



City of Fort Bragg

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Meeting Minutes Community Development Committee

Tuesday, June 27, 2017

3:00 PM

Town Hall, 363 N. Main Street

MEETING CALLED TO ORDER

ROLL CALL

Present: 2 - Dave Turner and Bernie Norvell

1. APPROVAL OF MINUTES

1A. [17-343](#) Approve Minutes of May 30, 2017

A motion was made by Committee Member Norvell, seconded by Committee Member Turner, that the Community Development Committee Minutes of May 30, 2017 be approved for Council review. The motion was carried by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [17-348](#) Receive Oral Report from Gwen Matthews and/or Petra Schulte regarding establishing a healthy community designation with Blue Zones in Fort Bragg

Petra Schultz gave an explanation of Blue Zones - regions that share common lifestyle characteristics that contribute to longevity. Residents from these areas suffer less disease and enjoy more healthy years of life. Schultz encouraged Committee Members, Staff and Community to learn more about the concepts of Blue Zones and how the City of Fort Bragg could participate in this movement. One book in particular, The Blue Solution by Dan Buettner was recommended for reading.

Committee Member Turner expressed interest in Blue Zones and how these elements might be implemented in Fort Bragg. Both Committee Member Norvell and Turner were not interested in paying for "Blue Zone" branding at this point, but will pay asked Schultz to keep them informed of the conversation the City of Ukiah is having about Blue Zone designation and to report back.

Public Comment:

Bob Canoli : Spoke in support of creating local blue zone and described his personal transformation after coming in contact with Blue Zone concepts.

Committee Members thanked Petra Schulz for her presentation and invited Shultz to return to a future Community Development Committee meeting to present how the proposed partnership between the City of Ukiah and Blue Zones develops.

3B. [17-341](#) Receive Report and Provide Direction Regarding Visit Fort Bragg Project Manager RFP

Director Jones presented staff report outlining the scope of works for management of the Visit Fort Bragg promotional efforts. Staff offered clearly defined detail to create accountability for work being performed. Staff recommended the management effort be executed by a local entity and that project management oversight be fulfilled by the Community Development Department, including allocation of funds.

Committee Members asked clarifying questions of Staff and recommended Council approval of the Visit Fort Bragg Project Management RFP as written.

Public Comment:

Sharon Davis, Chamber of Commerce - asked question regarding Scope of Work #9 to clarify whether the Chamber's current contract terminates December 31st or if their services will be utilized for the 2 year proposed contract. Jones responded decision of who will be awarded specific contracts in the proposed scope of work will be made by Visit Fort Bragg Committee and ultimately the community and City Council.

Committee Members approve the RFP for Visit Fort Bragg Project Management drafted by Staff and will recommend approval to Council.

3C. [17-344](#) Receive Report and Discuss Options for Glass Beach Replenishment

Director Jones provided a summary of 2012 Staff Report regarding replenishment of glass at Glass Beach. It looked at the following three methods of replenishing glass: 1) Replenish; 2) Enforce; 3) Educate. It also discussed the various permits necessary and the agencies that would need to weigh in on the permitting process, which was estimated roughly at \$100,000 in 2012.

Committee Members posed the question of whether replenishing glass would create a falsehood and be equally disappointed to tourists discouraged with the current amount of glass. Committee Members expressed a disinterest in bringing this topic to Council at this time.

Public Comment:

Sharon Davis, Chamber of Commerce - Expressed that Glass Beach is the #1 attraction and reason tourists travel to Fort Bragg. The solution of replenishing glass at Glass Beach is a polarized topic, with tourists wanting a treasure hunt and many locals concerned with polluted the environment.

Committee Members asked that Visit Fort Bragg and Staff make effort to educate tourists about tidal flows so tourists time visits to Glass beach during low tide for the best experience.

4. MATTERS FROM COMMITTEE / STAFF

Director Jones brought forward a request by Marie Anne Weibel to discuss banning franchise businesses in City limits at a Community Development Committee Meeting. Committee Members expressed that are currently not interested in meeting on this topic. Staff also stated the next regularly scheduled meeting of Community Development Committee on July 25, 2017 needs to be rescheduled, due to a time conflict with DTSC. The next meeting will be Tuesday, July 18, 2017.

ADJOURNMENT

Committee Member Norvell adjourned the meeting at 3:55 PM