



City of Fort Bragg

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Meeting Minutes Community Development Committee

Tuesday, May 17, 2016

3:00 PM

Town Hall, 363 N Main Street

Special Meeting

MEETING CALLED TO ORDER

Committee Member Deitz called the meeting to order at 3:05 PM.

ROLL CALL

Present: 2 - Scott Deitz and Michael Cimolino

1. APPROVAL OF MINUTES

- 1A. [16-089](#) Approve Minutes of January 26, 2016

A motion was made by Committee Member Cimolino, seconded by Committee Member Deitz, that the Committee Minutes be approved for Council review.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

- 3A. [16-187](#) Receive Report and Provide Direction to Staff and/or Recommendations to Council Regarding Administration of Promotion Activities and Fort Bragg Promotion Committee's 2016-17 Annual Marketing Plan & Budget

Community Development Special Projects Manager Owen presented the 2016-17 Annual Marketing Plan & Budget. Owen described the historical context of the Fort Bragg Promotion Committee and the potential impact of the Transient Occupancy Tax (TOT) ballot measure proposed this fall. Owen explained the two potential options for the 2016-17 budget plan as; 1. Approve entire year's budget or 2. Approve partial year budget and revisit with Committee after the election. Owen explained that if option two is selected it will be necessary to make adjustments to the contract and associated costs. Owen hi-lighted the primary changes outlined in this year's plan.

City Manager Ruffing recommended contracting the full year to alleviate the need for extensive contract adjustments in the fall. Ruffing pointed out the TOT is only a hypothetical source of funds until the ballot measure passes and will require time to implement a Marketing and Promotion Campaign. Ruffing expressed her gratitude to the Chamber. Ruffing described the City's goal for comprehensive marketing program which will be housed in the Community Development Department. Ruffing explained how the

Promotion Committee's role could transition to an advisory committee with the potential to advise regrading contract Marketing tasks for the City.

Promotion Committee Member DeGraw expressed her concerns with statements of failed contract completion; complications of sole proprietors in meeting City insurance requirements costs, and recommended a name change from the Fort Bragg Promotion Committee to Visit Fort Bragg.

Ruffing introduced the concept of hiring a firm to perform a marketing study about Fort Bragg's "tourist" population. Administrative Director Schneider clarified the goals of the study would be to determine; 1. Who is visiting; 2. How much they're spending; 3. Where they're getting information; 4. How they're planning travel; and 5. The main reasons people don't end up coming here. Schneider estimated the cost of the study to be between \$10,000-\$20,000.

Chamber CEO Davis reminded staff that the Promotion Committee possess much of the tools and data that could fulfill the needs of the proposed marketing study and with assistance from resources such as the Center for Economic Development at Chico State, could provide it to the City at a much lower cost. Davis also advocated for Promotion Committee staff; stating they are capable of performing on-going promotion work and website development.

Council Member Cimolino expressed several concerns with the future transition away from the Fort Bragg Promotion Committee; 1. The Chamber is a great resource because they're open 7 days a week; 2. Staff at City Hall is overworked and understaffed; moving promotion in house only works with increased staff; 3. Expressed hesitancy about hiring a consulting firm for the marketing study; 4. Requested the City make a commitment with the Chamber during the transition; and 5. Advocated continued work with the Chamber as a Source of knowledge. Cimolino recommended rebranding the City as the "Found Coast".

The Promotion Committee Members Reviewed the list of fiscal year line items. The following was discussed:

- Increased funds to advertise in the Sacramento Valley
- The goal of the blog is to help local people know what's happening, completed in-house
- Social Media (Facebook and Instagram) help to capture the young audience
- Visual /Commercial production may be used in various marketing formats (YouTube videos, Inland Peg stations, Hotel room-TV auto channels, and Movie theatres)
- Website Administration-minimal monitoring required, completed in-house
- Creative promotion activities like "Shop small selfies" and passport programs
- On-going "Claim your Business" outreach to Merchants

Committee Members Deitz and Cimolino recommended accepting the contract with Fort Bragg Promotion Committee for the whole year, recommended support of the FY 2016-17 Marketing Plan & Budget, and agreed to move forward with the Name change to Visit Fort Bragg.

4 MATTERS FROM COMMITTEE / STAFF

Committee Member Cimolino spoke about the Willits Bypass and Cal Trans signage plan. Cimolino recommended the City inquire about signage to Fort Bragg and the potential for promotion of Visit Fort Bragg on Highway 20 and Highway 101.

Committee Member Cimolino requested information about the Municipal Code regulations for tobacco and alcohol signage in business windows.

ADJOURNMENT

Committee Member Deitz adjourned the meeting at 4:45 PM.