



City of Fort Bragg

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

Meeting Agenda Community Development Committee

Tuesday, May 28, 2024

4:00 PM

Town Hall, 363 N. Main Street and Via Video
Conference

MEETING CALLED TO ORDER

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

ZOOM WEBINAR INVITATION

This meeting is being presented in a hybrid format, both in person at Town Hall and via Zoom.

When: May 28, 2024 04:00 PM Pacific Time (US and Canada)

Topic: Community Development Committee

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/81749650189>

Or One tap mobile :

+16694449171,,81749650189# US

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

+1 669 444 9171 US

Webinar ID: 817 4965 0189

International numbers available: <https://us06web.zoom.us/j/81749650189>

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. Written public comments may be submitted to [Insert name/email address/address here].

1. APPROVAL OF MINUTES

- 1A. [24-640](#) Approve the Minutes of the April 23, 2024 Community Development Committee Meeting

Attachments: [04232024 CDC Minutes](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

3A. [24-746](#) Memo to the Community Development Committee Regarding Procedure for Capturing Business License Fees

Attachments: [CDC Agenda Report - Business License Fees](#)

3B. [24-762](#) Receive Oral Update on Central Business District Revitalization Report

Attachments: [05282024 CBD Revitalization Plan Update](#)

3C. [24-776](#) Receive Oral Update on Tree Planting around the City

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 Friday, May 24, 2024.

Maria Flynn, 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*

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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: 24-640

Agenda Date: 5/28/2024

Version: 1

Status: Business

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 1A.

Approve the Minutes of the April 23, 2024 Community Development Committee Meeting



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Meeting Minutes Community Development Committee

Tuesday, April 23, 2024

4:00 PM

Town Hall, 363 N. Main Street
and Via Video Conference

MEETING CALLED TO ORDER

Chair Godeke called the meeting to order at 4:00 P.M.

ROLL CALL

Staff Present: Assistant Planner Peters, Administrative Assistant Flynn, Consultant Jones.

Present: 2 - Mayor Bernie Norvell and Vice Mayor Jason Godeke

1. APPROVAL OF MINUTES

1A. [24-712](#) Approve the Minutes of the January 30, 2024 Community Development Committee Meeting

A motion was made by Committee Member Godeke, seconded by Committee Member Norvell that the minutes of the January 30, 2024 Community Development Committee be approved for Council Review. The motion carried by the following votes:

Aye: 2 - Mayor Norvell and Vice Mayor Godeke

1B. [24-721](#) Approve the Minutes of the March 26, 2024 Community Development Committee Meeting

A motion was made by Committee Member Godeke, seconded by Committee Member Norvell that the minutes of the March 26, 2024 Community Development Committee be approved for Council Review. The motion carried by the following votes

Aye: 2 - Mayor Norvell and Vice Mayor Godeke

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [24-695](#) Receive Oral Update on Central Business District Revitalization Report

Assistant Planner Peters presented the prepared report.

Public Comment: None.

Discussion: None.

- 3B.** [24-706](#) Memo to the Community Development Committee Requesting Direction on a Comprehensive Local Coastal Plan Amendment to the City's CLUDC to Incorporate Changes Made to the ILUDC since 2009.

Consultant Jones presented the memo.

Public Comment: None

Discussion: Committee members directed staff and Consultant Jones to move forward with the Local Coastal Plan Amendments.

4. MATTERS FROM COMMITTEE / STAFF

Consultant Jones notified the committee that staff intends to bring a discussion item to the May 22, 2024 CDC meeting regarding installation of exercise equipment on the Coastal Trail.

ADJOURNMENT

Chair Godeke adjourned the meeting at 4:10 P.M.



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Text File

File Number: 24-746

Agenda Date: 5/28/2024

Version: 1

Status: Business

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 3A.

Memo to the Community Development Committee Regarding Procedure for Capturing Business License Fees



CITY OF FORT BRAGG
Incorporated August 5, 1889
416 N. Franklin Street, Fort Bragg, CA 95437
Phone: (707) 961-2823

MEMORANDUM

DATE: May 28, 2024
TO: Community Development Committee
FROM: Marie Jones, Marie Jones Consulting
SUBJECT: Business License Fees for Contractors

BACKGROUND:

The City of Fort Bragg currently uses three separate methods to recover business license fees from general contractors and the trades (plumbers, electricians, site work contractors, etc.).

1. **Via the Building Permit Business License Tax.** The City charges contractors a fraction (0.04 percent) of the building permit valuation to cover the cost of the business license tax for construction projects within the City. This business license tax is charged to contractors whether their business is located within the City or not.
2. **Via the Business License Tax and Fee.** Business Contractors who are exempt from paying the building permit fees (e.g. roofing projects and projects valued at less than \$1,000) are separately contacted by the Finance Department to obtain a business license and pay associated taxes and fees with “exempt” building permits.
3. **Business License Tax & Fee.** The City requires all contractors located within the City or who do business within the City to obtain a business license. The cost of the business license tax is calculated as a fraction of the gross receipts (0.1 percent of the first \$200,000 and 0.04 percent of the remaining amount). Contractors can subtract their net revenue from building permit fees they paid for projects within the City from their gross receipts and thereby the cost of the business license. It is unclear how many contractors do this. Additionally, all businesses pay a business license fee.

This current system is time-intensive for all parties and results in confusion and frustration.

ANALYSIS:

In the past, the City only charged contractors for the business license tax (0.04 percent) through the building permit. More recently, the City has started to also require a business license and additional taxes and fees.

