



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda Community Development Committee

Tuesday, January 26, 2016

3:00 PM

City Hall Conference Room, 416 N. Franklin
Street

MEETING CALLED TO ORDER

ROLL CALL

1. APPROVAL OF MINUTES

- 1A. [15-463](#) Approve Minutes of October 27, 2015

Attachments: [Minutes of October 27, 2015](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [16-019](#) Receive Mid-Year Progress Report from Fort Bragg Promotion Committee

Attachments: [20160126 Fort Bragg Promotion Committee Mid-Year Report](#)
[Attachment 1- City-Chamber Agreement-Scope of Work](#)
[Attachment 2- FBPC 2015-16 Annual Marketing Plan and Budget](#)
[Attachment 3- Excerpt from Cathryn Hrudicka's Proposal for FBPC](#)
[Attachment 4- FortBragg.com "About" Page](#)

- 3B. [16-028](#) Receive Report and Make a Recommendation to City Council Regarding the Selection of a Welcome Sign Design and Contractor for the City's Welcome Sign

Attachments: [20160126 Welcome Sign Staff Report](#)
[Attachment 1 - Arstruct Proposal](#)
[Attachment 2 - The Sign Shop Proposal](#)
[Attachment 3 - Braggadoon Proposal](#)
[Attachment 4 - RFP for Fort Bragg Welcome Sign](#)



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Text File

File Number: 15-463

Agenda Date: 1/26/2016

Version: 1

Status: Minutes to be Approved

In Control: Community Development Committee

File Type: Minutes

Agenda Number: 1A.

Approve Minutes of October 27, 2015



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Meeting Minutes Community Development Committee

Tuesday, October 27, 2015

3:00 PM

City Hall Conference Room, 416 N. Franklin Street

MEETING CALLED TO ORDER

Committee Member Deitz called the meeting to order at 3:03 PM.

ROLL CALL

Present: 2 - Scott Deitz and Michael Cimolino

APPROVAL OF MINUTES

Approve minutes of June 23, 2015

Attachments: [Minutes of June 23, 2015](#)

A motion was made by Committee Member Deitz, seconded by Committee Member Cimolino, that the Committee Minutes be approved for Council review. The motion carried by a unanimous vote.

PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

CONDUCT OF BUSINESS

Receive Report and Provide a Recommendation to City Council Regarding the Harold O. Bainbridge Park Enhancement Project.

Attachments: [Bainbridge Park Workshop - Agenda Item Summary](#)
[Attachment 1 - Draft Bainbridge Park Workshop Exhibits](#)

Associate Planner Perkins gave project background regarding earmarked funding from CDBG to prepare Bainbridge Park Master Enhancement Plan. Perkins then summarized the staff report and discussed upcoming Community Input Workshop, which will aid in creating the Master Plan.

Community Development Director Jones further described the Master Plan and the events which would occur during the workshop. The Master Park Plan will include the list of priorities, schematics which generate the most public interest, long term budget considerations, and maintenance schedules. The total funding available and the possibility of future fund allocations from CDBG are primary considerations. A dot voting system will be used to determine public preferences.

Discussion: The following was noted during discussion of this item:

- Committee Member Deitz suggested the dog park scenario was likely an undesirable use of

the park and this was seconded by a community member.

- Committee Member Cimolino noted that the play structures should not need replacing; they are relatively new and all replacement parts are available in Santa Rosa as needed.
- Committee Member Cimolino asked about the picnic tables and Community Development Director Jones explained the picnic table order shipment was delayed by the Lake County fires; they are expected to arrive in February 2016.
- Committee Member Deitz requested a status update about the lowering of existing lights and decreasing the wattage of the bulbs. Director Jones stated that Public Works is meeting next week to set a timeline for task completion.
- Community Director Jones made recommendations for moving the existing maintenance shed in order to prevent future illicit activities from occurring in its vicinity.
- Perkins requested input on stakeholders to insure no one was overlooked. He is currently working with Sergeant Kendl and the Latino Coalition. Committee Member Deitz mentioned adding Neighborhood Watch to the list and Judy Valadao as a key contact person.

Public Comment on this item was received from: Kathy Silva and Rex Gressett. Items noted by public members included:

- Inquiry about fencing around the entire park perimeter to match existing infrastructure surrounding Wiggly Giggly.
- Concerns about fencing included; making enclosure feel like an “off leash dog area” and cost of fencing being too high.

Committee consensus was to revisit this issue at the next subcommittee meeting on November 24, 2015. This will allow staff time to analyze data collected from the Bainbridge Park Workshop and Committee to add final input before presenting to City Council in December.

MATTERS FROM COMMITTEE / STAFF

Committee Member Deitz inquired about the status of the Downtown Wi-Fi project. Director Jones read an email from Scott Schneider. Update stated: The City has been working with MCN staff and has created a list of necessary hardware to get the initial signals up and going. There will be two source points for the Wi-Fi to start - City Hall and Town Hall. The coverage, at this point, will be from Main to Franklin and Pine to Redwood. An agreement is being drafted between the parties and should be ready for consideration in the next couple of weeks. The goal is to have the free Wi-Fi up and running in the next 60 - 90 days.

ADJOURNMENT

Committee member Deitz adjourned the meeting at 3:30 PM.

Jones, Marie

From: Lolli Jacobsen <jacobsen.lolli@gmail.com>
Sent: Monday, January 25, 2016 9:23 PM
To: Jones, Marie
Cc: Pete & Mary Gealey
Subject: Petanque on the south headlands

Hi Marie,

So glad I saw you today to hear about the meeting tomorrow and again Feb. 23.

Please do put us on the agenda for the Feb. 23 meeting to talk about a tournament sized petanque court on the South Headland trail.

We are very excited about the possibility of inviting the many clubs in Northern California to our beautiful coast for some friendly competition.

Yours,

Lolli Jacobsen for Noyo Yoyos petanque club.

cc Peter Gealey, president, Noyo Yoyos

Jones, Marie

From: John & Dianne Skinner <thecypressnest@mcn.org>
Sent: Tuesday, January 26, 2016 10:45 AM
To: Jones, Marie
Subject: Paul Bunyan Logging Show . . .

John - 972-5061

Marie,

The Paul Bunyan Days logging show takes quite a bit of setup, usually requiring a full week from startup to teardown.

Stands for the spectators are what worry me. If this is a set up-have the show-and move everything off the field sort of site, then it will be difficult for us to do. The stands are large and there are several of them, which means a lot of moving and then finding somewhere to store them. If they can be left on the field, then they will be there for the next year. We also put up a large pole for the pole climbing contest, which is one of our biggest crowd pleasers. It requires digging a hole some ten feet into the ground. We also have several smaller poles that need to be put in the ground. Along with that are dozens of other things that we set up. We always make sure the grounds are cleaner when we leave than when we found them. We even hire a man to pick up trash. I always use the backhoe to smooth things out again if there are any dips or bumps. We put up fencing to control the crowd and insure that those inside the fence have tickets, and have security on the grounds for most of the nights we are there. Security stays in an RV trailer at the site.

I understand that most of the grounds have not been planned out yet, but the coast really needs a fairgrounds it can call its own. It's way overdue! Most of the open land is gone, and there are many activities that could take place if we had a permanent site. Much of what would have to be done for the site could be volunteer work.

I will deliver a site map so you can see what we put together each year. Hope we can get together to discuss this as soon as possible.

Thanks for your support!

John Skinner
"The Head Bunyan"



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Text File

File Number: 16-019

Agenda Date: 1/26/2016

Version: 1

Status: Business

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 3A.

Receive Mid-Year Progress Report from Fort Bragg Promotion Committee



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: January 26, 2016
TO: Community Development Committee
FROM: Jennifer Owen
AGENDA ITEM TITLE: **Receive Fort Bragg Promotion Committee Mid-Year Progress Report**

ISSUE:

Since November 2010, the City has contracted with the Mendocino Coast Chamber of Commerce (Chamber) to carry out Fort Bragg promotion activities with the assistance of the volunteer Fort Bragg Promotion Committee (FBPC). The current agreement between the City and the Chamber as well as the FBPC 2015-16 Marketing Plan and Budget were approved by City Council on June 22, 2015. The Scope of Work for the Professional Services Agreement (the Agreement) between the City and the Chamber states that the Chamber and the FBPC will provide a mid-year progress report to the Community Development Committee. The mid-year report is to include updates regarding "...current FBPC members, marketing plan, budget, accomplishments, goals and any barriers or problems in accomplishing the approved scope of work" (Agreement, page 15). In addition, there are various activities and processes required in the Scope of Work of the Agreement that are presented for compliance review.

SUMMARY:

The following summarizes the status of items required of the FBPC and Chamber per the Agreement Scope of Work (Attachment 1). Chamber and FBPC representatives will be present to provide additional information and respond to questions or comments.

Current FBPC Membership

Chamber CEO Sharon Davis administers the activities of the FBPC. Special Projects Manager Jennifer Owen is the City's staff liaison to the FBPC. Current FBPC members and their affiliations are:

- David Foucheaux, Chairperson: Vice-President of Fort Bragg-Mendocino Coast Historical Society; Sales Manager (North Coast Brewing);
- Debra DeGraw, Vice Chairperson: former Chamber CEO; current Retail Sales Director (North Coast Brewing);
- Mary Knoerdel, Marketing Chair: lodging facility owner (Atrium);

- Ginabelle Smith, Member: real estate agent (Century 21)
- Caitlin Alexander, Member: Central Business District retail shop manager (ER Energy)

Sharon Davis, former FBPC member, resigned in July 2015 to take the Chamber Administrator position. Long-time member Susan Winding resigned in September 2015. The FBPC may be comprised of five to seven members, and the FBPC is searching for up to two new members.

