



# 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

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Tuesday, September 25, 2018

3:00 PM

Town Hall, 363 N. Main Street

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### MEETING CALLED TO ORDER

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

### ROLL CALL

#### Visit Fort Bragg Committee Members Present:

Project Manager Aspen Logan, Nancy Bennett, Debra Degraw, John Glidewell, Robert Pinoli, Anne Seamans, Katie Turner-Carr

#### Absent:

James Sant

#### Staff Present:

Administrative Services Director Schneider, Administrative Assistant Gonzalez, Community Development Director Jones

**Present:** 2 - Dave Turner and Bernie Norvell

### 1. APPROVAL OF MINUTES

1A. [18-370](#) Approval of September 4, 2018 Minutes.

**A motion was made by Committee Member Turner, seconded by Committee Member Norvell, that these Committee Minutes be approved for council review. The motion carried by the following vote:**

**Aye:** 2 - Councilmember Turner and Councilmember Norvell

### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

### 3. CONDUCT OF BUSINESS

3A. [18-390](#) Receive Report and Provide Recommendation to City Council Regarding the 2018/2019 Visit Fort Bragg Marketing Action Plan and Budget

Administrative Services Director Schneider presented his report to the Community Development and Visit Fort Bragg Committees. Project Manager Logan and Director Schneider co presented the Visit Fort Bragg Marketing Action Plan and Budget.

The Committee discussed the presented information asked clarifying questions and gave input highlights included:

\*In the beginning parts of the Marketing Plan, making sure language describing Fort Bragg and what is offered to the visitor is exciting and enticing to the visitor.

\*Discussion surrounding the development of a sales program, and whether we are ready to implement a full program at this time

\*Investing more into special events - specifically the Christmas decorations and making sure the Noyo Bridge and other areas were properly decorated - hopefully, before Thanksgiving.

\*Establishing a special events ad-hoc committee to further develop if/how-promotional funds/efforts assist both events currently taking place as well as the development of new events

\*Clarifying the "off-season" to be from November - May (instead of November - April)

Public Comment:

\* Rex Gressett spoke in opposition to hiring contracted Marketing Specialist.

\*Jacob Patterson offered input regarding the Visit Fort Bragg Marketing Plan and Budget.

The Committee gave the recommendation to reallocate \$15,000 of leisure funds to Special Events. The Committee also gave direction to use the unencumbered funds from FY 2017/2018 for the 2018/2019 promotional activities and present Council with a Budget Amendment at its next meeting. The Committee directed Staff to bring the plan and budget to the City Council with changes discussed.

**3B. [18-391](#)**      Receive Update from Visit Fort Bragg Project Manager on Visit Fort Bragg Activities

Project Manager Logan updated the Committee on the current logo options.

Committee and staff offered feedback to Project Manager Logan; suggestions will be given to Cubic.

**3C. [18-384](#)**      **Receive report and provide recommendation to City Council regarding potential amendment to LUDC and CLUDC to allow property owners in some zoning districts to subdivide a parcel into two small parcels in order to sell a second unit.**

Director Jones gave her report to the Committee.

Public Comment:

\* Rex Gressett spoke in favor.

\*Ted Robinowzki spoke in opposition.

\*Committee Member Norvell spoke in opposition he fears the impact on rentals would be negative and could increase tension between neighbors regarding easement issues and small yards.

\*Committee Member Turner spoke in opposition with the same concerns regarding the quality of life

**This Staff Report was returned without recommendation**

**3D. [18-395](#)** Receive Report & Provide Direction to Staff Regarding Proposed Glass Beach Stairs Alignment & Construction Techniques

Director Jones presented her report to the Committee. After brief deliberation, Staff was given approval to move forward with the reconstruction of the Glass Beach staircase.

Public Comment:

\* Leslie Kashawada spoke in favor of rebuilding the Glass Beach staircase.

**This Staff Report was recommended for approval.**

**Aye:** 2 - Councilmember Turner and Councilmember Norvell

**4. MATTERS FROM COMMITTEE /STAFF**

None.

**ADJOURNMENT**

Committee Member Norvell adjourned the meeting at 5:15 PM