



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, April 16, 2019

3:00 PM

Town Hall, 363 N. Main Street

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:02 PM.

ROLL CALL

Present: Jessica Morsell-Haye, Tess Albin-Smith, Tabatha Miller, Brenda Jourdain, Aspen Logan, Nancy Bennett, Debra DeGraw, Jon Glidewell, James Sant, Anne Semans, Robert Pinoli

Absent: KatieTurner-Carr

1. APPROVAL OF MINUTES

1A. [19-187](#) Approve Minutes of February 26, 2019

A motion was made by Committee Member Nancy Bennett seconded by Committee Member Glidewell, to approve the February 26, 2019 Committee Minutes. The motion carried by a unanimous vote. Abstained: Robert Pinoli

1B. [19-203](#) Approve Minutes of April 9, 2019 Special Meeting

A motion was made by Committee Member Nancy Bennett seconded by Committee Member Glidewell, to approve the April 9, 2019 Committee Minutes as amended. Absent: Nancy Bennett, KatieTurner-Carr, Robert Pinoli
The motion carried by a unanimous vote. Abstained: Robert Pinoli

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was received from:

* Alison de Grassi spoke about Visit Mendocino marketing and website. Urges committee to use Visit Fort Bragg hired consultants to grow the website step by step.

*Shay Wachtel commented that the Visit Fort Bragg website has many problem issues and significant items not on website. He believes the website is a failure and has a poor eyesight user problem.

* Anne Maureen McKeating (Larry Spring Museum) commented that the Visit Fort Bragg website has problems with different computers. She can put together some beta testing. She wants to know what is in the second phase of the website.

3. CONDUCT OF BUSINESS

- 3A. [19-110](#)** Discussion and Direction from Committee on how to Spend Visit Mendocino County Grant Funds in the Amount of \$7,480.00 before June 30, 2019

Project Manager Aspen Logan presented the report, read a letter from Mendocino County USA and received committee comments on how to spend Visit Mendocino County Grant Funds.

Public Comment was received from:

- * Alison de Grassi spoke about money to replace funding for events. She mentioned Visit Willits is working on a Mushroom Festival to bring visitors back to the town and they are carrying over last year's funds. Visitor events are what the money is for. Not items. Use money for events that can be enhanced that already exist. Visit California has a "Restaurant Month" and they will promote that event.
- * Shay Wachtel talked about money is not to be used for anything political. Is cannabis going to be worked into promotion? Do we have the infrastructure to hold all these new visitors?
- * Anne Maureen McKeating (Larry Spring Museum) commented that the use of influencers has had backlash in the past. She is not seeing arts on website. She inquired about how to show arts in the website. How about an artist studio tour or a quirky tour. She also spoke about a circus.
- * Jacob Patterson mentioned that film night is a local way to interact with visitors and he likes the circus idea.

Discussion:

- * Aspen Logan stated there are two ways to use the money. First idea is to do 360 views about the Fort Bragg area. Second idea is influencers marketing. Bring in 4 to 6 journalist generating 4 -6 articles regarding Fort Bragg. Possible Movie Nights in August, September and October.
- * Debra Degraw is concerned about the conflict with movie night with our local cinema. She wants to use the money for bags and hand them out to tourists.
- * Anne Semans suggested another possible Coastal Trail event.
- * John Glidewell spoke about the Crab Season and Feast Spring events in the shoulder season.
- * Tess Albin-Smith suggested gazebos for weddings and the City Clerk to perform these weddings. She will like to see more events and activities in the off-season.
- * James Sant spoke about "Taste of Food" events in city parks or halls, Art walks, Studio Tours where each shop promotes an artist. Agrees that money should be used for events.
- * Jessica Morsell-Haye commented about films. She thinks it makes sense to allocate the money for events.

Tess Albin-Smith left the meeting at 3:39 PM

Committee unanimously agreed to use the money for events and roll it over to the next fiscal year budget.

- 3B. [19-111](#)** Receive Oral Update from Project Manager - Aspen Logan

Project Manager Aspen Logan commented that this agenda item is being discussed

throughout this agenda.

3D. [19-199](#) Receive Oral Report on Special Events Committee from Project Manager and Committee Member Nancy Bennett

Project Manager Aspen Logan and Committee Member Nancy Bennett gave an oral report regarding the Special Events Committee. Logan introduced Nancy Bennet who spoke about the details of the new downtown map. Logan introduced Debra DeGraw who spoke about special events and event decorations.

Public Comment was received from:

* None.

Discussion:

* The events committee received a quote from Cubic for the design of a downtown map. They will produce 50,000 maps and it will be distributed around town in late May or June.

* Jon Glidewell is happy they included mural walk.

* Debra DeGraw spoke about the light pole Christmas lights, holiday decorations and light pole banners. Fort Bragg Electric can fix the electricity on poles possibly in May. Money needs to be used on banner hanger repair.

3C. [19-198](#) Receive Oral Report on Marketing and Public Relations Status from Project Manager and Marketing Committee Members Jon Glidewell, James Sant and Anne Semans

Project Manager Aspen Logan spoke about 360ViewPR progress, influencers, social media comments and engagements, focusing on local and business events once a week, level of promotions Visit Fort Bragg Committee can offer local event holders, marketing questions that were brought up last meeting and the use of Pinterest. Logan introduced Anne Semans who spoke about her experience in marketing and campaigns, listed the goals from the marketing committee for the website and spoke about the Road Trippers article that highlighted the Coastal Trail.

Public Comment was received from:

* Shay Wachtel spoke about his concern about using tax money on a large outside company, an idea about a hub for tourists to group together, is the city going to work with cannabis in their marketing plan and Cannabis event.

* Anne Maureen McKeating (Larry Spring Museum) spoke about loose standards on Instagram hashtags and Echo Park symphony.

Discussion:

* It was asked if Cubic (out of Oklahoma) responds to public questions in a timely manner. Aspen Logan responds to local questions.

* It was acknowledged the website was launched to early.

* Eleven itinerary listings will be added to the website.

* James Sant commented that the committee was not always in agreement with Cubic. They are working with Cubic to make the pages more locally enhanced with input received from our local public.

* Jon Glidewell will like Shay Wachtel's notes regarding the website.

* Robert Pinoli thanked the smaller committee that helped the marketing committee. He is

refreshed to see the committee spending money on this town.

* Incorporating the cannabis businesses in the marketing plan and website was talked about. Jessica Morsell-Hay suggested to bring this discussion to the City Council. All ayes except Robert Pinoli and Debra DeGraw.

* Aspen Logan is pursuing hashtags and standards of quality (locals submitting photos for use).

3E. [19-112](#) Report of Visit Fort Bragg Promotions Expenses for FY 2018-19 and Summary of the Fort Bragg Transient Occupancy Tax (TOT) Revenues

City Manager Miller presented report regarding Visit Fort Bragg Promotions expenses for FY 2018-19 and summary of the Fort Bragg Transient Occupancy Tax Revenues. She indicated there was four reports and an update will be provided in the future. She explained in depth each attachment to the report. These reports will be done in a quarterly pattern. There was a committee comment about comparing with other municipalities to see how we rank on growth with other cities.

Public Comment was received from:

* None.

4. MATTERS FROM COMMITTEE / STAFF

Debra DeGraw spoke about the kiosk by skunk train, the committee will like to take on updating it.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:58 PM.