



City of Fort Bragg

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Meeting Minutes Community Development Committee

Tuesday, September 4, 2018

3:00 PM

Town Hall, 363 N. Main Street

Special Joint Community Development Committee / Visit Fort Bragg Committee

MEETING CALLED TO ORDER

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

ROLL CALL

Staff Present: Administrative Services Director Schneider, Special Programs Manager Perkins, Administrative Assistant Gonzalez
Visit Fort Bragg Project Manager Aspen Logan.
Visit Fort Bragg Committee Members : Katie Turner-Carr, Robert Pinoli, Debra Degraw, James Sant, Anne Seamans, John Gildwell and Nancy Bennett.

Present: 2 - Dave Turner and Bernie Norvell

1. APPROVAL OF MINUTES

1A. [18-315](#) Approval of the July 24, 2018 Minutes

A motion was made by Committee Member Norvell, seconded by Committee Member Turner, 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. [18-358](#) Receive Report and Presentations from Two Finalists and Make Recommendation to City Council Regarding Promotional Program Services Including Website Design, Development and Deployment; Social Media Content and Creation; Design/Creative Services; Public Relations Services; and Marketing/Advertising Services

Administrative Services Director Schneider presented his staff report prepared for the Community Development and Visit Fort Bragg Committees.

Cubic Enterprises gave their presentation to the VFB and CDC.

The Abbi Agency gave their presentation to VFB and CDC.

Public Comments:

*Jake Langevin From Ricochet Ranch states its Ideal for a local company such as the Chamber of Commerce, to work with the selected contractor. Mr.Langevin Suggests we make money from our assets, he would like tourism to keep growing.

*Rex Gressett: Spoke against hiring consultants.

*Jacob Patterson: Agrees with Jake and we should include the Camber to handle the Social Media portion of the Promotional Program. Spoke in favor of Abbi Enterprises.

Discussion

Councilmember Norvell would like to know how the ADHOC committee choose the 2 Promotional firms.

Molly Barker spoke on behalf of the ADHOC Committee, she said they brought in 6 nominees for interviews. The group had a consensus on the selection of the 2 firms that best met the criteria of the Promotional Program.

Nancy Bennett adds that they did have a matrix (scoring system) and that is how they came up with choices 1, 2 and 3.

Anne Seamans asks if the agencies are open to social media being done locally. Director Schnieder states that both agencies are open to social Media being done locally.

Debra Degraw is requesting financials, Councilmember Norvell requested that matter be saved for matters from the committee in item 3C.

Councilmember Turner states he trusts the adhoc committees decision, Norvell agrees with Turner and would also like to keep chamber involved with the social media aspect. Debra Degraw agrees with keeping social media local and bringing in public relations.

James Sant states he would like the selected firm to focus on art as well as recreation.

John Gildwell also spoke in favor of keeping social media local with the Chamber of Commerce.

Robert Pinoli spoke in opposition to contracting a social media provider simply for being local, he thinks they should be hired based on their merits and meeting the criteria that all the other candidates had to meet.

Final consensus of the Visit Fort Bragg and Community Development Committees was to go with Cubic Inc. Now that an agency has been selected Director Schnieder and Program Manager Logan will come up with another draft RFP, budget and social media contract to bring to the next CDC meeting September 25, 2018.

This Staff Report was referred to staff to get more information regarding contracting the Social Media to the Chamber, a budget and another draft RFP to bring forward at the next CDC meeting on September 25, 2018.

The Visit Fort Bragg Committee made a decision to go with Cubic Inc. for the Promotional Program Services Provider.

3B. [18-357](#)

Information Item Only... No Action Required Today: Receive Report Regarding the 2018/2019 Visit Fort Bragg Marketing Action Plan

Administrative Services Director Schneider gave his informational only report to the VFB and CDC Committee.

This Staff Report was continued until the next meeting September 25, 2018.

3C. [18-353](#)

Receive Report and Make Recommendation to Council Regarding Possible Harbor Annexation

Special Projects Manager Perkins gave his report to the Community Development Committee.

Committee members Norvell and Turner both recommend staff do research on how much time staff would use for this proposed annexation, and then present the information to the full Council.

Public Comment:

* Jacob Patterson spoke in favor of the possible annexation, and states he feels that Special Projects Manager Perkins could make it happen.

* Debra Degraw spoke in favor of annexation however she is concerned with parking if annexation were to happen, Special Projects Manager advised that parking would be one of many areas researched prior to finalizing the process.

This Staff Report was recommended for approval

4. MATTERS FROM COMMITTEE / STAFF

Debra Degraw from Visit Fort Bragg Committee requested a monthly budget to see where the committee is spending the funds. Schneider states that he will include the financials with the future agendas.

Director Jones reminds the Community Development Committee about the joint meeting to be held the following day September 6, 2018 , 6 PM at Town Hall.

ADJOURNMENT

Committee member Norvell adjourned the meeting at 4:52 PM.