

RESOLUTION NO. 4093-2018

RESOLUTION OF THE FORT BRAGG CITY COUNCIL AUTHORIZING THE FORMATION OF THE VISIT FORT BRAGG COMMITTEE

WHEREAS, the City Council has a strong desire to promote Fort Bragg as a premier travel destination; and

WHEREAS, in November 2016, voters passed Measures AA and AB increasing the Transient Occupancy Tax (TOT) from 10% to 12% and allocating 50% of the increase in TOT taxes received for promotion increasing the promotional budget from approximately \$80,000 annually to approximately \$280,000 annually; and

WHEREAS, with the increase in the available funding for marketing and promotions, public participation in the use of these funds is necessary and important; and

WHEREAS, it is recommended by the Community Development Committee to appoint a Visit Fort Bragg Committee that will meet jointly with the Community Development Committee, subject to the Ralph M. Brown Act; and

WHEREAS, the Visit Fort Bragg Committee will be an advisory committee whose main task will be to assist in the preparation, presentation and overall strategy of an annual Marketing Plan and Budget; and

WHEREAS, marketing and promotion expenditures will adopt the city-wide expenditure approval 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; and

WHEREAS, 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.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby authorize the formation of the Visit Fort Bragg Committee, meeting jointly with the Community Development Committee, to act as an advisory committee with a focus on the overall marketing and fiscal strategy of the City's marketing and promotions effort.

The above and foregoing Resolution was introduced by Councilmember Turner, seconded by Councilmember Cimolino, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 14th day of May, 2018, by the following vote:

AYES: Councilmembers Cimolino, Lee, Norvell and Turner.
NOES: None.
ABSENT: Mayor Peters.
ABSTAIN: None.

RECUSED: None.



WILL LEE
Vice Mayor

ATTEST:



June Lemos, CMC
City Clerk