Status of Marketing Plan and Budget Implementation

The 2015-16 Marketing Plan and Budget is provided as Attachment 2. Several expenditure categories including Promotion, Public Relations, FortBragg.com site administration, enhancements, and business directory maintenance, are to be implemented by a FBPC sub-contractor. These categories comprise 53% of the total annual budget. In August 2016, the FBPC selected Cathryn Hrudicka (owner of Creative Sage™/Cathryn Hrudicka & Associates) as the contractor to complete the Marketing Communications and Social Media tasks as identified in the 2015-16 Marketing Plan & Budget. Cathryn's start date was delayed by several months, due to difficulties in securing insurance coverage. The Chamber Administrator will provide an oral update as to status of the contract. An extract from Cathryn's proposal describing her background and qualifications is provided in Attachment 3.

In the interim, pending Cathryn's start date, Chamber Administrator Sharon Davis was authorized by the FBPC to perform website content and blog updates, site administration, and Social Media correspondence. The FBPC also authorized her to develop a new FortBragg.com website using the WordPress platform. For the site user, the new FortBragg.com website will provide a more modern, attractive and useful interface. The Business Directory will be enhanced and the new format will be easier to use for both site visitors and business operators. For the "back end" site administrator, the new site will replace previously complex, specialized coding with standard WordPress modules, tools and access. This will make site maintenance and updates much easier to accomplish without the need for specialized computer consultants. Chamber staff are also working to post basic information and pictures for each business listing in the current directory, to which business owners/operators will be able to easily access and add content. Chamber staff time that is provided for specific approved tasks outside the scope of Administration is billed to the FBPC at rates agreed upon in the Agreement Scope of Work (\$45 per hour). This billing rate is significantly less than Cathryn Hrudicka's contractor rate, which may result in some savings to the budget.

Other major expenditure categories in the Budget are \$8,500 for Advertising and Collaterals; \$3,000 for a downtown shopping map, and \$5,000 for downtown banners and decorations. The shopping map is in process. The majority of funds from the Advertising and Collaterals and banner/decorations budgets have yet to be spent.

Status of other Agreement Scope of Work terms and requirements

1. Item C-2 and also item III.C of the Agreement Scope of Work require that FBPC information and guidelines including FBPC goals; desired member skills/requirements, expected time commitment, duties, and grounds for removal from the FBPC; and process for election of officers should be posted at the FortBragg.com website. All items have been posted on the "About" page of FortBragg.com (see Attachment 4) or are available in the Bylaws also available on the "About" page.
2. Item III.A requires that agendas, as they are made available to members, and minutes, after approval by the FBPC, should be posted to FortBragg.com. This has been implemented. Links to agendas and minutes are provided on the "About" page.

3. Item III.B requires that FBPC meetings should be open to the public except for confidential matters, and locations should be timely publicized and clearly marked. This is a current practice. Information about meeting locations and disclosure that meetings are open to the public is provided on the “About” page.
4. Item III.C requires that the Annual Marketing Plan/Budget and the complete Agreement between the Chamber and City should also be provided at the FortBragg.com website. Links to these items are available on the “About” page.
5. Item V.B requires that sub-contracts recommended by the FBPC require approval by the Chamber Board and must conform to the following:
 - a. Requests for Proposals (RFP) for FBPC services should be broadly publicized and the selection process should be documented to demonstrate fairness in award of contracts.
 - b. Contracts should contain clear selection criteria, scopes of work, timelines, budgets, milestones, accountability measures, and a termination clause.
 - c. Contracts should clearly state that the Chamber is responsible for contract management.

The FBPC issued three RFPs in the Spring of 2015 for the Marketing Communications Manager (MarCom), Social Media Consultant, and Webmaster. Announcements were posted in the Advocate (3 weeks), on LinkedIn, Craigslist Mendocino County, Chamber Bulletin, CalJobs, and Facebook. Full RFPs that included Scope of Work, Annual Marketing Plan & Budget, and insurance requirements were issued upon request. Due to low response rates by the original July 31, 2015 due date, the FBPC re-advertised the positions in the same venues with a due date of September 30, 2015. There were no responsive proposals for the Webmaster position, and that work will continue to be performed by Sharon Davis or assistance will be procured on an as-needed basis. Two responsive proposals were received for the MarCom position and three were received for the Social Media position. Because Cathryn Hrudicka provided the most thorough response and also proposed to do both the MarCom and Social Media positions at a fee within the available budget, the FBPC voted to award the contract to Cathryn.

The contract format for the consultant is based on the City’s standard Professional Services Agreement, including all basic clauses and required insurance and contract termination requirements.

RECOMMENDATION:

Not applicable.

ATTACHMENTS:

Attachment 1: City-Chamber Agreement– Scope of Work

Attachment 2: FBPC 2015-16 Annual Marketing Plan and Budget

Attachment 3: Excerpt from Cathryn Hrudicka’s proposal for FBPC Marketing Communications Manager and Social Media Consultant

Attachment 4: FortBragg.com “About” page

ATTACHMENT A
CONSULTANT'S SCOPE OF WORK

The Chamber will provide Fort Bragg promotional services as follows:

- I. Fort Bragg promotion tasks will be delivered through use of a Chamber committee populated and operated in accordance with the following provisions:
 - A. For the purposes of this Agreement, and until or unless another name is assigned, the committee will be known as the Chamber Fort Bragg Promotion Committee (CFBPC).
 - B. CFBPC membership
 1. The CFBPC will be comprised of existing Chamber Fort Bragg Promotion Committee members as of June 30, 2015, who desire to continue to serve as carryover members as of the effective date of this Agreement and any future committee members who are appointed to serve.
 2. The CFBPC shall be comprised of five to seven members.
 3. New members may be recommended by the City, Chamber staff and Board members, and/or CFBPC members. After a recommended nominee has been approved for appointment by a majority vote of the CFBPC, new members must be appointed to serve on the CFBPC by the Chamber Board Chair. Final appointments shall be made only after a nominee has been recommended by a majority vote of the Chamber Board.
 4. If the Chamber Board of Directors designates a Board position for a lodging representative whose business is located within the city limits of Fort Bragg, that member will be expected to serve as a CFBPC member. Nominations for this position can be made by the Chamber Board or the CFBPC, and the nominee must be recommended by a majority vote of the CFBPC and the Chamber prior to appointment. To serve on the Chamber Board, a Director must be a Chamber Member in good standing.
 - C. As is the Chamber practice for committees, Standard Guidelines for the CFBPC, including but not limited to Goals, Desired Member Skills/Requirements, Expected Time Commitment, Duties, Grounds for Removal from Committee, and Election of Officers will be prepared by the CFBPC with the assistance of Chamber staff and submitted to the Chamber Board for approval.
 1. If the Chamber Board proposes substantive modifications to the Standard Guidelines for the CFBPC, such modifications will require an affirmative vote by a majority of the CFBPC prior to adoption by the Chamber Board.
 2. The Chamber shall ensure that CDBPC Standard Guidelines are available for viewing at the FortBragg.com website.

- D. In addition to Standard Guidelines, the CFBPC will operate pursuant to Fort Bragg Promotion Committee Bylaws. As of the Agreement date, current Bylaws are dated November 14, 2014. Changes to the Bylaws may be recommended and approved per Section X "Amendments" of the CFBPC Bylaws. After CFBPC approval, amendments to CFBPC Bylaws should be approved by the Chamber Board and City Community Development Committee prior to implementation. If the Chamber Board proposes substantive modifications to the CFBPC Bylaws, such modifications will require an affirmative vote by a majority of the CFBPC prior to adoption by the Chamber Board. CFBPC Bylaws shall not be changed such that they conflict with the Consultants Scope of Work.
- II. Chamber Bylaws and Chamber Committee Procedures and Guidelines include the following general practices:
- A. Chamber Chief Executive Officer (CEO) ensures that Chamber committees work within established budgets;
 - B. Chamber staff generally is present at monthly committee meetings and special meetings, and works with committee to ensure that meeting notices are prepared and distributed and to confirm attendance, location and time of meeting.
 - C. Chamber CEO and staff process check requests, compile expenditure reports, and perform other administrative duties as necessary to carry out work of the committee.
 - D. Committee chairpersons (and other members) make regular reports to the Chamber Board regarding progress of the committee.
- III. In addition to the general Chamber committee practices listed above, the Chamber will ensure implementation of the following practices specific to the CFBPC:
- A. The Chamber will ensure that regular and special meeting agendas are posted to the FortBragg.com website in a timely fashion once they have been also made available to CFBPC members; and that regular and special meeting minutes are posted to the FortBragg.com website once they have been approved or accepted by the CFBPC.
 - B. The Chamber will ensure that regular and special CFBPC meetings are open to the public except for discussions of confidential matters, and that meeting locations are timely publicized and clearly marked.
 - C. The Chamber will ensure that the FortBragg.com website provides information about the CFBPC including but not limited to links to this Agreement including all Exhibits, Annual Marketing Plans, Standard Guidelines materials, Bylaws, member lists, current and prior agendas and minutes, and other information to explain the CFBPC mission, role, and activities.
- IV. Reporting of CFBPC Activities
- A. The Chamber will provide financial reports at least quarterly to City staff that include itemized expenditures to date and remaining budget.
 - B. The Chamber and CFBPC will provide a mid-year progress report to the City Community Development Committee (CDC), including current CFBPC member

lists, marketing plans, budgets, accomplishments, goals and any barriers or problems in accomplishing the approved scope of work.

- C. The Chamber and CFBPC will present an annual progress report that describes the accomplishments related to this Agreement to the CDC prior to presenting the progress report to City Council for approval.
 - 1. The annual progress report will include the proposed Annual Marketing Plan and Budget ("Marketing Plan") for the next fiscal year, which will be presented to the CDC for their recommendation prior to submittal for City Council's review and approval.
 - 2. The annual progress report to the CDC should occur in April of each year in order to inform the Council's annual budget process and facilitate any necessary Agreement amendments.

