORDELL Ck# 9349			150.00	0.00	
12/30/2021 AP	6 158 CULPT - TIMOTHY CULP Ck# 9350			100.00	0.00	
12/30/2021 AP	6 158 GEALEYP - PETER GEALEY Ck# 9359			100.00	0.00	
12/30/2021 AP	6 158 KESSERJ - JAN KESSER Ck# 9372			200.00	0.00	
12/30/2021 AP	6 158 MARTINA - ALLISON MARTIN Ck# 9374			77.66	0.00	
12/30/2021 AP	6 158 MCCFund - MENDOCINO COAST CHILDRENS Ck# 9380			150.00	0.00	
12/30/2021 AP	6 158 PARLENGM - MICHAEL PARLENGAS Ck# 9388			100.00	0.00	
12/30/2021 AP	6 158 PAULS - STEVEN PAUL Ck# 9390			100.00	0.00	
12/30/2021 AP	6 158 SCHOENK - KARL SCHOEN Ck# 9399			100.00	0.00	
1/14/2022 AP	7 49 ARGPHOTO - ARGUELLES PHOTOGRAPHY Ck# 9430			430.56	0.00	
110-4321-0619 Totals:		20,000.00	0.00	4,514.91	0.00	4,514.91
110-4321 EXPENSE Totals:		20,000.00	0.00	4,514.91	0.00	4,514.91
EXPENSE Totals:		20,000.00	0.00	4,514.91	0.00	4,514.91
110 Totals:		20,000.00	0.00	4,514.91	0.00	4,514.91
Report Totals:		20,000.00	0.00	4,514.91	0.00	4,514.91

Var: 15,485.09