

Fort Bragg City Council,

My name is Monica Mankinen and I own a store located on Redwood Avenue in Fort Bragg. In December, we worked together moving a historical sign from the City Yard to the corner of Franklin Street and Redwood Street.

Before placing the sign on Little Cup's building, a few of the neighbors and myself had walked to the intersection of Main Street, taped off where the sign would go to make sure it was visible from the intersection of Main Street in a vehicle and/or on foot. Relocating the sign would not allow it be visible to the tourists on Main Street.

Tourists on Main Street are often confused when they look up Redwood Avenue, not realizing there are more stores, restaurants and businesses off of Main Street and Franklin Street. At this time, the City does not provide signs on Main Street directing tourists off of Main Street. This makes it hard for tourists to know where to drive or walk. If they can see something attractive and of interest, this sign could really help invite traffic up the street. We have many empty buildings on Franklin Street making it difficult for both Redwood Ave and Franklin Street businesses.

It has only been up for a few months, and I would like to see it stay in the location where it is currently located. I am requesting the sign stay where it is located for a period of a year before considering relocating it. The sign adds interest and history. It could also be placed on a map for local history tours which could help both streets with attracting tourists.

Our neighbor Little Cup has offered to mow the empty lot for free. If the City wants to maintain the vacant lot, I am requesting the City to consider using any promotional funds that are available to help promote the struggling downtown businesses on Franklin Street and Redwood Ave.

Thank you,

Monica Mankinen