

RESOLUTION NO. 4887-2025

RESOLUTION OF THE FORT BRAGG CITY COUNCIL ESTABLISHING THE PROCESS FOR APPOINTMENT OF VFB COMMITTEE MEMBERS

WHEREAS, the City Council has a strong desire to promote Fort Bragg as a premier travel destination; and

WHEREAS, in November 2016, voters passed Measures AA and AB increasing the Transient Occupancy Tax (TOT) from 10% to 12% and allocating 50% of the increase in TOT taxes received for promotion increasing the promotional budget from approximately \$80,000 annually to approximately \$280,000 annually; and

WHEREAS, with the increase in the available funding for marketing and promotions, public participation in the use of these funds is necessary and important; and

WHEREAS, Resolution 4093-2018 adopted in 2018, established the Visit Fort Bragg (VFB) committee and directed the appointment of the committee members through application and selection by the Community Development Committee (CDC) members; and

WHEREAS, In 2018 the CDC adopted protocols for the selection of members and management of the VFB meetings; and

WHEREAS, the Visit Fort Bragg Committee is an advisory committee to the City Council and the City Manager whose main task is assistance in the preparation, presentation, and overall strategy of an annual Marketing Plan and Budget; and

WHEREAS, the Mayor appoints the Visit Fort Bragg Committee members distinct from the Community Development Committee, with two City Council members serving exclusively on the VFB Committee, separate from the CDC.

WHEREAS, new VFB committee members should be appointed through an application and selection process made by the City Council members on the Visit Fort Bragg Committee with recommendations made by the Visit Fort Bragg Committee members.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby formally establish the the Visit Fort Bragg Committee as a standalone advisory committee separate from the Community Development Committee members and the process for appointment of committee members is approved in the VFB protocols as follows:

The above and foregoing Resolution was introduced by Vice Mayor Rafanan, seconded by Councilmember Albin-Smith, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 13th day of January 2025, by the following vote:

AYES: Councilmembers Albin-Smith, Peters, Vice Mayor Rafanan, and Mayor Godeke.
NOES: None.
ABSENT: Councilmember Hockett.
ABSTAIN: None.
RECUSED: None.

JASON GODEKE
Mayor

ATTEST:

Amber Weaver
Acting City Clerk