- V. Specific activities to be implemented to accomplish Fort Bragg promotion include the following:
 - A. Fort Bragg promotion activities will be guided by annual Marketing Plans which will include marketing objectives, goals, strategies, key activities, and budget allocations.
 - 1. The approved Fiscal Year 2015-2016 Marketing Plan attached to this Agreement (Exhibit B) will direct activities of the CFBPC (see Attachment 1 to this Exhibit). It is intended that there will be flexibility within the line item budgets established for particular tasks in the Marketing Plan. However the overall Goals and Strategies, as defined in the Marketing Plan, must be adhered to throughout the year. Any substantive modification to Goals and Strategies will require a contract amendment.
 - 2. If this Agreement is amended such that it substantially remains in place in future years, Marketing Plans for periods beginning after June 30, 2016, will be developed by the CFBPC, presented to the Chamber Board for approval, and submitted by the Chamber to the City of Fort Bragg for review and approval in conjunction with the annual Agreement amendment process. Any changes to the Marketing Plan that are made by the Chamber Board will be brought back to the CFBPC for ratification prior to submission to the City.

 - B. Pursuant to Chamber bylaws and policies, all individual sub-contracts recommended by the CFBPC to accomplish and implement the annual Marketing Plan will require approval by the Chamber Board. Any substantive modifications to sub-contracts that have been recommended by the CFBPC shall require ratification by a majority vote of the CFBPC prior to final approval by the Chamber.
 - 1. All sub-contracts recommended by the CFBPC will be finalized by Chamber in order to reflect standard Chamber contract language.

2. All sub-contracts are to be executed by the Chamber and the sub-contractor and should clearly indicate that the Chamber is responsible for contract implementation and monitoring.
3. Requests for proposals for CFBPC sub-contractor positions should be publicized as much as practicable and should include clear selection criteria; and the Chamber should ensure adequate documentation of the selection process to promote fairness in award of contracts.
4. All sub-contracts should include clear scopes of work, timelines, budgets, milestones, and accountability measures so that progress toward goals can be objectively measured and shortcomings can be timely addressed.
5. All sub-contracts should include a standard termination clause.

D. The CFBPC, with the oversight and assistance of Chamber staff, as needed, and approvals by the Chamber Board, as required, will perform the following tasks:

1. Develop annual Marketing Plans and associated budgets;
2. Develop and assist with Chamber management of sub-contractor scopes of work, work plans, and budgets;
3. Procure and recommend specific sub-contractors;
4. Review and provide initial approval of contractor billings invoices subject to final approval and payment by Chamber;
5. Recommend agenda items to the Chamber CEO and review and approve CFBPC meeting minutes;
6. Ensure the FortBragg.com website is maintained and enhanced as needed to provide maximum promotional effectiveness.
 - a. Publicize, accurately maintain, and market the FortBragg.com Business Directory to ensure maximum participation and population of data by Fort Bragg merchants.
 - b. Ensure that postings to FortBragg.com follow established guidelines that have been approved by the Chamber Board and appropriate City committee.
7. Provide regular reports to the full Chamber Board and participate with Chamber representatives in presentation of progress reports to City officials;
8. Recruit additional and replacement CFBPC members to assist in carrying out the functions of the CFBPC.

VI. If issues arise in the implementation of this Scope of Work that cannot be satisfactorily resolved by the CFBPC and Chamber staff, the matter(s) shall be referred to the City staff person who is responsible for administration of the contract. He/She will, in consultation with the City Manager, provide direction regarding resolution of the dispute. City staff may seek direction from the City's Community Development Committee if issues arise that involve policy-related matters.

August 12, 2015

To: Debra De Graw and Fort Bragg Promotion Committee

From: Cathryn Hrudicka, Founder, CEO, Marketing Communications Consultant and Social Business Strategist,
Creative Sage™ / Cathryn Hrudicka & Associates

Re: Fort Bragg Promotion Committee's Marketing Communications Manager and Social Media Strategist —
Contract for 2015-2016.

Per the Scope of Work (SOW) copied in full below, and at Debra De Graw's request, I am submitting this summary proposal for 2015-2016 for your consideration, updated accordingly from my previously submitted proposal for 2014-2015. Following an overview introduction, I will respond to each point in the SOW, below.

Updated Overview, and what I could offer the Fort Bragg Promotion Committee (FBPC):

As someone who is very passionate and knowledgeable about the Mendocino Coast, I can offer not only my professional expertise, but a deep, personal love and advocacy for this area, its residents, businesses, artists, trade and nonprofit organizations. Since the mid-1970s, I have been coming to Mendocino and Fort Bragg on a regular basis, and I have worked and lived part-time in the community — first, as Public Relations, Marketing, and Fundraising Consultant for the Mendocino Art Center in the late 1980s; and for the Art Center again in 1999-2000, as Editor of the A&E (Arts & Entertainment Magazine, as it was then known), Web Site Manager, and writer for both print and online business, arts and tourism outlets. In fact, when I initially worked with the Mendocino Art Center, I coordinated with Valerie Hansen, who then worked with the Chamber of Commerce in Fort Bragg, on a public relations and marketing campaign that included obtaining media stories in *Via* (in its former incarnation), *Sunset*, on *Bay Area Back Roads* (TV), in the *L.A. Times*, *S.F. Chronicle*, *N.Y. Times*, and many other outlets. My focus was mainly on the arts and tourism in Mendocino County, but my media contacts and established relationships were very helpful in setting up interviews and placing these and other stories about the county as a whole. Many of my company's arts and entertainment industry projects have emphasized tourism and the formation of arts and business partnerships in marketing, PR, and fundraising campaigns.

I have done some consulting for other organizations in Mendocino and Fort Bragg as well, and have attended Mendocino Coast Chamber of Commerce mixers, Arts Council of Mendocino conferences, and other county-wide events. In these capacities, I have always made it a priority to coordinate regional, national, and international public relations and marketing outreach with other local organizations; and I often initiated contact with the Chamber of Commerce, the Music Festival, the Film Festival, the local lodging and wine industry organizations, local restaurant owners and other businesses, to work together to place stories.

Coordination with other organizations and individuals has always been a high priority for me, so that we can work together cooperatively to benefit the marketing and promotion of Mendocino Coast and Fort Bragg interests and amplify our impact, rather than working at cross-purposes. I feel that my long-term involvement in the Mendocino Coast Community, including in Fort Bragg specifically, has given me a significant perspective on how the area has grown and changed, and what some of the key local issues have been for businesses.

My husband and I know many people in the business community of Fort Bragg and Mendocino, and we have helped to support local nonprofits with financial contributions and other donated items. We also have many personal friends in the area, and have attended the Mendocino Music Festival, the Mendocino Coast Writers Conference, Caspar Community Breakfasts and meetings, the CasparFest, Mendocino Land Trust events, First Fridays, Second Saturdays, the Lighted Truck Parade, Paul Bunyan Days, Winesong, the Garden Tour, the Film Festival, and most other seasonal celebrations. We are now finally at a point in our lives where we can move to the Mendocino Coast and work here most or all of the time. (We also each have some clients in the San Francisco Bay Area, but my time on-site is negotiable, and most of my work for them could be done remotely.)

During challenging economic times in recent years, I have been saddened to see closed businesses, empty storefronts, and for a while, what seemed to be fewer tourists in the Mendocino/Fort Bragg area, although I strongly believe that Fort Bragg, specifically, offers tourists and business visitors many opportunities for practical, economical and inspiring experiences on the Mendocino Coast, and we just need to draw business leaders here for conferences and events, as Sonoma and Napa County have done. In fact, over the past year, in anticipation of moving my business center to the Mendocino Coast, I have begun meeting with several local business and nonprofit leaders to begin planning tie-in special events in the Bay Area and on the Mendocino Coast, with a particular emphasis on Fort Bragg. (I would be glad to meet with you share some of my ideas with you at your earliest convenience.) These events would be focused on business leadership, transition, and innovation themes,

and would draw local residents to Fort Bragg, as well as visitors. I have produced or co-produced many events, so I could offer that expertise to the implementation of Chamber of Commerce events as well. All events would provide special opportunities for local businesses and nonprofit organizations to participate, in addition to visiting businesses and organizations.

I have been very encouraged to see Fort Bragg continue to develop as the thriving business and commercial center of the North Coast, with the old Mill site in development, the remodeling of Cotton Auditorium, the rallying of the community to save and improve Starr Center, and opening of new businesses. I recently participated in the petition and letter-writing campaign to save College of the Redwoods, and I watched the recent televised hearings from the Bay Area. I am so glad a solution is in development to transfer operations to Mendocino College beginning in 2014-2015.

As someone who has been a business owner, nonprofit manager, part-time resident, tourist, and multidisciplinary artist, I feel that I could offer a valuable perspective on how the FBPC's marketing, public relations and social media programs could work together to produce the most optimum return on investment for the City of Fort Bragg and the Mendocino Coast Chamber of Commerce. I can also offer my extensive media, tourism and business contacts in the Bay Area, nationally and internationally as a significant added value, in addition to my local contacts.

In recent years, I have become known as a "thought leader" and have received international acclaim for my work in business innovation, social business, social media strategy and marketing, and other specialized areas, including open innovation and crowd sourcing. I have a large social media following of key influencers that include different sectors of media, business and travel bloggers, as well as traditional media, and a prime audience for the FBPC and the Mendocino Coast. I frequently post and tweet about the Mendocino Coast on all of the social networks where my company has a strong presence, and I have fielded many interested responses from people or media who want to learn more about the Mendocino Coast. (Since I've been doing that informally for many years, I would love to do it formally for the FBPC!) Some of my friends who own homes in Silicon Valley and the Mendocino Coast have, in fact, hosted "tweet-ups" for visitors from different states and countries. These visitors, all notable professionals or business owners, have fallen in love with the coast, and many have returned to visit, or will be returning in the near future.

