



**CITY OF FORT BRAGG**

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**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** June 26, 2018  
**TO:** Community Development Committee  
**FROM:** Scott Schneider, Administrative Services Director (Report given by Tabatha Miller, City Manager)  
**AGENDA ITEM TITLE:** Receive Visit Fort Bragg Committee Applications, Conduct Interviews and Select Newly Formed Visit Fort Bragg Committee Members

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**ISSUE:**

In order to effectively and efficiently utilize the funding available for marketing and promotions, it is paramount that the foundation for these efforts is well-considered and clearly understood. Staff seeks direction on the management structure of the marketing and promotions program moving forward.

At the direction of Council, a new Visit Fort Bragg Committee (VFBC) consisting of 5-7 members of Fort Bragg's tourism industry are to be chosen by this committee. The applications were made available to the public for a 23 day period (May 16 – June 8, 2018). Fifteen (15) applications were received and are attached to this staff report.

Additionally, VFBC members will serve staggered terms with ½ of the chosen members to serve an 18 month term (July 2018 – Dec 2019) and ½ of the chosen members to serve a 30 month term (July 2018 – Dec 2020). Thereafter, this committee will be asked to choose replacements for ½ of the committee whose terms have expired.

**SUMMARY:**

At their May 14, 2018 City Council meeting, the Council reviewed recommendations made by this committee on the marketing and promotions action plan management structure and passed a Resolution (#4093-2018) which included the following:

1. Establishing the VFBC as an advisory committee whose main task will be to assist in the preparation, presentation and overall strategy of an annual Marketing Plan and Budget.
2. The VFBC will be subject to the Ralph M. Brown Act and will meet jointly with this committee
3. Expenditures approved in the annual Action Plan/Marketing Plan will adopt the city-wide expenditure approves structure with expenditures less than \$5,000 approved by City Staff/Department Head; expenditures between \$5,000 to \$25,000 approved by the City Manager and expenditures over \$25,000 approved by City Council

4. Committee members will be appointed through an application and selection process by the Community Development Committee and will represent the Fort Bragg tourism industry with a focus on lodging, serving staggered, revolving terms

On May 16, 2018, an application to serve on the VFBC which was approved by the City Manager, was distributed to the Fort Bragg tourism community including past VFBC members. Outreach was conducted through the City's social media channels, a press release, local radio as well as individual outreach to those who have shown an interest in the Committee in the past. A deadline of June 8 was established.

A total of fifteen (15) applications were received. We request that prior to the June 26, 2018 meeting each CDC Committee member independently select seven (7) applicants to participate in an additional interview. Applicants will be notified prior to the June 26<sup>th</sup> meeting whether or not they have been selected for an interview and provided a copy of the interview questions. The interview questions are also attached (Attachment 1) to this report.

The new VFBC shall consist of 5-7 members plus the members of this Committee. 5-7 members shall be chosen based on the information in the application as well as today's interviews by the CDC Committee members. Members shall also be selected to serve either an 18 month term (July 2018 – Dec 2019) or a 30 month term (July 2018 – Dec 2020) to incorporate staggered, revolving terms beginning with the next open application period to be held at the end of 2019.

Staff recommends the open application period be at the end of each calendar beginning in 2019 to accommodate the work flow of the VFBC as well as the timing and execution of the Annual Marketing Plan and Budget. The timeline ensures VFBC members can take part in the entirety of the preparation, approval and evaluation of each Annual Marketing Plan with minimal turnover.

#### **RECOMMENDATION:**

Review and interview applicants for the Visit Fort Bragg Committee appointing 5 – 7 members to serve staggering terms (approximately ½ for 18 months and ½ for 30 months)

#### **ATTACHMENTS:**

1. Suggested Interview Questions of Applicants
2. Visit Fort Bragg Committee Application (blank)
3. Alexander, Caitlin Application
4. Bennett, Nancy Application
5. Carr, Katie Application
6. De Grassi, Alison Application
7. DeGraw, Debra Application
8. Glidewell, Jon Application
9. Hurst, Jason Application
10. Hawthorne, Cate Application
11. Pinoli, Robert Application
12. Sant, James Application
13. Sant, James Resume
14. Scott, John Application
15. Semans, Anne Application
16. Tallman, Blake Application
17. Williams, Kevin Application
18. Wilson, Lia Application