

Item # 7A
6/12/17

Lemos, June

From: John <jkriege@att.net>
Sent: Saturday, June 10, 2017 11:25 AM
To: Lemos, June
Cc: Turner, Dave; Peters, Lindy; Cimolino, Michael; Lee, Will; Norvell, Bernie; Ruffing, Linda
Subject: June 12, 2017 City Council agenda

Ms. Lemos, please include my comments with the meeting agenda:

Re: Agenda item 7A:

The Visit Fort Bragg Action Plan shows that one-half of new TOT funds are budgeted for advertising, rather than the events and attractions that will actually draw tourists. I think this is upside-down. I realize that measure AB was passed supporting a specific breakdown for spending the new money. But this measure was advisory, and reflects the priorities of the old city council. While the Noyo Center is a nice little display and activity center, it is events, like the Skunk and other tournaments that used to draw many visitors for extended periods, that will really help build tourism. Giving the Noyo center a full eighth of the funds, and making the athletic fields and other "special projects that support tourism and benefit the community" compete over an eighth, should be changed.

Again, measure AB was an advisory measure, and was drafted to reflect the priorities of the old city council, not necessarily the community's. I hope the new council thinks hard about how the new funds should be allocated before passing this proposed plan.

Thank you,
John Kriege