



City of Fort Bragg

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Meeting Minutes Community Development Committee

Tuesday, January 26, 2016

3:00 PM

City Hall Conference Room, 416 N. Franklin Street

MEETING CALLED TO ORDER

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

ROLL CALL

Present: 2 - Scott Deitz and Michael Cimolino

1. APPROVAL OF MINUTES

1A. [15-463](#) Approve Minutes of October 27, 2015

A motion was made by Committee Member Deitz, seconded by Committee Member Cimolino, that the Committee Minutes be approved for Council review. The motion carried by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Director Jones, brought copies of two e-mails she received on non-agenda items. Jones introduced the topics of the emails as interest groups; 1) Pétanque and 2) Paul Bunyan Days Logging Show coordinator; that have shown interest in utilizing the coastal trail property for various recreational opportunities.

3. CONDUCT OF BUSINESS

3A. [16-019](#) Receive Mid-Year Progress Report from Fort Bragg Promotion Committee

Special Projects Manager Owen reported on the membership, status of marketing plan and implementation, accountability through standardized contracts, and scope of work for the Fort Bragg Promotion Committee (FBPC) Mid-Year report. Owen pointed out the website and its 'About' page were a primary focus of the committee. Agendas, Minutes, and information about the committee will be accessible on the new site. FBPC has hired Cathryn Hrudicka to do various Marketing Communications and Social Media tasks. Hrudicka's start date has been delayed due to an inadequate response in the first round of hiring and a second time due to insurance requirements. Owen introduced the FBPC members in attendance and turned the meeting over to Chamber Administrator Sharon Davis.

Davis presented a slide show depicting various components of the new website and highlighting its clean modern design. All the content from the old site has been merged in. Some primary components of the new interface include the display of 3 dramatic images which change each time you refresh the page, a Local Attractions section with links to blog posts, the Categories section includes *Eat, Shop, and Stay*, and a Business Directory section. The Business Directory is

organized by business category and links to an interactive map section, a review section, and a place for owners to "claim" their business. As the new site rolls out, FBPC will be providing local business owners ample opportunities to polish the quality of their Directory content upon "claiming" their business on the site. FBPC will hold several "Claim your Business" events at Town Hall and will be hiring and sending out student liaisons to the businesses with loot bags, post cards, and their iPad so they can take pictures and update the directory with the owners on the spot. The students will also be available on an appointment basis.

Other Progress Report items included:

- The website will have an adaptive layout which will auto fit contents for cell phone viewing
- Shop Small Promotion during Thanksgiving
- New decorations
- Promotion during Holiday Lights Parade
- Coastal National Monument page and a larger Coastal National Monument at the visitor site
- Replacing existing picture banners in the Central Business District with more event advertising focused themes
- Working on downtown map which will be available for handout and also on the website
- Radio ads with a "beating the heat" theme will be airing mostly in the valley to advertise the Coastal Trail and Skunk Train tourist opportunities
- Local attraction videos will be posted to the website, YouTube, and shown at the theatre
- Social Media and website views of recent posts has increased significantly
- Budget is small in relation to the "tremendous" productivity of the current group
- Link Fortbragg.com to the Splash page

Committee Members showed their appreciation for the hard work and dedication of FBPC Volunteers, Council, and Chamber of Commerce staff.

3B. [16-028](#) Receive Report and Make a Recommendation to City Council Regarding the Selection of a Welcome Sign Design and Contractor for the City's Welcome Sign

Community Development Director Jones gave a general description of the project Request for Proposals (RFP) which was sent out before the holidays. Jones presented the three proposals; these included Artstruct, the Sign Shop, and Bragadoon. Jones used the table in the staff report to summarize and differentiate components of each sign proposal. Then referred to the image on page 3; a visual aid showing the sign options superimposed over the current Welcome Sign as frame of reference. Artstruct and Sign Shop signs are carved and painted in keeping with the RFP requirements where Bragadoon's sign is a simplistic modern interpretation which does not necessarily meet the direction provided by Council.