One of our clients, Sutter Medical Center Castro Valley/Eden Medical Center (a Sutter Health affiliate), won the international 2009 SNCR (Society for New Communications Research) Award for Excellence and Innovation in External Communications and Communities in the Nonprofit Division, along with our company, Creative Sage™ / Cathryn Hrudicka & Associates, and G2 Communications, Inc. SNCR Senior Fellow Albert Maruggi initially recommended and nominated the Sutter Medical Center Castro Valley Social Media Project, the first social media project of its kind undertaken by Sutter Health as a pilot program, for the award.

Business author **Shel Israel**, who is also a Senior SNCR Fellow and Advisory Board member, included the story of the Sutter Medical Center Castro Valley social media project in his book, *Twitterville: How Businesses Can Thrive in the New Global Neighborhoods* (see pp. 103-105), and also remarked that he "loved the story" and found the social media outreach project to be "unique, a first of its kind" as a healthcare community outreach program.

"Sutter Medical Center Castro Valley's social media program is an impressive example of the successful and innovative use of new tools, technologies, solutions and practices to enhance communications and relationships," commented Jen McClure, founder and former president of the Society, when she presented me with the SNCR Award of Excellence at the Harvard University Faculty Club in Cambridge, Mass., in 2009.

Additionally, I am a contributing author to the Amazon best-selling business book, *A Guide to Open Innovation and Crowd Sourcing: Advice for Leading Experts* (edited by Paul Sloane, with a foreword by Henry Chesbrough, Kogan-Page, 2011); *The Age of Conversation 3: It's Time to Get Busy* (2010); *The Age of Conversation 2: Why Don't They Get It?* (2008), and the forthcoming *Age of Conversation 4* book in the notable social media and social business *Age of Conversation* series. I have been regularly listed as one of the "Top 100 Women on Twitter," "The Top 50 in Innovation," by Innovation Excellence, and I have received numerous other communications, social media, leadership, creativity and innovation accolades.

The Chamber of Commerce and Fort Bragg Promotional Committee may be aware of my leading business presence as @CreativeSage on all major, relevant social networks. I am connected to the Fort Bragg Chamber of Commerce and many local Mendocino Coast businesses and nonprofit organizations on Twitter, Facebook, LinkedIn, Google+, Pinterest, Flickr, YouTube, Foursquare, Instagram and others. Known as a key "influencer" and "thought leader," I have an extensive reach via social media that has been estimated to reach millions of people—and key media—all over the world. I have made it a policy to develop important, two-way relationships and

conversations with priority "followers," which is evident in the results I have obtained through my uses of social media. (Please see the attached materials for more information.) Prior to my "early adopter" presence on social networks and blogs, I've also had a thorough grounding in more traditional methods of marketing, marketing communications, public relations, event production, fundraising, and multimedia production management, which enables me to understand, and be effective, at integrating the individual components.

My company, **Creative Sage™/Cathryn Hrudicka & Associates**, maintains an outstanding roster of team associates or sub-contractors in diverse areas, including web site and blog designers, videographers, podcasters, graphic artists, and other professionals who could offer the benefit of their specific expertise, although I personally have all the skills and expertise required in the Scope of Work. I also know many local Mendocino Coast vendors and am happy to work exclusively with North Coast professionals to implement the FBPC's goals for 2015-2016 and beyond.

STAY EAT SHOP EVENTS ACTIVITIES SERVICES BLOG BUSINESSES ABOUT

FORT BRAGG

On California's Spectacular Mendocino Coast

 Search


Fort Bragg Promotion Committee

The purpose of the Fort Bragg Promotion Committee is to manage a continuing and sustainable program of advertising and promotional activities that publicize the advantages of Fort Bragg for recreation and business. Specific goals are to:

- Increase Transient Occupancy Tax revenues.
- Increase Sales Tax revenues.
- Enhance the image of Fort Bragg as a vibrant community and desirable destination.
- Attract Coast residents to Fort Bragg for business, cultural and social activities.
- Keep the community informed about FBPC activities and programs. FBPC activities must benefit City businesses regardless of Chamber membership.

The Mendocino Coast Chamber of Commerce is contracted by the City of Fort Bragg to manage funds and oversee the Fort Bragg Promotion Committee, a volunteer committee comprised of five to seven members. The Committee's purpose is to promote Fort Bragg as a travel and retail destination. A portion of the City's transient occupancy tax (TOT) is allocated to the Committee to be used for Fort Bragg promotion activities.

The FBPC is charged with the task of creating a strategic marketing plan as well as managing the budget. This Committee has representation from a cross-section of businesses and community members who meet at least once a month in an informal setting. The regular meetings are currently held the third Tuesday of the month from 3pm-5pm in the Mendocino Coast Chamber of Commerce conference room at 217 S. Main St., Fort Bragg.

Membership is open to the business and community members who have an interest in promoting Fort Bragg. Members do not have to live within the City limits.

The scope of work consists of:

- o Attend committee meetings once a month
- o Assist with committee work and projects as needed or available

Current Officers

David Foucheaux, Chair
 Debra De Graw, Vice Chair
 Mary Knoerdel, Marketing Chair
 Jennifer Owen, City Liaison

Members

Susan Winding
Ginabelle Smith
Caitlin Alexander

STAY EAT SHOP EVENTS ACTIVITIES SERVICES BLOG BUSINESSES ABOUT

 Search

Membership application is available [here](#).

Minutes and Agendas:

2016

[January Agenda](#)

2015

[December Agenda](#)

[November Agenda](#)

[November Minutes](#)

[October Agenda](#)

[October Minutes](#)

[September Agenda](#)

[September Minutes](#)

[August Agenda](#)

[August Minutes](#)

Bylaws and Budget:

[Current bylaws](#)

[2015-2016 Budget](#)

[2014-2015 Budget](#)

[City of Fort Bragg/Chamber Agreement](#)

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City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 16-028

Agenda Date: 1/26/2016

Version: 1

Status: Business

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 3B.

Receive Report and Make a Recommendation to City Council Regarding the Selection of a Welcome Sign Design and Contractor for the City's Welcome Sign



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: January 26, 2016
TO: Community Development Committee
FROM: Marie Jones
AGENDA ITEM TITLE: Receive Report and Make a Recommendation to City Council Regarding the Selection of a Welcome Sign Design and Contractor for the City's Welcome Sign.

ISSUE:

The Fort Bragg Welcome Sign was erected on private property in the 1990's to eliminate event signage at the intersection of Highway 20 with highway 1 and to provide a more welcoming entrance to our community. The existing welcome sign, while functional, has become visually cluttered with a large number and variety of signs, making everything difficult to read at 45 miles per hour. Additionally, the City approved a subdivision at this site in 2014, which included the dedication of a sign easement on a site closer to the Noyo Bridge, just past the Q restaurant. The property owner would be pleased if the City would relocate this sign this spring, so that they may proceed with their site improvements for the subdivision.



Staff brought this item forward to City Council in March 2013, as part of the Fort Bragg Wayfinding Plan to receive direction regarding placement, location and design of the Welcome Sign. After much discussion, City Council provided direction to redesign the Welcome Sign face and include only the service club emblems, below the sign.

The City will require an encroachment permit from Caltrans to relocate this sign as both the new and the old sign are subject to Caltran’s right of way control. Caltrans has indicated that the event signage will not be permitted as part of the Welcome Sign. Caltran’s considers the event signage as a form of commercial advertising and it would need to be permitted seperately and located further from the roadway. Additionally, Caltran’s initially expressed a desire to eliminate the service club emblems, however they seem to have softened their position on this issue.

Staff released an RFP in December of 2015 to receive bids on the Welcome Sign design and construction costs, per the City’s new bidding process for construction projects with a cost of less than \$25,000. This project was bid as a design/build project because the Sign Shop retained the copyright of their initial design.

On January 15, 2016 the City received three qualified bids from three local sign contractors, all of whom designed beautiful alternatives for the Fort Bragg Welcome Sign. The proposal bids and designs were received from the following businesses:

1. Artstruct Proposal – please see Attachment 1
2. The Sign Shop Proposal – please see Attachment 2
3. Braggadoon Proposal – please see Attachment 3

SUMMARY:

The selection and construction of a new Fort Bragg Welcome Sign will set the tone for visitors to our town for many years. All three sign artists have prepared interesting and exciting sign designs for our community entry. The final decision will be made by the full Council, and staff is seeking a Community Development Committee recommendation regarding the preferred sign design and contractor.

To assist with the review process, staff has prepared a brief table, below, that summarizes some of each proposal’s technical information.

Table 1: Technical Specification Comparison for Welcome Sign Proposals

	ArtStruct	The Sign Shop	Braggadoon
Sign Size	6 feet high by 18 feet long	5 feet high by 12 feet long	5 feet high by 19 feet long
Sign Size Total SF	108	60	95
Painted Art Surface	Yes	Yes	No
Carved Wood Surface	Yes, CNC carved	Yes	No

Number of Options	2	3	2
All Stainless Steel Construction	Yes	Unknown	Yes, except for aluminum lettering
Redwood Type	Sign created from joined 3X6 Heart B Redwood Beam Stock	3" Thick Heart B, fastened together with through bolts	Redwood slab
Post Type	Noyo Harbor Pier & Redwood Column	Unknown	Stainless Steel and Fishing Chain
Lighting	Downcast	None	Directional Barn Lighting or LED
Electric hookup	No	No	No
Delivery Timeframe	60+ days	90 days	14 days
Total Cost	\$14,430	\$10,225	\$12,700
Price per SF	\$133.61	\$170.42	\$133.68

Sign size is the biggest difference in the technical specs of the proposals: the Sign Shop's proposed sign would be about half the size of the other two designs and the existing welcome sign, is 16 feet long by 6 feet high or 96 square feet in size. Figure 1 below illustrates each proposal sign size relative to the existing sign.



