



City of Fort Bragg

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Meeting Minutes Finance and Administration Committee

Wednesday, May 6, 2015

3:00 PM

Town Hall, 363 N. Main Street

MEETING CALLED TO ORDER

Chair Turner called the meeting to order at 3:05 PM.

ROLL CALL

Present: 8 - Doug Hammerstrom, Dave Turner, Linda Ruffing, Ginny Feth-Michel, Jennifer Owen, Marie Jones, Rosana Cimolino and Brenda Jourdain

APPROVAL OF MINUTES

1. Approve Minutes from February 23, 2015 Special Meeting

These Committee Minutes were approved for Council review.

2. Approve Minutes from March 4, 2015 Meeting

These Committee Minutes were approved for Council review.

3. Approve Minutes from March 26, 2015 Special Meeting

Committee Member Hammerstrom suggested striking the last sentence on Page 1 of these minutes, "John McCowen noted that when Ukiah increased its TOT, a portion of it went to the Fort Bragg Promotion Committee." Chair Turner concurred.

These Committee Minutes were approved as amended for Council review.

4. Approve Minutes from April 21, 2015 Special Meeting

These Committee Minutes were approved for Council review.

PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

CONDUCT OF BUSINESS

1. Receive Fort Bragg Promotion Committee Progress Report and Fiscal Year 2015-16 Marketing Plan and Budget and Make Recommendation to City Council Regarding 2015-16 Activities

Housing & Economic Development Coordinator Owen reviewed the Summary Report, noting that there is a turnover of employees at the Mendocino Coast Chamber of Commerce and the Fort Bragg Promotion Committee (FBPC). She explained that the bulk

of the budget has been structured around the web contractor and promotion services contractor who have recently resigned. The FBPC is seeking direction on how to move forward.

- David Foucheaux of the Promotion Committee made a presentation listing all activities from the previous year. David reported on the performance of their electronic media statistics from fortbragg.com, Facebook and Pinterest.
- Foucheaux explained the proposed FY 2015-16 budget item by item.
- The business map, fireworks and Transient occupancy Tax were discussed.
- The issue of meeting notifications, transparency, and misinformation was discussed. Owen said information about meetings and agendas can be posted on the website.
- Chriss Zaita asked how someone can get on the FBPC board. It was recommended that the contract be modified to include language regarding adding members to the FBPC.
- Chair Turner asked if \$12,000 was enough for administration of the FBPC. Tom Yates and Debra DeGraw agreed that it was, although the first year was hard but the consecutive years worked.
- Susan Winding explained that the merchant database takes a lot of time to keep current. Turner suggested the merchants sell their products through the website. There was concern from business owners that they did not have enough time to do this as well as concerns that they would not get very many sales from promotion on the website.
- Hillary White brought up a perceived conflict of interest concern. She believes there is a conflict that business owners are on the FBPC and the membership-only Chamber is involved. Debra DeGraw said the Chamber only manages the budget. White noted there was a misunderstanding that merchants have to be a member on the Chamber to have a say on how money is spent and how the town is promoted. She is also concerned about not getting current information.
- City Manager Ruffing said economic development needs to be a priority and recommended an integrated approach centered in the Community Development Department to have real accountability. The FBPC should report to the Community Development Committee (CDC). The goal is to have the merchants become more involved in the economic development of the city.
- Joanna Jensen recommended that the Chamber run the Promotion Committee but look for options to make a better solution. Jensen mentioned a cross-check system and wanted to see job descriptions of the FBPC members and the number of anticipated hours required for committee members. Housing & Economic Development Coordinator Owen replied there is a member form that needs revision and accountability needs to be built in.
- Committee Member Hammerstrom said the Chamber has been running the FBPC well and he is impressed with the people participating. He asked about job recruitment for Debra DeGraw's position with the FBPC. DeGraw responded that interim CEO Kevin Williams understands the Chamber role with the FBPC.
- Chair Turner asked Community Development director Jones what the impact would be on the Community Development Department if they took on this role. Jones said

the Department is busy but they will be happy to take it on if the Council directs.

Staff was directed to prepare a report for the City Council meeting of June 22, 2015, with the following recommendations:

- **Approval of the budget as presented.**
- **Approval of the Chamber remaining as administrator of the Fort Bragg Promotion Committee.**
- **Approval of a new contract with the FBPC.**
- **Approval of a new scope of work, to include increased transparency and regular reports from the FBPC to the Community Development Committee.**

2. Receive Report and Provide a Recommendation to City Council Regarding an Update of the Fire Sprinkler Ordinance of the Municipal Code

Community Development Director Jones reviewed the Summary Report. Housing & Economic Development Coordinator Owen said that in order to use CDBG funds for sprinklers, the property owners have to be in violation and that the soonest possible time any funds would be available is approximately a year and a half from now. Jones explained that this ordinance was not properly adopted and it needs to be brought back with changes. Committee Member Hammerstrom expressed concern about fire danger. Chair Turner expressed concern about business owners being upset about the cost of having to install sprinklers. Owen said there is a misconception that business owners will have the installation of the sprinklers paid for with CDBG funds, but it is a loan, not a grant.

There was no Committee consensus on this agenda item. It was recommended that the Finance and Administration Committee information and the ordinance with alternatives be presented to the full City Council for discussion, recommendations and direction.

This Staff Report was referred to staff.

3. Receive Report and Provide a Recommendation to City Council Regarding the HELP H2O Water Assistance Program Guidelines

Housing and Economic Development Coordinator Owen reviewed the Summary Report and introduced Keith Rutledge from REDI. Owen reported that this program helps customers who are behind in their water bills so they can get caught up with their payments. The program also educates customers on water conservation and gives information on how to reduce their water bill and water consumption. The Committee Members agreed that this is a worthwhile program.

The Committee recommended implementation of the HELP H2O Water Assistance Program Guidelines be presented to the City Council for approval in June.

4. Review and Discuss California Municipal Financial Health Diagnostic Tool

City Manager Ruffing reviewed the Summary Report for this item. Michael Coleman of the League of California Cities developed this diagnostic tool which takes information from the annual financial statement, creates a spreadsheet, and generates a checklist to show any areas of financial distress for the City. There are indicators that can show the warning signs of a city in distress, and the City of Fort Bragg would benefit from using this tool. The program shows how to keep cities out of financial crisis and what administrators need to work on. Ruffing explained that when the budget

is presented to Council, the tool will be used to see where the City stands and how funds are being held. The diagnostic tool will also help with City transparency. Committee Member Hammerstrom requested a special meeting regarding this tool.

The Committee recommends use of the California Municipal Financial Health Diagnostic Tool.

MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Turner adjourned the meeting at 5:25 PM.