



Visit Fort Bragg Advisory Committee Application

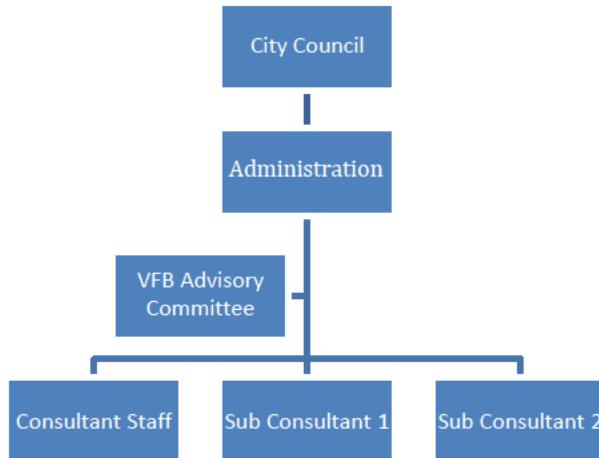
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

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 3:30 pm.

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 Monday, January 5th, 2026. To submit an application or for more information please contact Adelaide La Torre at alatorre@fortbraggca.gov or (707) 961-2823 x101.

Only completed applications will be reviewed by the City council members appointed to the Visit Fort Bragg Advisory Committee during their regular meeting on January 13, 2026. Applicants are encouraged to attend the meeting in person and be prepared to address any questions from the city council members. Supplemental materials supporting the application are strongly encouraged and may enhance the review process. In the event of a tie, the City Manager will cast the deciding vote.

APPLICATION

Name: Mark Zaifman

Company: Spiritus Financial Planning

Mailing Address: [REDACTED]

Email Address: [REDACTED]

Phone Number: [REDACTED]

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

I believe I can bring new and fresh ideas to attract more tourists to our beautiful town

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

I envision Fort Bragg over the next 3-5 years promoting our natural beauty on the coast and focusing on eco-tourism which will attract a demo that spends a lot of money of travel, food and entertainment.

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

I was Treasurer of the Board for Committee on the Shelterless (COTS) in Petaluma, the same role at Landpaths in Santa Rosa and currently serving as Treasurer for the What If Foundation

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

Strategic planning and budgeting are my strengths, not as much experience in destination marketing.

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

Setting goals after designing our new 3-5 year tourism plan and seeing Fort Bragg not only reach the targets we establish, but exceed the goals we set. I see us all respecting each board members point of view and working as a team to achieve tourism success for our beautiful town.