



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, June 4, 2019

3:00 PM

Town Hall, 363 N. Main Street

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

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

ROLL CALL

Present: Jessica Morsell-Haye, Lindy Peters, Tabatha Miller, Brenda Jourdain, Aspen Logan, Nancy Bennett, Debra DeGraw, Jon Glidewell, Anne Semans, Katie Turner-Carr

Absent: Robert Pinoli and James Sant

James Sant attended the meeting at 3:07 PM.

1. APPROVAL OF MINUTES

1A. [19-295](#) Approve Minutes of April 16, 2019

These Minutes were approved by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

* None.

3. CONDUCT OF BUSINESS

Item 3B was moved before 3A.

3B. [19-291](#) Receive Report and Discuss Potential for First Friday Block Party in the Central Business District

City Manager Miller gave the report on this item, an overview of the City procedure for closing a street and having an event. She mentioned the safest street to block off in the central business district. A Limited Term Permit will be created and will go out to all the key entities for approval.

Public Comment was received from:

* Jenny Shadduk - spoke about moving bollards to expand event area, including community organizations focused on children activities and school band to play music.

* Jamie Peters-Connolly - spoke about alcohol served thought the block and open to families, acoustic music in many areas to make people move around the central business district and 10' x 10' tent space for businesses not located in the block party area.

Discussion:

* It was mentioned that having the block party on the First Friday may be a conflict. The first Friday in August will work as a soft opening of the event. Music will be included in the plan and placement of items on sidewalks will need a city blanket encroachment permit. A beer garden will require extensive permits and approvals. An ABC daily license was discussed and rules will be researched. The committee likes the whole block party be open to alcohol consumption. The committee also discussed to make a table available to Main Street businesses, bands and music at intersections and volunteers are how this event will happen

* Katie Turner-Carr commented in favor of this event in the shoulder season, mentioned to keep the ally's open, having the block party during a City Celebration in October and like to budget an event planner.

* Debra Degraw was concerned about how to control businesses serving alcohol. An ABC license, the need to stay in their buildings and liability was discussed.

* Anne Semans supports the idea of connecting the block party to First Friday. This encourages local participation.

* Lindy Peters mentioned the First Friday in July will fall the day before the Fire Works event, vehicular traffic control for blocking off street, giving the plan to the Fire Board prior to the event and likes the location.

Following Discussion:

It was unanimous that a block party is a good idea.

The Visit Fort Bragg Events Committee will take the task of event organization, hire an events planner and make a street plan for City approval for an August First Friday Event.

3A. [19-294](#) Receive Presentation from Project Manager - Aspen Logan

Project Manager Aspen Logan gave a PowerPoint presentation. She thanked the committee for all their work they do. The presentation included: Local creation sketches, woodcut and final logo; Marketing, 15 minute pre-roll video, banner ads, Roadtrippers digital magazine, Adara and Simpli.fi results; Social media, posts, Facebook year over year comparison, Facebook Ads overall results, reach and creative; Website, Q3 website analytics, previous website FortBragg.com; Public Relations, developing the Fort Bragg brand, New improved website, public relations for January - April update press kit, four press visits, articles; Collateral/Promotional materials, historic downtown walking map, banners in central business district, decorations in city and lamp posts, e-mail marketing.

Public Comment was received from:

* Travis Scott from Visit Mendocino County thanked the committee for all their work and said they will support committee efforts.

* Jeremy Logan from Color Mill stated the exceptional amount of work that went into the website and he feels it is very successful.

* Jenny Shadduk spoke about how the website looks great on a computer but not on a phone, who is overseeing the text and there are places where it is not factual and inconsistent.

Discussion:

* There was discussion about putting flags out in the town for 4th of July. It was suggested the Events Committee be in charge of this task. Nancy Bennett gave an update on what the committee is doing regarding flags.

* Anne Semans commented on Adara Results Online Banner Pre-roll placements report.

* Jessica Morsell-Haye commented on the business page, use of filters and photo for each business was discussed.

* Debra Degraw recommended to update downtown map on kiosk by Skunk Train.

3C. [19-290](#) Receive Report Regarding Visit Fort Bragg Promotions Planning Process for FY 2019-20

City Manager Miller gave the report regarding Visit Fort Bragg Promotions Planning Process for FY 2019-20 and explained there is fifty thousand dollars allotted for events. She will like to set up a framework and list of what the committee will be completing with this money and this year. Miller suggested forming two ad hoc committees.

Public Comment was received from:

* None.

Discussion:

* Two sub-committees will be created:

1. Planning Committee will include James Sant, Katie Tuner-Carr and Lindy Peters.
2. Evaluating Contract Committee will include Anne Semans, Nancy Bennett, Debra DeGraw and Jessica Morsell- Hay.

* Jon Glidewell will be on the a committee but will not be able to put his full time into it.

* These two committies will report back to the full VFB Committee.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 5:03 PM.