RECOMMENDATION:

Review the submitted proposals, designs, and cost estimates. Discuss and provide a recommendation to City Council.

ATTACHMENTS:

Attachment 1: ArtStruct proposal and design

Attachment 2: The Sign Shop proposal and design

Attachment 3: Braggadoon proposal and design

Attachment 4: RFP for Fort Bragg Welcome Sign



Date: January 11, 2016

c/o Marie Jones
mjones@fortbragg.com
City of Fort Bragg
416 N Franklin St
Fort Bragg, CA 95437

RE: Fort Bragg Welcome Sign

Description: CNC relief carved sign from 3-D modeled design based on the theme of "redwoods meeting the sea and a beautiful sunset". The most important thing to note about this sign is that it will be very sculptural and three dimensional as a result of the capabilities of ArtStruct's cnc router. The paint will accentuate the relief carving and with top light the dimensionality will even show from the highway as you drive by the sign.

Themes to be included:

- ~Marina dock post with metal cap speaks to the boating and ocean folk
- ~Fine woodworked fluted column holding up the other end of sign speaks to historical, lumber and woodworking interests
- ~Fluted redwood column/post has a thick carved redwood tree element that mounts to the surface and floats in front of actual signage. This will further the depth.
- ~Sunset-carved in relief to add dimensionality, this will add a lot of color and lively energy. I am excited to work on the actual sun, as it will be a real centerpiece of the sign.
- ~Ocean bay-Also carved with textural surface similar to provided sample
- ~Lettering will be dimensional faceted letters, that are applied after painting the main body of the sign. The letters will be constructed in recycled plastic bottle material
- ~Detail-work that will enrich the sign, and be mostly observable to pedestrian traffic will include an intricately carved skunk train coming out from behind the redwood tree, various wildlife, and a fishing boat. These elements are at this point to be rendered as details and not a significant player in the overall formal concept.



Details:

Materials:

- Lettering from "Green Urethane" exterior grade, environmentally friendly material
- Sign slab created from joined 3 by 6 Heart B Redwood Beam stock
- Treated pier from Noyo Harbor for post and top cap of fabricated copper
- Lighting is in addition to quote and not encompassed in this bid

- Installation not included - to be quoted later
- Delivery included

Option 1:

Letters project out of the sign up and down. In this case the letters will be machined out of the "Green Urethane" material and this adds to the overall cost of the sign. This is more expensive but will make the sign much more unique and dynamic design-wise. With the letters attached after painting the sunset and water this allows the painting process to be more fluid and I see this as making the paint job nicer.

Option 2:

Letters are machined in Redwood as part of the sign slab. Also a quality option this is just less unique and special than option 1 but is also very nice and dimensional.

Dimensions:

Total height to top of lights	9 ft tall
Height of top of main body of sign	6 ft tall
Width	18ft wide including tree

Itemized Materials cost:

Pier Post	\$600
8" by 8" by 12ft Redwood post	\$750
High quality redwood sign lumber	\$2,880
Lettering material	\$700 for option 1 only
Lighting (does not include electrical drop)	tbd, add on later
Paint	\$600

Cost of Manufacture

Computer design-work	\$2,000
Cnc Machining	\$2,600
Sourcing materials/construction/assembly	\$1,500
Painting	\$2,500
Delivery	\$300

Option 1 Total \$14,430

Deduct \$700 for Option 2



Project Schedule:

From date of receipt of deposit to delivery date build time two month minimum timeframe requested.

Installation: Option to be proposed upon request as need be

Links to helpful information:

Lettering board material

%40 post consumer "green Urethane" lettering material

<http://precisionboard.com/products/high-density-urethane-pblt/>

Link to 20 minute video showing the ArtStruct cnc router creating a simple sign

<https://drive.google.com/file/d/OB-jYbdToGKfKbXJvdGRfdWptZ1E/view?usp=sharing>

ArtStruct's entry door and fine woodwork website

<http://artstruct.com>

Thank you very much for working with ArtStruct Studios

Sincerely,

Yorgen Q Kvinsland, ArtStruct

YORGEN QUENT KVINSLAND | PRINCIPAL ARTIST • CA LICENSE 949726

post office box 1432 • mendocino • ca 95460

studio: 707.937.6242 • mobile: 707.813.0505 • info@artstruct.com • www.artstruct.com



METAL CAP ON PILING

SUNSET

FORT BRAGG

WELCOMES YOU

REDWOOD BOUGHS PROUD OF SIGN SURFACE

ROUND PILING

RELIEF CNC CARVED SURFACE

FLUTED REDWOOD POST



OPTION 1



FORT BRAGG COAST SIGN

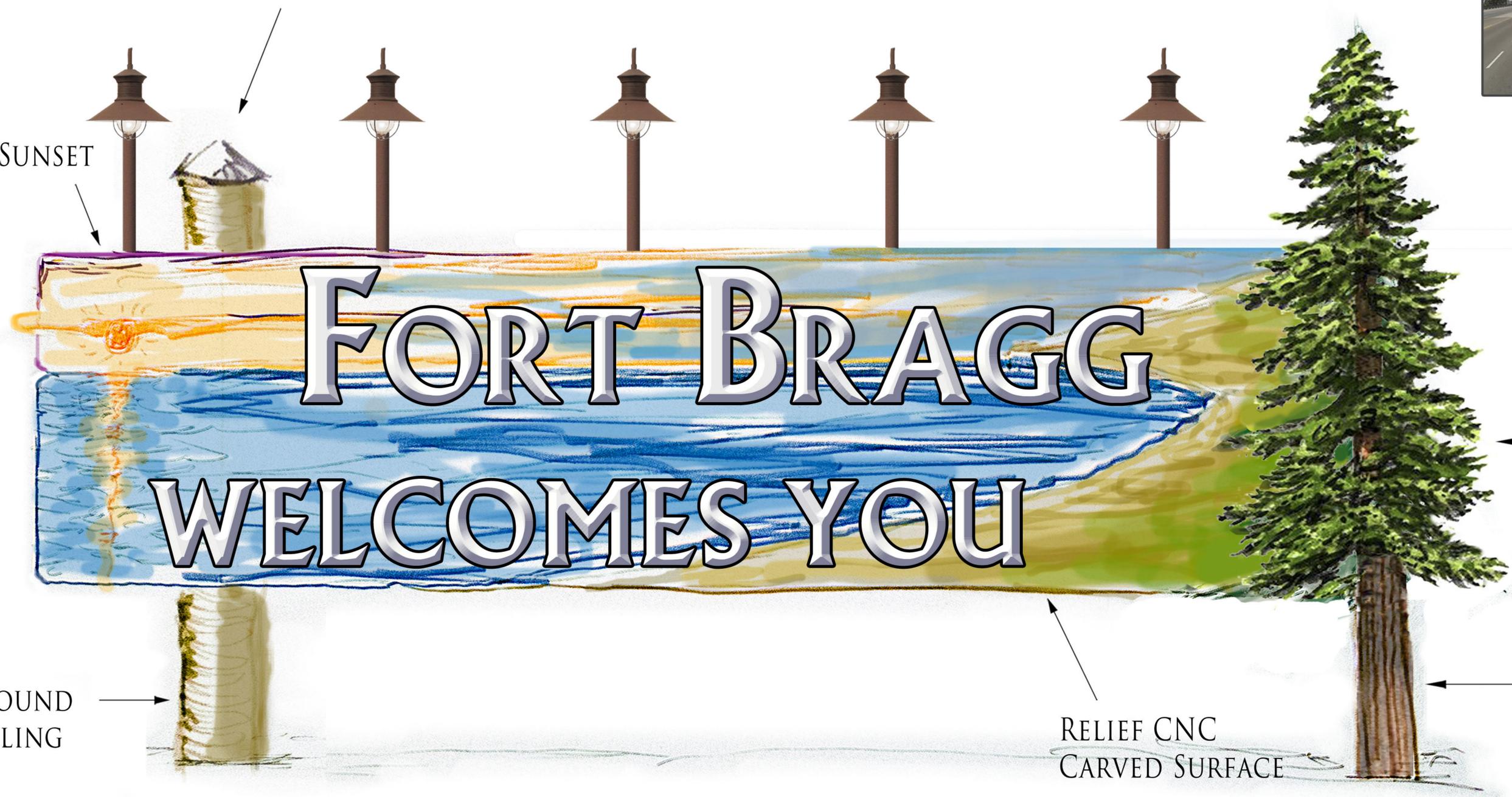
Yorgen Quent Kvinsland
PRINCIPAL ARTIST
CA LICENCE 949726

studio: 707.937.6242
mobile: 707.813.0505
info@artstruct.com
www.artstruct.com

mendocino
post office box 1432
ca 95460

METAL CAP ON
PILING

SUNSET



REDWOOD
BOUGHS
PROUD OF
SIGN SURFACE

ROUND
PILING

RELIEF CNC
CARVED SURFACE

FLUTED
REDWOOD
POST



OPTION 2



FORT BRAGG COAST SIGN

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43197 Road 409
Mendocino

fone.. 707-964-0608
fax..

rick@mendosign.com
cont. lic.527921

A



B



C



5'X12" SINGLE SIDED CARVED SIGN

3" thick Heart B, boards fastened with through bolts

Sign delivered to a location in Fort Bragg, and installed by city.

Sign to be finished with highest quality house paints and sign paints available.
Primed to block tannon bleed through

We can install the sign on upright stable posts for an additional \$350

We would like 90 days from when 50% deposit is received until completion.

