



Visit Fort Bragg Committee Application

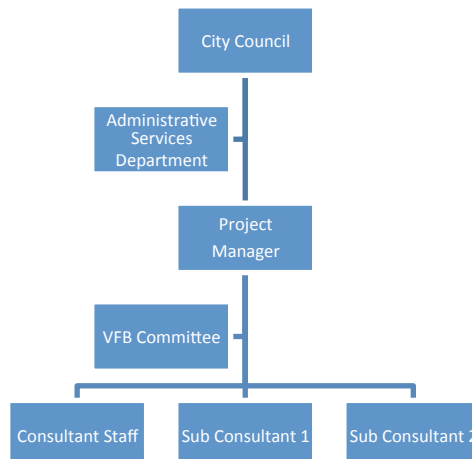
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

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 (owners and/or managers of lodging establishments).

Committee Commitment: Currently meetings will be held once per quarter in collaboration with the City's Community Development Committee. Meetings are regularly scheduled for the 4th Wednesday of the month at 3:00pm.

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

Initial terms for the Committee will be either 18 or 30 months. The long-term goal is to have 5-7 community members serve staggering terms of 2 years. Initial terms, to be chosen by members of the Community Development Committee, will be either 18 months (July 2018 through December 2019) or 30 months (July 2018 through December 2020).



Applications are due Friday, June 8. To submit an application or for more information or questions, please contact the VFB Project Manager:

Aspen Logan, aspen@mycolormill.com, 707-964-9645

Only completed applications will be brought forward to the Community Development Committee for consideration. Supplemental information supporting the application is welcome.

APPLICATION

Name: Anne Semans

Company: [REDACTED]

Mailing Address: [REDACTED]

Email Address: [REDACTED]

Phone Number: [REDACTED]

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

Fort Bragg has a rich history and the natural wonders are extraordinary. I would like to help showcase that wealth of beauty and history to locals and tourists. My sister is the ED for the Noyo Center for Marine Science which is an exciting and dynamic part of FB's present and future, so I would like to help represent its interests with this committee. I have run an airbnb for 10 years out of my house and have spoken with hundreds of tourists.

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

Showcase the Coastal trail, open up access from the downtown. This is FB's crown jewel at present. Incentivize small businesses and/or landlords to fill vacancies in the downtown. Identify pain points for locals in long range planning (parking, traffic) and do a bit of 'locals marketing' to highlight the impact on economy. Support Noyo Center in its vision, as a Marine Science center will attract a range of visitors & elevate FB's reputation.

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

I was board president for a for-profit cooperative in the Nineties for two years and have served on or chaired countless committees in my capacity as a marketing director. I'm a good facilitator and minutes taker. I have no non-profit board experience.

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

I have 30 years' experience with small business development, particularly in marketing. I helped develop annual budgets for two 10 million dollar companies, taught financial planning internally, and participated in several years of strategic planning for past three companies.

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

Supports the city and the project manager in an advisory capacity. With a clearly articulated strategic plan, the committee can help assess whether proposed initiatives are in line with that vision, and represent the thoughtful decision-making process back to the local community. Minimal wheel-spinning, maximum impact.