

FORT BRAGG

NORTH COAST CALIFORNIA



Visit Fort Bragg Advisory Committee Application

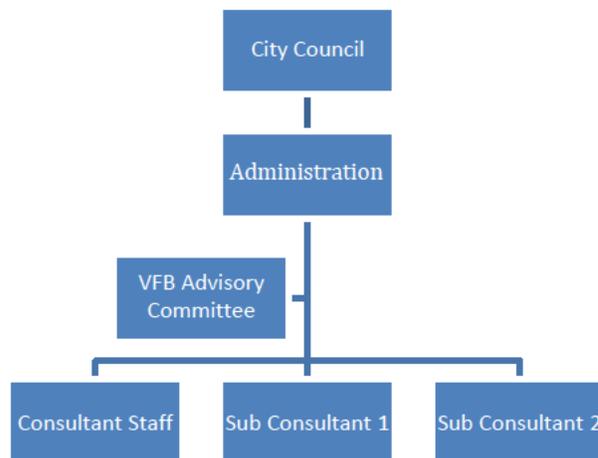
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

The City of Fort Bragg is currently seeking committed, inspired big-picture thinkers to help bring the mission to life. Applicants should represent some aspect of Fort Bragg's Tourism Economy with a focus on the lodging industry.

Board Commitment: Currently meetings will be held monthly. Meetings are regularly scheduled for the second Tuesday of every month at 3:30 pm.

This Committee is subject to the Ralph M. Brown Act. Members are expected to fully comply with all applicable laws and regulations related to the Brown Act. (assistance with adherence to the Brown Act will be provided by City staff). As the Committee is subject to the "Brown Act", information on this application is subject to the CA Public Records Act and related regulations.

The Committee is comprised of 5-7 community members serving staggering terms of 2 years.



Applications are due Monday, January 5th, 2026. To submit an application or for more information please contact Adelaide La Torre at alatorre@fortbraggca.gov or (707) 961-2823 x101.

Only completed applications will be reviewed by the City council members appointed to the Visit Fort Bragg Advisory Committee during their regular meeting on January 13, 2026. Applicants are encouraged to attend the meeting in person and be prepared to address any questions from the city council members. Supplemental materials supporting the application are strongly encouraged and may enhance the review process. In the event of a tie, the City Manager will cast the deciding vote.

APPLICATION

Name: Scott Schneider

Company: Noyo Harbor Inn

Mailing Address: [REDACTED]

Email Address:

manager@noyoharborinn.com

Phone Number:

[REDACTED]

1. Why would you like to be on the Visit Fort Bragg Committee?

To see maximum ROI with the efforts and dollars promoting Fort Bragg as a premier California destination. As both a manager of a local inn and restaurant as well as the past

2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.

We are in uncertain times and I believe Fort Bragg has tremendous potential increasing the benefits our tourism economy can offer the community. From economic development to

3. What are some of your prior board/committee experiences?

5 years on the Mendocino County Lodging Association and Mendocino County Promotional Alliance. President/CEO of Visit Mendocino County for 10 years. Chair of the North Coast Tourism Council for 6 years. Chair of the Visit California Rural Tourism Committee for 2

4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

I was an integral part of the team in creating and developing Mendocino County's first countywide destination marketing organization from 2003 through 2015. In doing so, I helped to develop and implement annual budgets, annual marketing plans, and multi-year strategic

5. What does success for this Committee look like to you?

Increased participation from the community. Visit Fort Bragg has done a great job to date in promoting its attributes and creating great visitor experiences through special events and enhancing the overall guest experience. I would like to see more participation from the hospitality sector to enhance the committee's programs and initiatives. Partnerships with other businesses, organizations and destinations can help Visit Fort Bragg reach more potential visitors ultimately increasing the benefits the tourism economy brings to the community. The more buy in we have from not only hospitality businesses, but the entire community, the more successful the committee will be in accomplishing its goals.

I would also like to see the committee, if possible, develop a 2026 - 2028+ strategic plan to support the city's goals throughout the 2024 - 2028+ strategic plan as it relates to the tourism economy and efforts. This plan will help the committee stay focused on the goals and initiatives presented in the plan and, more importantly, enable more of the community to participate in its efforts and initiatives.