

APPLICATION

Name: Debra De Graw

Company: North Coast Brewing Co.

Mailing Address:

Email Address:

Phone Number:

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

I would like to continue the good work that the committee has done so far, and continue lending my institutional knowledge where it can help.

I care about the local economy, community and the role that tourism has in bringing outside dollars into the City of Fort Bragg.

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

Building upon the efforts so far, I see us continuing to make the off season a time for visitors to escape and unplug from their busy lives. By creating an atmosphere in town that speaks for itself, the visitors will spread the word for us.

I see a town that cares about the authentic experience but also in helping to make the town look festive and beautiful. A place that visitors want to return to, and a place for locals to thrive.

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

Visit Fort Bragg Committee Member, term ended December 31, 2019; Mendocino County Tourism Commission, one-year appointment- Vice-Chair 2015-2016; CEO, Mendocino Coast Chamber/County Film Commissioner 2002-2015 (FBPC Contract Admin for the City overseeing Visit Fort Bragg/Fort Bragg Promotion Committee); Film Liaisons In California Statewide, Board of Directors-Membership Chair, 2013-2015; Arts Council of Mendocino County -BOD 2004

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

Before my current position managing the retail shops for NCBC, I was the CEO for the Mendocino Coast Chamber of Commerce and Visitor Center. I was a part of our strategic planning each year, careful spending of our budget, and promoting our area to the outside world. We also engaged with 10,000 visitors a year - 2002-2015. Top questions were about Glass Beach, Whale Watching, Skunk Train, and seeing Redwoods.

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

I believe that we have made some great progress so far, a walking map for downtown, a coordinated look with the artwork on the map and the new banners, repairs to the street posts for festive lights. These little things are just as important as the marketing and promotional campaign that our new agency is working on. I think that growth in TOT will come out of those efforts and help to make the town thrive. That is success to me.

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.

I am currently the Volunteer Treasurer on the Re-elected Dan Gjerde for 4th District Supervisor.

The Brewery has partnerships with the Beachcomber, we have guests stay there, and we support fundraising efforts of many local non-profits.



Signature

1-2-2020

Date

DEBRA DEGRAN

Print name

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