



**CITY OF FORT BRAGG**

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**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

Meeting Date: September 21, 2021  
To: Visit Fort Bragg Committee  
From: Tabatha Miller, City Manager  
Agenda Item Title: Committee Membership

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**BACKGROUND AND OVERVIEW:**

The Visit Fort Bragg Committee is comprised of five to seven members of the public and two Councilmembers, appointed in terms for continuity. The table below shows the current membership and terms of service:

<b>Member</b>	<b>Affiliation</b>	<b>Term</b>
Jessica Morsell-Haye	Vice-Mayor	Mayor Appointment
Tess Albin-Smith	Councilmember	Mayor Appointment
Nancy Bennett	Cowlick's Ice Cream	24 months - expires 12/31/22
Megan Caron	Lost Coast Found	24 months - expires 12/31/22
Nicki Caito	Retail Owner	24 months - expires 12/31/21
Debra DeGraw	North Coast Brewing Company	24 months – expires 12/31/21
Alison de Grassi	West Business Development Center	24 months – expires 12/31/21

The Visit Fort Bragg protocols states that the committee shall be composed of up to seven (7) community members, thus there is potentially two (2) open seats available.

Protocols of the Visit Fort Bragg Committee is provided as an attachment and the following excerpt is included herein, which provides guidance on membership:

**Members**

1. The VFB Committee shall be composed of up to 9 members – 7 from the community and 2 councilmembers.

2. Members should represent a cross section of the Fort Bragg tourism sector. Ideally (but not mandatory) the Committee would be comprised of a cross-section of the sectors below; achieving diversity of interests should be considered when reviewing applications for membership.
  - a. Lodging: representation from both large and small establishments; branded and not branded.
  - b. Retail
  - c. Dining
  - d. Recreation/Attraction
  - e. Art/Culture
  - f. Other
3. Members are not required to reside in the Fort Bragg city limits.
4. Members may be nominated by city representatives and Committee members. Members may be recommended to the Committee by community members
5. Potential members are required to complete the current VFB Committee Membership Interest form.
6. Members are required to complete the current VFB Committee Member Conflict of Interest Disclosure form. The purpose of this form is to provide full transparency about Committee members' interest and affiliations. The forms will be reviewed by City staff.
7. If Committee membership is full, the Committee may consider rotating members or increasing membership.

Attached to this report is an application from Jason Hurst applications (redacted to protect privacy) submitted for Visit Fort Bragg membership. Mr. Hurst represents the lodging industry, a sector that is not currently represented on the Visit Fort Bragg Committee.

**RECOMMENDATION:**

Staff recommends the Visit Fort Bragg Committee review application and appoint new member to the Committee.

**ATTACHMENTS:**

1. Application – Jason Hurst