

APPLICATION

Name: Nicole Caito-Urbani AKA "Nicki"

Company: La Tre Clothing

Mailing Address:



Email Address:

Phone Number:

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

I love our community and I want to see it thrive.

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

I would love to see more events/festivals available to tourists. I see our tourism growing because of our unique area.

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

I've helped w/ pre/school (childrens garden) fundraisers and Redwood school. I've worked w/ the events crew visit FB for the last few months. I planned employee events for Fountain Grove Inn.

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

I've owned & operated La Tre Clothing for the last 15 yrs. At one time we had three locations. Foot Bragg, Ukiah & Healdsburg. We currently have two locations & are expanding to an online store.

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

A thriving community is a place where people love to visit and repeatedly come back to visit. I want to see all the commercial spaces filled and the streets full of happy people. Tourism is the future to our economy and we need to get people here who can spend money along with participating in all the free wonderful

attractions our lovely coast has to offer.

# FORT BRAGG

NORTH COAST CALIFORNIA



## VISIT FORT BRAGG COMMITTEE

### MEMBER CONFLICT OF INTEREST DISCLOSURE FORM

Visit Fort Bragg Committee members are required to comply with the requirements of the City's Conflict of Interest Code adopted pursuant to California Government Code § 87300 et seq., the Political Reform Act (California Government Code § 81000 et seq.), the regulations promulgated by the Fair Political Practices Commission (Title 2, § 18110 et seq. of the California Code of Regulations), California Government Code § 1090 et seq., and any other ethics laws applicable to the performance of services performed on behalf of Visit Fort Bragg.

A Visit Fort Bragg Committee member may not perform services for any other person or entity that, pursuant to any applicable law or regulation, would result in a conflict of interest or would otherwise be prohibited with respect to the Visit Fort Bragg Committee member's obligations pursuant to his or her role as a Visit Fort Bragg Committee member. The Visit Fort Bragg Committee member agrees to cooperate fully with City and to provide any necessary and appropriate information requested by City or any authorized representative concerning potential conflicts of interest or prohibitions concerning Consultant's obligations assignments or tasks undertaken by the VFB Member pursuant to this Agreement.

**Please disclose below all memberships, affiliations, financial relationships and roles that may influence or may be influenced by City of Fort Bragg tourism efforts. Disclosures are for informational purposes and are not intended to disqualify a member from participation in Visit Fort Bragg promotional efforts. However, relationships should be disclosed by the member before participating in a related-party discussion.**

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*Nicole Caito Urbani*      1-2-2020      Nicole Caito Urbani  
Signature                                      Date                                      Print name

**Please return this form to:**  
Scott Perkins, Senior Planner  
City of Fort Bragg  
416 N Franklin Street, Fort Bragg, CA 95437