



City of Fort Bragg

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Meeting Minutes Community Development Committee

Tuesday, May 30, 2017

3:00 PM

Town Hall, 363 N. Main Street

Special Meeting

MEETING CALLED TO ORDER

Committee Member Norvell called the meeting to order at 3:00 PM

ROLL CALL

Present: 2 - Dave Turner and Bernie Norvell

1. APPROVAL OF MINUTES

- A. [17-289](#) Approve Minutes of April 25, 2017

A motion was made by Committee Member Turner, seconded by Committee Member Norvell, that the Committee Minutes be approved for Council review.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

- A. [17-280](#) Receive Report and Provide Recommendation to City Council Regarding the 2017 Marketing & Promotions Action Plan

Community Development Director Jones summarized process of how the TOT Marketing Plan / Fort Bragg Promotions and Marketing Plan was developed by Staff using recent professional consultant report, input from Visit Mendocino County, Visit Ukiah, Visit Fort Bragg and Downtown Watch Committees, local lodging sector, Botanical Gardens, Skunk Train, and Color Mill. The plan is currently in it's eighth revision.

Turner suggested using a range of numbers or a percentage, rather than a static number to identify how funds will be allocated. Director Jones agreed numbers need to be flexible, as some efforts will require more attention than others depending on timeline and process. Fort Bragg Promotions and Marketing Plan will be amended to reflect this change and move forward to Council for approval.

Norvell inquired about aspect of making Glass Beach more sustainable. Director Jones responded by citing efforts in the past to address preserving Glass Beach as a local tourist attraction. Previous Staff Report written on this topic will be forwarded to Committee Members for more detail.

Committee Members recommended Fort Bragg Marketing and Action Plan move

forward to Council as ammended.

- B.** [17-281](#) Receive Report and Provide Recommendation to City Council Regarding Scope of Services for Branding Consultant.

The Fort Bragg Promotions and Marketing Plan Strategy involves several components and tasks. In consideration that "Branding" has been identified as the first order of business, Staff has prepared a Branding Request for Proposals (RFP) for CDC to review and provide recommendation to Council. The approach to address the scope of services is very detailed in order to hold consultants accountable.

Committee Members and the Public did not have any comments or suggestions to add. This Branding RFP will move forward to Council in June as a Consent Calendar Item.

Committee Members concur the Branding RFP move forward to Council for approval.

- C.** [17-287](#) Receive Report and Provide Recommendation to City Council Regarding Administration of Visit Fort Bragg and 2017/18 Fort Bragg Marketing & Promotions Action Plan

Director Jones summarized the pros and cons of different management structures using five scenarios that incorporated Community, Council, Staff, Committees and Consultants in various degrees.

Turner expressed desire to release a general (rather than targeted) RFP and see who responds. Proposals can then be reviewed, the best candidates identified and a discussion of how to implement management can occur. Staff was directed to prepare a broad reaching RFP to manage marketing efforts, bringing RFP to CDC prior to Council.

Comments from the Public:

Sharon Davis from the Chamber of Commerce and Visit Fort Bragg expressed "branding" as important first step. That said, social media is currently underway and Davis hopes to continue these efforts and has prepared a proposal for this scope of work.

Chris Zaida agrees that putting out a general RFP is the next step, so we can begin to understand how the funds will be utilized.

Committee Members requested a broad reaching RFP to manage marketing efforts.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Committee Member Norvell adjourned the meeting at 3:35 PM.