City of Fort Bragg

Meeting Minutes

Community Development Committee

Tuesday, November 28, 2017　　　　　**3:00 PM**　　　　　**Town Hall, 363 N. Main Street**

MEETING CALLED TO ORDER

Committee Member Norvell opened the meeting at 3:01 PM

ROLL CALL

Present: 2 -　Dave Turner and Bernie Norvell

1. APPROVAL OF MINUTES

1A. [17-608](#)　　　　Approve Minutes of October 24, 2017

A motion was made by Committee Member Turner and seconded by Committee Menver Norvell that these Committee Minutes be approved for council review.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [17-600](#)　　　　Receive Report and Provide Recommendation Regarding Brand Concept Delivery

Community Development Director Jones introduced Amanda Moreland and Heather Prandini representatives of Double Martini, Inc. DBA Revel Brand Design (Revel) who is contracted by the City to develop a brand for Visit Fort Bragg. Revel pitched three campaign concepts:

- Find Your Unwind
- Home Base For H_____
- Head For The Horizon

And offered the following potential tag lines:

- A coast of characters.
- Home base for the Mendocino Coast.
- A salty sea full of natural character.
- Just far enough.
- Cool air. Warm welcome.
- Keeping it real since 1857.
- Find your unwind.

Community Development Committee Members, Visit Fort Bragg Committee Members, staff and community engaged in dialogue with Revel and offered feedback. No specific direction was given,

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but instead the input Revel received will help them hone an ideal tag line and campaign concept.

4. MATTERS FROM COMMITTEE / STAFF

Staff announced the regularly scheduled Community Development Committee meeting of December 26, 2017 will be CANCELLED due to the holidays and rescheduled for Tuesday, January 9, 2018.

ADJOURNMENT

Committee Member Norvell adjourned the meeting at 4:21 PM.

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Marie Jones, Community Development Director

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Sarah Million McCormick, Planning Technician

IMAGED (_____)