Why the different amounts? All other businesses (non-contractors) who do business within the City (whether located within the City or not) must obtain a business license and pay 0.1 percent of gross receipts on the first \$200,000 earned within the City and 0.04% on any gross receipts that are more than \$200,000.

City staff seeks a simpler, fairer, and less time-intensive process for obtaining business license taxes from contractors. The Community Development Committee could make one of the following recommendations to the City Council (or City staff):

1. Retain the current system.
2. Bring this item to the City Council for further discussion and consideration and provide a recommendation that:
 - a. All contractors would be required to obtain a business license and pay the business license tax of 0.1 percent on the first \$200,000 and 0.4% on any amount above \$200,000 based on gross receipts of goods/services sold within the City whether or not they are located within the City; or
 - b. All contractors would pay the current 0.04 percent of the project valuation as part of the building permit fee to cover business license fees, and would not be required to also pay an additional business license.

Implementation and Revenue Implications

Approach 2a

- For implementation, the Community Development Department (CDD) would require proof of a business license number prior to issuing a building permit. If a contractor, whether located within the City or the County, could not provide a valid Fort Bragg business license number, they would be asked to get a business license prior to acceptance of the building permit application.
- This approach will likely net higher overall business license revenues from contractors with smaller gross sales overall: 0.1 percent of gross revenues will always be more than 0.04 percent of building valuation.
- This approach would be relatively simple to implement.
- This is an equitable mechanism as it is how every other business type pays to operate within the City.
- Some people will try to game this system by reporting lower gross receipts. Some homeowners and contractors may try to game the system by sending homeowners in to obtain the building permit. It is unclear if the City can require a homeowner to obtain a business license for working on their own house.

Approach 2b

- For implementation, CDD would charge 0.04 percent of each project valuation as part of the building permit fee. Contractors would not be required to obtain a business license for working within the City.
- This approach may result in lower revenues because building valuations (issued by

the Mendocino County Building Department) are well known for being below the actual cost of construction. Additionally, the lower rate of 0.04 percent would result in lower revenue. However, this approach would eliminate under-reporting of gross receipts or gaming the system.

- This approach would be easy to implement.

RECOMMENDATION:

For fairness, MJC recommends that the City do the following:

1. Only require business license fees as a part of the building permit process. This fee should be set at 0.04 percent of the building valuation and will account for the prorated share of business license fees for both prime contractors and subcontractors.

ATTACHMENTS:

None

NOTIFICATIONS:

Relevant “Notify Me” lists.



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Version: 1

Status: Business

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 3B.

Receive Oral Update on Central Business District Revitalization Report

Central Business District Revitalization Toolkit – May 2024 Update

Economic Development Tool	Committee	Staff	Status	Updates
Coordinate Ongoing Downtown Business Conversations	CDC	Cristal	On-going	Economic Development department in formation pending Council approval. Quarterly Merchant meetings would transition to the ED department in the new Fiscal Year.
Improve Town Hall Restrooms	PW&F	Alfredo	In Design	Project in design phase. Building plans anticipated this fall.
Increased Pedestrian Dedications	CDC	Not identified	In Process	Mobile Vending to be brought forward to City Council for discussion of centralized mobile vending location and possible code amendments.
Public Art	CDC	Kevin	On-going	Application for art installation in Caltrans ROW (Main St.) has been submitted. Art from FBUSD has been submitted to Braggadon and is being reviewed and converted to digital files. After selected art is finalized, new receptacles/doors will be ordered.
Improve Business Directory & Directional Signage	VFB	Cristal	HOLD	VFB Committee has not had capacity for this. Will consider alternative plan for upcoming Fiscal Year.
Parking in Central Business District	CDC	Sarah P.	In process	Study accepted by City Council and ILUDC amendments approved and Resolution adopted to submit an LCP amendment to the Coastal Commission with proposed code changes.
Reconsider Allowable Land Uses	CDC	Consultant/Staff	In Process	Allowable land uses - new or in process of modification: Outdoor Dining, Tiny Homes and Tiny Home Communities, Parking, Planned Unit Development, ADU's and Urban Lot Splits, Mobile Vending
Employ Code Enforcement Actions	CDC	Chief Cervenka	On-going	Successfully addressing quality-of-life and safety issues throughout the City. Complaint based and self-initiated. The majority of cases have been resolved through courtesy notification. A few cases require more extensive work, but those are the exception. Code Enforcement has adopted a robust education component as well.
Establish regular Walking Patrol to build positive public relations while deterring nuisances	PS	Chief Cervenka	On-going	Patrols occurring regularly.
Create Public Gathering Space	CDC	Not identified	In process	Improvements to two gathering spaces are in the works: Bainbridge Park and the area just South of Town Hall. Dedicated mobile vending area with picnic tables up for discussion.
Install Trees, Planters and Landscaping Downtown & Citywide	PW&F	Vice Mayor	In process	Update from Kat Costa, Climate Action Fellow for Conservation Works.
Walking Tours	VFB	Sarah M. Cristal	Complete	Mural Walking Tour available on VFB website and fortbraggalleywayart.org
Install Bollards to Block Vehicular Traffic for Special Events	PW&F	Chantell	Complete	
Temporary Waiver of Water/Sewer Capacity Fees	F&A	Tabatha Sarah	Complete	



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Text File

File Number: 24-776

Agenda Date: 5/28/2024

Version: 1

Status: Agenda Ready

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 3C.

Receive Oral Update on Tree Planting around the City