Any of these versions will cost \$10,225

We are open to discuss modifications.



This is an original unpublished drawing created by THE SIGN SHOP. It is submitted for your personal use in conjunction with a project being planned for you. It is not to be shown to anyone outside your organization, nor is it to be reproduced, copied, or exhibited in any fashion without expressed written permission from THE SIGN SHOP. Right to use designs for anything other than the subject sign is a violation of copyright laws.

The design rights are sold separately for other uses.



City of Fort Bragg – Welcome Sign Proposal
Braggadoon Signs & Graphics
January 15, 2016

Dear Marie Jones, and the City of Fort Bragg-

Thank you for the opportunity to submit a proposal for the new Welcome Sign. Attached, please find the following:

- Mockups of the proposed design (Options 1 & 2)
- Sign site placement (Options 1 & 2 – daylight and evening scenarios)

The design approach utilizes a full redwood slab as the base for the sign. Inherently beautiful and a reference to our logging history, I feel this would make a simple and effective background for a modern design. The redwood slab, although costly, would weather our coastal climate well, and has already been located for this use. Another, less costly option, would be to join two slabs to create the necessary height.

The text of the sign would be made of cast brushed aluminum. In option one, the text would be lit by led lights embedded behind the letters that would create a soft glow around the shape of the text. In option two, we would again use cast brushed aluminum as the material, but this option allows for directional lighting from above.

The RFP indicated a request for redwood posts for sign support. This would work for this design as well, however, as you will note in the mockup, a stainless pole, or, at the very least, a stainless-wrapped pole would set the wood off nicely.

Also optional would be to include several rounds of anchor chain at the base of the poles. This creates a more sculptural effect, and gives a nod to our fishing industry as well.

Some figures of which I am certain:

Redwood Slab – approx.. 5' x 19' @4500.00

Joined slabs at the same size @2500.00

Cast brushed metal lettering (without LED inserts) @\$3500.00

Directional Barn Lighting – 4 qty. \$2200.00

The time frame for a sign like this would be minimal.

The slab has been located and is ready for use, the lettering has about a 2 week turnaround, as well as the lighting.

I apologize for submitting without a full budget. When I first received the RFP, I thought for certain that there would be no chance I could find the time to submit anything at all, but when this idea struck at the beginning of the week, I had to put something together for a review.

If this design is, indeed, something that you would wish to consider, I am happy to complete the due diligence necessary for the realization of a complete bid, including electrical work and installation if necessary.

Again, thank you for the opportunity to submit an idea.

All my best, with wishes for a Happy New Year-

Kiersten Hanna, Owner
Braggadood Signs & Graphics
435 N. Main St.
Fort Bragg, CA 95437
707.964.5050
Kiersten@ Braggadood.com



OPTION ONE

- SOLID REDWOOD SLAB BASE - 5'H X 18'W
- BRUSHED ALUMINUM CAST METAL LETTERING - ILLUMINATED FROM WITHIN WITH LED LIGHTING - CREATING SOFT EXTERIOR GLOW
- CUSTOM STAINLESS POSTS
- MARINE ANCHOR CHAIN AT BASE



Kiersten Hanna, Owner
Kiersten@Braggadoon.com
Braggadoon.com

Braggadoon Signs & Graphics
435 N. Main St.
Fort Bragg Ca 95437



OPTION ONE

- SOLID REDWOOD SLAB BASE - 5'H X 18'W
- BRUSHED ALUMINUM CAST METAL LETTERING - ILLUMINATED FROM WITHIN WITH LED LIGHTING - CREATING SOFT EXTERIOR GLOW
- CUSTOM STAINLESS POSTS
- MARINE ANCHOR CHAIN AT BASE

Revised Mockup of Option One:

For the purpose of better illustrating the halo effect created by the embedded LED lighting



Kiersten Hanna, Owner

Braggadoon Signs & Graphics

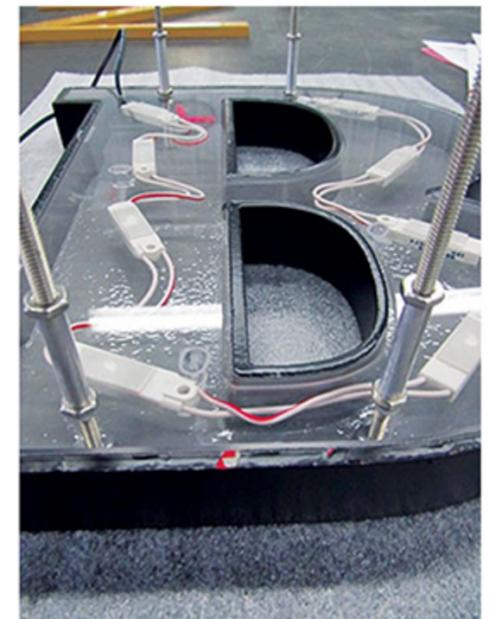
Custom Cast Lettering:
 1200-V. Clear Anodized Stud Mount-Standard Flat Face
 Cast-Lexan Halo Backs
 Inside Cast Bk-Painted White
 2 part, Clear Anodized Detachable Studs
 60watt LED Power Supply
\$5000.00



Option I design - evening mockup



Examples of halo-LED lit signage and an illustration of the fixtures embedded within the back of the lettering





OPTION TWO

- SOLID REDWOOD SLAB BASE - 5'H X 18'W
- BRUSHED ALUMINUM CAST METAL LETTERING
- BARN LIGHT FIXTURES
- CUSTOM STAINLESS POSTS

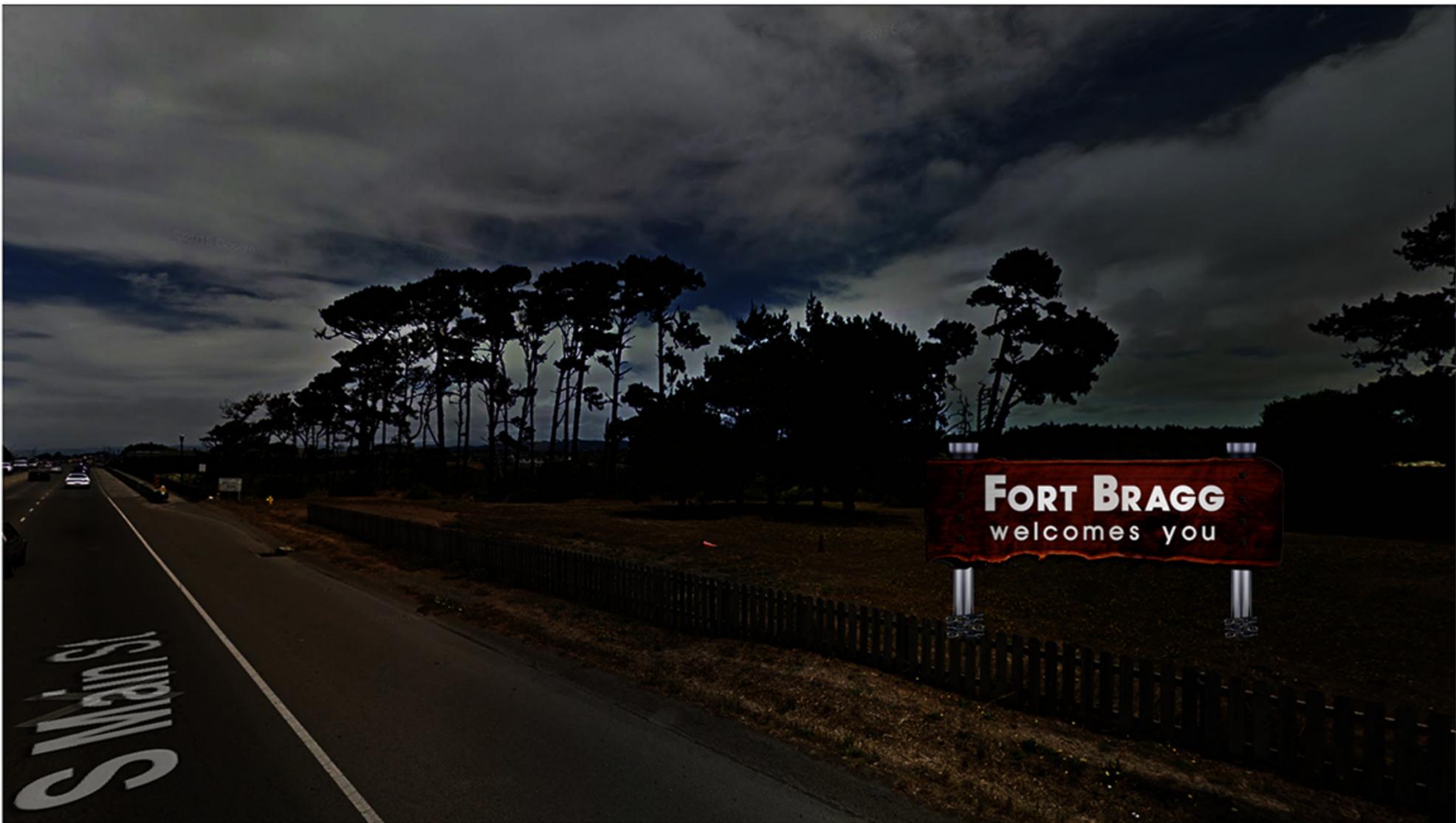


Kiersten Hanna, Owner
Kiersten@Braggadoon.com
Braggadoon.com

Braggadoon Signs & Graphics
435 N. Main St.
Fort Bragg Ca 95437



Option 2 design - daylight mockup



Option 1 design - evening mockup



REQUEST FOR BID TO DESIGN, MAKE AND INSTALL A REPLACEMENT FOR THE FORT BRAGG WELCOME SIGN

Bid Due Date: **January 15, 2016**

The City of Fort Bragg (the "City") is seeking bids from qualified manufacturers, artists and woodworkers to replace the City of Fort Bragg Welcome Sign. The current City Welcome Sign is outdated, confusing and in need of improvement.