Jones explained the Artstruct sign will be created using a Computerized Numeric Controls (CNC) machine which produces a textured three dimensional carving. Artstruct sign designer Kvinsland; spoke about the inspiration for various sign components. Kvinsland; pointed out that the CNC machine is extremely precise, the post on the right hand side of the redwood sign will be fluted to speak to the wood working crowd, and the goal of the design was to create an Entryway into our community. Kvinsland also described the three dimensional lettering which will be created out of recycled crushed bottles to provide additional textures.

A lengthy conversation ensued regarding the Bragadoon signs colorfastness. Many participants in the discussion expressed concerns about redwood surface fading quickly, greying out the

background, and thus decreasing the visual differentiation between the silver letters and the redwood backdrop. Some possible solutions discussed were; 1) painting the wood red, 2) changing the letter color, or 3) changing the led lighting. Director Jones expressed additional concerns about the Bragadoon sign design as requiring the most upkeep and the response to the RFP did not include total costs of sign nor incorporate components outlined in Councils guidelines.

The final design discussed was the Sign shop which provided 3 sign designs in response to the RFP. Director Jones expressed concern that these are the smallest; and enlarging will increase the cost. The sign effect will be accomplished using a combination of carving and sand blasting.

Other topics discussed included:

- Organizational signage is going away
- Lighting (connection concerns, easements and access rights, spotlighting from ground upwards, led lights, and solar options)
- Removing the lights from the top of the Artstruct sign
- Adding a boat or whale in the design of the Artstruct sign
- Adjusting the text color and sizes on the Artstruct sign to make it "pop"
- Getting a quote on a larger version of Choice C for the Sign Shop sign
- Acquiring a real cost estimate on the Bragadoon sign with LED lighting

Both Committee Members Deitz and Cimolino expressed their preferences for Artstruct's sign as it was the most consistent with the RFP and Bragadoon signs' simplistic and modern feel. City Manager Ruffing; preferred the Artstruct design as art is subjective and this one will be a conversation starter.

Committee Members recommended working with the designers to make the changes suggested in the discussion points and bring the updated designs to City Council.

3C. [16-024](#) Receive Report and Provide Direction to Staff Regarding City Business Recognition Program

Special Projects Manager Owen summarized the staff report, reciting the city introduced the Business Retention and Expansion (BRE) Program in 2014. A business awards program was one of the original components designed to recognize businesses for what they offer to the community. The goal is to help local businesses feel appreciated for what they bring to the City.

Committee Member Deitz recommended creating and aligning the timing of the awards with a "Business Month" then hi-light them on fortbragg.com, Facebook, the City website, and other social media outlets. Committee Members Deitz and Cimolino agreed awarding nominated recipients annually would be sufficient.

Other recommendations included:

- Using an online surveys like survey monkey to come up with a list of candidates
- Post links to the survey on Facebook, FortBragg.com, and the City's website
- Advertise survey link in Linda's City Notes section of the Advocate
- Disseminate handout sized paper surveys to business for a more broad reach
- Focus the survey so that people can hone in on specific topics
- All survey data should remain anonymous due to the probability inappropriate content
- Winners could be selected by a committee and which will be appointed by CDC

- Categories listed in the staff report are a good start for the first year
- Expect challenges with getting participation as evidenced by other survey results
- Minimize the number of awards so they retain their prestige

Committee Member Deitz recommended the committee who selects the winners should consist of Special Projects Manager Owen and Community Development Director Jones for their ongoing work as business liaisons, a Chamber of Commerce representative like Director Davis, and a Fort Bragg Promotion Committee representative, as these individuals know the business community.

The Committee Members recommended a small committee be formed to select the award nominees, then the recipients would be finalized at an ad hoc subcommittee meeting.

3D. [16-037](#) Recieve Oral Report Regarding Current and Long Range Planning Activities

Community Development Director Jones provided Council Members with a spreadsheet handout and reviewed all the current departmental projects one by one.

4. MATTERS FROM COMMITTEE / STAFF

Community Development Director Jones requested Committee direction for whether or not to prepare a staff report addressing the email correspondence introduced in the Public Comments on Non-Agenda Items. One staff report could be prepared to incorporate generic recreational uses on the Coastal Trail.

Committee Members recommended Director Jones prepare a staff report for generic recreational uses on the Coastal Trail and present it at the next regularly scheduled meeting.

ADJOURNMENT

Committee Member Deitz adjourned the meeting at 4:50 PM.