



# CITY COUNCIL STAFF REPORT

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**TO:** City Council **DATE:** January 13, 2025

**DEPARTMENT:** Administration Department

**PREPARED BY:** Isaac Whippy, City Manager

**PRESENTER:** Cristal Munoz, Administrative Analyst  
Isaac Whippy, City Manager

**AGENDA TITLE:** Receive Report, Provide Direction on the Visit Fort Bragg Committee Appointments, Adopt New Resolution and Protocols to Formalize Changes

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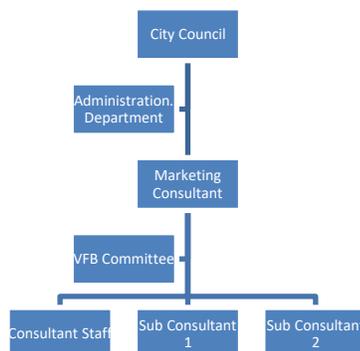
## RECOMMENDATION

Staff recommends amending the original resolution and protocols to align with the direction provided by the City Council

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## BACKGROUND

The purpose of the Visit Fort Bragg (VFB) Committee is to promote Fort Bragg as a travel and retail destination for the expressed purpose of increasing spending within the city, generating additional tax revenues from increased travel and retail spending, and sustaining and expanding tourism and retail income and employment within Fort Bragg. The Visit Fort Bragg Committee serves as an advisory body to the City Manager and City Council, providing recommendations on events that enhance tourism and community engagement. The committee evaluates proposals to ensure alignment with the city's goals and priorities. The Visit Fort Bragg Committee consists of five to seven community members, along with two City Council members founded on January 17, 2018, and adopting the Committee protocols (attached).



AGENDA ITEM NO. XX

## **DISCUSSION AND ANALYSIS**

Since the adoption of the VFB Committee protocols by the Community Development Committee (CDC) on January 17, 2018, changes to the Committee's structure have resulted in a total membership of nine, consisting of seven community members and two councilmembers.

As the new Mayor Godeke prepares to make committee appointments for the upcoming term, procedural inconsistencies related to the appointment and functioning of the VFB Committee have been identified. Specifically:

- *Committee Appointment Authority:* The original City Council resolution establishing the VFB Committee delegates the authority to appoint members to the CDC. This process is intended to be conducted through an application and selection process to ensure representation from the Fort Bragg tourism industry, with a focus on lodging.
- *Deviation from Protocols:* Since the initial appointments, current practices have not adhered to the process outlined in the original resolution. Committee appointments have been made by the entire committee and are not the same as CDC appointments.

This situation provides an opportunity to reestablish a clear and consistent appointment process. Reappointing future members in accordance with the original resolution—or through a revised resolution if necessary—would ensure that the VFB Committee is properly aligned with the Council's vision and priorities moving forward.

To address these concerns, the Council may consider two solutions:

### **1. Amend the resolution and Protocols to align with current practise**

- Direct staff to amend the resolution and protocols to delegate the application and selection for appointing new VFB Committee members to the entire VFB committee subject to Brown Act voting procedures.
- Recognize the VFB Committee as a standalone committee, separate from the Community Development Committee with two City Council members serving exclusively on the VFB Committee, rather than being tied to CDC members.

### **2. Adhere to the Original Resolution**

- Direct the CDC to carry out the application and selection process for appointing VFB Committee members.
- Ensure that the two City Council representatives to the VFB Committee are the same appointed members of the Community Development Committee

**3. Amend the Original Resolution and Update the Appointment Process and Protocols**

- Recognize the VFB Committee as a standalone advisory committee, separate from the Community Development Committee with two City Council members serving exclusively on the VFB Committee, rather than being tied to CDC members.
- Clarify the appointment process of new VFB committee members two year terms to be appointed by the City Council members on the VFB committee, allowing the Council to refresh the VFB Committee's composition as needed.

Staff seeks Council direction to resolve procedural inconsistencies related to the Visit Fort Bragg Committee and ensure compliance with applicable resolutions.

**FISCAL IMPACT/FUNDING SOURCE**

No fiscal impact is anticipated.

**STRATEGIC PLAN/COUNCIL PRIORITIES/GENERAL PLAN CONSISTENCY**

Goal: 7 Communicate with Active Community Engagement

Promote the image of Fort Bragg: Build on the City Brand that celebrates and promotes Fort Bragg's unique identity and offerings.

**ATTACHMENTS**

1. VFB Protocols
2. Resolution creating VFB

**NOTIFICATION:**

VFB Committee