



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Minutes Community Development Committee

Tuesday, April 25, 2017

3:00 PM

Town Hall, 363 N. Main Street

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

1A. [17-232](#) Approve Minutes of March 28, 2017

A motion was made by Councilmember Turner, seconded by Councilmember Norvell, that these Committee Minutes be approved for council review. The motion carried by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Anne Rennacker - Concerned about commercial zoning of Patton's Hare Creek property and wants this area protected. In addition, Rennacker believes the City should protect the small town flavor and unique shops in Fort Bragg by keeping out formula and big box stores.

Anne Marie Weibel - Asked Community development Committee to bring the issue of franchise businesses to City Council. Weibel talked of a recent adoption of Mendocino County Ordinance Amendment OA_2016 0001 (Formula Business) to establish a community character combining district within the county zoning code.

3. CONDUCT OF BUSINESS

3A. [17-231](#) Receive Report and Provide Recommendation to City Council Regarding the 2017 Marketing & Promotions Action Plan

Director Jones presented staff report, including background of promotion activities in City of Fort Bragg over past decade and introduced a newly developed Promotions and Marketing Action Plan put together by Staff with input from Lodging Owners/Managers, Visit Mendocino, Chamber of Commerce and Downtown Watch. Director Jones recommended Community Development Committee (CDC) bring proposed draft plan/budget forward to City Council with a recommendation from the CDC regarding the draft strategy, budget and an allocation of Transient Occupancy Tax (TOT) funding to Community Development Department (CDD) for Promotions Plan oversight and administration. Director Jones explained that most aspects of the proposed Promotions and

Marketing Action Plan would be contracted out using the following protocol: 1) after review by CDC, scope of work is presented as Conduct of Business Item to City Council; 2) with City Council's approval, a Request For Proposals (RFP) is released; 3) bids are received and reviewed by Promotional Committee (in this case, Staff and Visit Fort Bragg); 4) and the recommended bid is brought back to City Council for final approval on the Consent calendar. Director Jones emphasized the importance of effective administration and management when contracting out scopes of work in order to receive quality work in a timely manner that achieves the intended results.

As the CDD has been identified as the City department that will oversee the City's promotional activities and TOT funds, the CDD is requesting 12% of TOT Budget (\$33,000) for administrative and other tasks that would need to be performed by CDD staff. The additional funding would provide additional staffing hours in CDD so that some grant tasks currently performed by Special Projects Manager Owen could be transferred to the Grant Assistant and free up a portion of the Owen's time to work at managing promotional activities. At this time, much of Owen's work is billed to Grant Funding and if she is to supervise Promotion activities, as well as other Economic Development activities, some of her tasks need to be shifted to the Grant Assistant. The professional consultant hired to create Marketing Strategy suggested a 35% budget be dedicated for the administrative portion of promotional activities. The 12% Staff is requesting is conservative in comparison.

Owen continued the discussion about the importance of effective management, the usefulness of creating a budget and dangers of moving forward without one. Owen further remarked current budget numbers can be considered preliminary, to be revisited and revised on a regular quarterly basis.

During discussion, both Committee Members Turner and Norvell expressed that they do not endorse using TOT funds toward Staff time. At the time the TOT Tax Increase went to the ballot, Council declared that the TOT funds would not be used 'in-house' and would be utilized to hire professionals.

Committee Member Norvell asked clarifying questions to Staff about the historical timeline of Promotional Activities between the City and Chamber of Commerce. Norvell stated his preference to have promotional activities primarily sourced to local individuals and companies. Norvell supported the management of promotional activities and TOT funds to be conducted by City Staff, but the use of TOT money to pay for said management was an issue and suggested a different funding source should be identified to accomplish the same end.

Committee Member Turner stated his preference to hire marketing professionals to oversee promotional activities, the importance of entertaining bids and outsourcing, and a desire to have more options regarding Administrative/Management portion presented in order to explore topic further. Turner also requested that any future RFPs selected by Promotional Committee be brought to CDC prior to City Council.

Public Comment

Sharon Davis, CEO Chamber of Commerce - Spoke in favor of the Promotions and Marketing Action Plan proposed by CDD Staff. That said, she commented it was stated publically that money raised with increased TOT Tax would not be used for staff time and she is concerned this promise will not be honored.

Chris Zaida - Spoke in favor of Promotions and Marketing Action Plan and thinks it is going in an excellent direction. As a participant on the Promotional Committee during the early days, Zaida gave insight into Brown Act complications and how the scope of work became too large for a volunteer committee. Concurred with Turner that marketing professionals are an excellent resource, but stated consultants need to be managed, oversight and implementation is a huge component and she believes the CDD is up to the task.

Ann Rennacker - Commented on importance of promoting Fort Bragg and her desire to see local people be hired to do local promotion.

Direction given to Staff: The 12% TOT funding will not go forward to Council. In general, the CDC approves the Promotion and Marketing Action Plan, and requests the budget be considered preliminary and reviewed quarterly. Consensus was not reached regarding whether Promotional Activities should be managed by the City with local talent, or completely outsourced. Staff asked to reach out to Visit Mendocino and other local TOT-funded agencies to explore interest of outside organizations to implement project.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Committee Member Norvell adjourned the meeting at 4:33 PM.