Welcome Sign Design Considerations

- The Welcome Sign will be moved to a location just south of the Noyo Bridge and north of The Q Restaurant.
- The new sign should include the following words "**Fort Bragg Welcomes You**".
- The design should emphasize one or more of the following themes: ocean, redwoods, skunk train and/or fishing.
- The Welcome Sign shall be made out of Redwood Heart B.
- The Welcome Sign shall be painted with sign, mural, or marine grade paint.
- The Welcome Sign will have the following dimensions: 12' long, 5' high by 3" thick
- Event signage will no longer be permitted as part of the relocated sign per Caltrans Requirements.
- The Service Club emblems will be limited in size and number and will be located at the foot of the sign.

SCOPE OF WORK

Specific work tasks shall include:

1. Manufacture of new Welcome Sign per design and color.
2. Delivery of sign to the City of Fort Bragg.
3. The proposer may also propose to install the sign, or this activity may be undertaken by City Public Works Staff. If the proposer installs the sign, they should bid that portion of the work at prevailing wages.

Bid Proposal

Please submit a bid proposal by January 15, 2016 that includes the following:

1. Sign design in color and illustrated on 8½ X 11" or 11X17" paper.
2. Sign dimensions.
3. Cost of sign manufacture including carving, painting, etc.
4. Cost of the redwood for the sign.
5. If you are proposing to install the sign, please include as a separate line item the cost to install the sign, including all posts, brackets, and hardware. All hardware must be stainless steel. Post should be redwood or pressure treated.
6. Project schedule.
7. Photos of recent related work.

Bid Schedule

- **Bid Release:** **December 16, 2015**
- **Bids Due:** **January 15, 2016**

Bid Submittals

Proposers should submit bids no later than 5:00 p.m. on **January 15, 2016** to:

City of Fort Bragg
Attention: June Lemos, City Clerk
416 North Franklin Street
Fort Bragg, CA 95437

QUESTIONS

Questions should be directed to:

Marie Jones
City of Fort Bragg
416 North Franklin Street
Fort Bragg, CA 95437
(707) 961-1807
E-mail: mjones@fortbragg.com

ATTACHMENTS

1. City Contract

AGREEMENT FOR WORK PERFORMED UNDER PURCHASE ORDER

This Agreement is made and entered into this ____ day of _____, 2015 by and between the City of Fort Bragg, a California Municipal Corporation, 416 N. Franklin Street, Fort Bragg, California, 95437 ("City"), and _____ name/address _____, a _____, ("Consultant").

1. DESCRIPTION OF SERVICES OR SCOPE OF WORK

The services to be performed under this Agreement ("Services") are as follows:
_____.

2. TERM

The Agreement term will commence on _____ and expire on _____ unless the Agreement term is amended or the Agreement is terminated in accordance with its terms.

3. PAYMENT TERMS AND NOT TO EXCEED AMOUNT

City agrees to pay Consultant for Services that are actually performed in accordance with this Agreement. In no event will the City's obligation to pay the Consultant under this Agreement exceed \$ _____ (the "Not to Exceed Amount"), unless this Agreement is first modified in accordance with its terms.

4. INDEMNITY

To the maximum extent permitted by law, Consultant shall, at its own expense, indemnify, defend with counsel acceptable to the City, (which acceptance will not be unreasonably withheld), and hold harmless City and its officers, officials, employees, agents and volunteers ("Indemnitees") from and against any and all liability, loss, damage, claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, civil penalties and fines, expenses and costs (including, without limitation, claims expenses, attorney's fees and costs and fees of litigation) (collectively, "Liability") of every nature, whether actual, alleged or threatened, arising out of or in connection with the Services or Consultant's failure to comply with any of the terms of this Agreement, regardless of any fault or alleged fault of the Indemnitees.

The Consultant's obligation to indemnify, defend and hold harmless under this provision shall not be excused because of the Consultant's inability to evaluate Liability, or because the Consultant evaluates Liability and determines that the Consultant is not or may not be liable. The Consultant must respond within 30 calendar days to any tender for defense and indemnity by the City, unless the time for responding is extended by an authorized representative of the City in writing. If the Consultant fails to accept tender of defense and indemnity within 30 calendar days, in addition to any other remedies authorized by law, so much of the money due or that may become due the Consultant under this Agreement as shall reasonably be considered necessary by the City, may be retained by the City until disposition has been made of the matter subject to tender, or until the Consultant accepts the tender, whichever occurs first.

The Consultant waives any and all rights to express or implied indemnity against the Indemnitees concerning any Liability of the Consultant arising out of or in connection with the Services or Consultant's failure to comply with any of the terms of this Agreement .

The defense and indemnification obligations of this agreement are undertaken in addition to, and shall not in any way be limited by, the insurance obligations contained in this agreement.

Consultant responsibility for such defense and indemnity obligations shall survive the termination or completion of this agreement for the full period of time allowed by law.

5. INSURANCE

Certificates of Insurance with original, authorized signatures, showing that Consultant has the following minimum insurance coverage(s):

1. **General Liability & Automobile Liability:** \$1,000,000 per occurrence/\$2,000,000 aggregate, Combined Single Limit Coverage for bodily injury, personal injury, and property damage.
2. **Workers' Compensation:** Workers' Compensation Insurance as required by the State of California and Employer's Liability Insurance of \$1,000,000 per accident for bodily injury or disease.
3. **Professional Liability Insurance:** In an amount not less than **One/Two** Million Dollars (\$1/2,000,000) covering errors and omissions.

Excess or umbrella policies may be used to reach the limits required. If an excess policy is used it shall stand in an unbroken chain of coverage excess of the Named Insured's scheduled underlying primary coverage.

A. **GENERAL/AUTOMOBILE LIABILITY INSURANCE ENDORSEMENT** containing the following specific components:

(1) The insurance policy number.

(2) A statement that includes the following language:

"The City of Fort Bragg, including its officers, officials, employees, and volunteers, are insureds."

(3) A statement that includes the following language:

"The insurance shall be primary as respects the insured shown in the schedule above, or if excess, shall stand in an unbroken chain of coverage excess of the Named Insured's scheduled underlying primary coverage. In either event, any other insurance maintained by the Insured scheduled above shall be in excess of this insurance and shall not be called upon to contribute with it."

(4) A statement that includes the following language:

"The insurance afforded by this policy shall not be canceled except after thirty days prior written notice by certified mail return receipt requested has been given to the City."

B. **WORKERS' COMPENSATION INSURANCE ENDORSEMENT** containing the following specific components:

(1) A waiver of subrogation clause which states the following:

"This insurance company agrees to waive all rights of subrogation against the City of Fort Bragg, its officers, officials, employees, and volunteers for losses paid under the terms of this policy which arise from the work performed by the named insured for the City."

(2) The insurance policy number.

(3) A statement that includes the following language:

“The insurance afforded by this policy shall not be canceled except after thirty days prior written notice by certified mail return receipt requested has been given to the City.”

- C. **PROFESSIONAL LIABILITY INSURANCE** in an amount not less than One/Two Million Dollars (\$1/2,000,000) covering errors and omissions. Any deductible or self-insured retention under the required professional liability insurance may not exceed \$150,000 per claim.

All insurance required under this Agreement must be placed with insurers with a Best’s rating of no less than A:VII unless otherwise approved by the City.

The City may approve a variation in the foregoing insurance requirements, upon a determination that the coverages scope, limits, and forms of such insurance are either not commercially available, or that the City’s interests are otherwise fully protected.

6. LICENSES & PERMITS
a. BUSINESS LICENSE

Before the City will issue a notice to proceed with the Services, Consultant and any subcontractors must acquire, at their expense, a business license from City in accordance with Chapter 5.04 of the Fort Bragg Municipal Code. Such licenses must be kept valid throughout the Agreement term.

I have read, understand, and agree to comply with the Indemnity and Insurance requirements supplied with this Purchase Order.

CONSULTANT

By: _____

Its: _____



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 16-024

Agenda Date: 1/26/2016

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In Control: Community Development Committee

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Agenda Number: 3C.

Receive Report and Provide Direction to Staff Regarding City Business Recognition Program



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: January 26, 2016
TO: Community Development Committee
FROM: Jennifer Owen, Special Projects Manager
AGENDA ITEM TITLE: **Receive Report and Provide Direction to Staff Regarding City Business Recognition Program**

ISSUE:

The City of Fort Bragg adopted the Business Retention and Expansion (BRE) Program in August 2014. The BRE is provided as Attachment 1. One of the four major elements of the BRE is Business Recognition. There are two categories of the Business Recognition methods recommended in the BRE, one of which is establishment of a business awards program. City staff met with Mayor Dave Turner to request preliminary direction about broad program parameters including name for the program and primary responsibility for directing the program. The Mayor recommended that the program should be a "City" awards program, not a "Mayor's" award program. He further recommended that the Community Development Committee (CDC) should be responsible for development of program particulars and implementation. Direction is requested from the CDC regarding Business Recognition Awards Program proposals and options.

SUMMARY:

The purpose of the Business Recognition Program is to show appreciation and provide positive exposure for City businesses. The BRE provides two major means of business recognition: a business awards program and industry-specific meetings. Industry-specific meetings would be hosted by the Mayor or other City Council members, and planning for those meetings will proceed in consultation with City Council. Design of the awards program requires input from the CDC.

Attachment 2 includes information about different business recognition programs from a variety of cities and economic development organizations. These examples illustrate some best practices for business recognition award programs, and staff's proposed program incorporates some elements from these other programs.

In general, Fort Bragg's business awards program should acknowledge and highlight City businesses that have contributed to the economic well-being of the City. Awards should be presented at a regular City Council meeting, and awardees' businesses would be highlighted on the City website, Facebook, and the City Manager's column in the Advocate. Staff recommends a limit of no more than five awards so that the awards are valued. However, there could be more than five award categories so that we could ensure at least five awards each year. Each Council member could present one award at the City Council meeting. It is important for the program to be perceived as meaningful, fair, and non-political.

Once the program design is defined, the award program could be launched immediately, and the nomination and award timeline can be established so that awards are announced and presented in May, prior to the busy summer season.

Additional program options along with recommended selections per staff's conversation with Mayor Turner include:

1. Frequency of awards (example: annually, quarterly)
Recommendation: Start with annual awards, expand later if desired.
2. Development of candidates lists (options: nominations by community; or by City officials; or by staff)
Recommendation: Staff will launch and publicize a survey using an on-line tool such as Survey Monkey so that the community can nominate candidates for specified categories
3. Selection of award winners (options: community, staff, Council, Council Committee, or sub-committee)
Recommendation: Appointment by CDC of a 5-member sub-committee comprised of a cross-section of Fort Bragg business owners and community members, to be charged with selection of award winners.
4. Award categories
Recommendation: CDC should select award categories from which up to five awards will be selected. More than five categories could be offered for nominations. Potential categories include but are not limited to:
 - a. Fastest growing (based on sales, number of employees, or facility expansion)
 - b. Longevity (in City)
 - c. New product or innovation
 - d. Sustainable practices/"Green business of the Year"
 - e. "Filling a Local Need"
 - f. Community Service Recognition
 - g. Special Recognition Award
 - h. Most Successful at Getting Fort Bragg in the (Good) News
 - i. Iconic Fort Bragg Business of the Year

RECOMMENDATION:

Provide general feedback and suggestions on program design. Specifically, provide direction on selection of a sub-committee to recommend awardees; and select award categories for the first program year.

ATTACHMENTS:

1. Fort Bragg Business Retention and Expansion (BRE) Program
2. Sample Business Recognition Programs



City of Fort Bragg Business Retention and Expansion (BRE) Program

Purpose: To implement the City of Fort Bragg 2014 Economic Development Strategy priorities that are focused on business retention and expansion, in order to support local businesses, encourage job creation, and increase investment in Fort Bragg.

- I. Major Components of the BRE Program are as follows:
 - A. The BRE Program is to be adopted by City Council Resolution and published on the City website
 - B. Customer service focus
 - C. Outreach to businesses
 - D. Business recognition

- II. City Staff will embrace a **Customer Service** Focus:
 - A. Customer Service goals:
 1. To continue excellent and productive interactions with City customers;
 2. To meet customer needs in a friendly, efficient, fair and expedient fashion;
 3. To expeditiously solve problems, as feasible, to support Fort Bragg businesses.
 - B. The City will embrace a *business friendly culture* at City Hall including assignment of two key Business Liaisons in the Community Development Department.
 1. The Housing & Economic Development Coordinator will be the Business Liaison for new business startup questions and non-development business issues.
 2. The Community Development Director will be the Business Liaison for new businesses that require planning or building permits.
 3. The Business Liaisons will assist business issues by clarifying issues, providing resources, expediting reviews and responses, and by working with other departments as appropriate.
 4. The Liaisons will educate and inform relevant City staff about the BRE and will encourage timely interoffice communication and collaboration to meet the goals of this Business Retention and Expansion Program.
 - C. Staff will instill and strengthen the *customer service culture* at City Hall:
 1. City Human Resources staff will facilitate staff training about:
 - The linkage between sales tax, jobs, transient occupancy tax, and City revenue.
 - Examples of excellent customer service specific to each City department.
 - Excellent customer service practices and implementation of a customer satisfaction survey for each department on the City's website.

- III. The City will engage in ongoing active **Outreach** to businesses:
 - A. Outreach goals:
 1. To promote Fort Bragg as a great place to do business;
 2. To gather information about specific opportunities and challenges to help the City better support businesses;
 3. To generate short-term and long-range Economic Development actions and planning.



- B. The City will maximize effectiveness of the City **Website** to support Fort Bragg businesses.
 - 1. The City website's "Doing Business" section will highlight the adopted BRE Plan.
 - 2. The City's "Doing Business" webpages will exhibit the "Your business is welcome here" theme, listing the benefits of doing business in Fort Bragg.
 - 3. The City's "Doing Business" webpages will demonstrate the benefits of Fort Bragg through provision of cost comparisons for services and fees and permit processing timeline comparisons.
 - 4. The City's "Doing Business" webpages will provide business resources, relevant data, and linkages to resources.
 - 5. The City will ensure that documents, data, and information are timely, useful and up to date.
- C. The Business Liaisons will develop **printed materials** to promote and highlight the Economic Development Services that are available for businesses.
 - 1. The Business Liaisons will design and print brochures promoting benefits and resources for doing business in Fort Bragg.
 - 2. The Liaisons will utilize the print brochures to actively recruit new businesses to Fort Bragg.
 - 2. City staff will continue to publish and update "How to" handouts on individual topics such as the "Signs" and "Permits" brochures that are relevant to City businesses.
- D. The Business Liaisons will schedule **formal appointments with existing businesses**:
 - 1. Invitations to meet will be sent to existing businesses for meetings either at the business site or at City Hall.
 - 2. Individual appointments would be scheduled by focusing on existing businesses by category (by industry, geography, or business size).
 - 3. The purpose of the formal meetings is:
 - a. to ask each business owner's perspective of how Fort Bragg business is going in general and individually;
 - b. to ask what the City can do to assist the individual business and Fort Bragg businesses in general;
 - c. to inquire as to problems and successes experienced with City processes;
 - d. to inquire as to immediate business concerns and hopes;
 - e. to assess health and needs of individual businesses through observation.
 - 4. Interviewers will use a set of questions to encourage open discussion.
 - 5. Interviews will include City Council member(s) when possible and desired.
 - 6. Business Liaisons will ensure that visit information is recorded and tracked and that follow up occurs as appropriate.
- E. The Business Liaisons will encourage **regular business drop in and walk-abouts** by Community Development Department staff, other staff, and City Council:
 - 1. The purpose of the casual visits is:
 - a. to improve and strengthen relationships between the City and local businesses; and
 - b. to provide opportunities to obtain quick business status checks and two-way feedback.



2. The Business Liaisons will remind and encourage all City staff and Councilmembers to report back to the Business Liaisons.
 - F. The Business Liaisons will continue to utilize **Surveys** to generate business information:
 1. Surveys may be inserted into business license mailings for new and renewing businesses.
 2. Periodically, surveys may be used to gather input about specific City departments or processes.
 - G. The Business Liaisons will regularly **communicate with regional economic development agencies** (Chamber of Commerce, VisitMendocino/MCLA, EDFC, etc.) to request and ensure that business feedback reaches the City Business Liaisons.
- IV. The City will engage in active **Business Recognition** to show appreciation and to provide exposure for City businesses, which may include:
- A. Business roundtables/workshops with City Council, including industry-specific meetings.
 - B. Development of Mayor's Business Awards, to include categories such as "New Business of the Year," "Fastest Growing Retailer," "Pioneer Business," "Most New Employees," "Community-Minded Business," "Sustainable Business Award," and other categories.
 - C. Business Appreciation Month – to highlight the benefits provided by a strong local economy.
 - D. Receptions for honorees.



2015 Business Recognition Awards Program

The City of Aurora has established a Business Recognition Awards Program in 2005 to acknowledge businesses in our community that contribute to the city's economic vitality. The City of Aurora also chooses an Aurora business that demonstrates a commitment to sustainability, energy efficiency, renewable energy, waste diversion, water conservation, and/or social responsibility.

Selected businesses will be presented with their award at a celebratory event hosted by the City.

The 2015 nominations will be considered on or before August 31, 2015.

2015 Business Recognition Application Criteria

A business or service provider must meet one or more of the below criteria and be fully and legally licensed in the city of Aurora. Sustainability nominees must not have any significant environmental violations in the past five years.

BUSINESS AWARD CRITERIA

- Proven longevity as a business in Aurora
- Significant business growth over the prior year
- Introduction of a unique product or service innovation within their industry during the prior year
- Exceptional customer service as indicated by their customers
- Proven contributions enhancements and involvement to the community and/or locally operating charities (examples include school mentoring programs, job/skills training programs, etc.)
- Proven tax generator
- Be licensed in the City of Aurora and registered with the State of Colorado (if applicable)

SUSTAINABILITY AWARD CRITERIA (in addition to one of the above)

- Demonstrated commitment to energy efficiency, waste diversion, water conservation, and/or renewable energy
- Demonstrated commitment to social responsibility
- Outreach or promotion of sustainable efforts to employees and/or customers
- Sponsorship of environmentally and socially responsible actions in the community

Sustainability Category Examples

- Energy efficient equipment installation; Onsite recycling and composting; use of native plants and xeriscaping on grounds; offset energy use with renewable energy
- Stock or offer environmentally responsible inventory
- Provide signage on property to educate customers and employees about sustainability efforts
- Sponsor a neighborhood clean-up effort; host a community farmers' market

Business Recognition Awards Program

Each of the businesses chosen will receive formal acknowledgement and an award at an annual celebration hosted by the City of Aurora. The honorees will also be acknowledged through a city press release, a video presentation, on the city's web site and the Aurora SBDC site.

NOMINATION

Businesses are encouraged to apply for the award by filling out the nomination form below and to nominate other businesses that meet the guidelines. For further information about this Business Recognition Awards Program, please contact the Aurora Small Business Development Center, (303) 326-8690.

Send your nomination to:

Aurora SBDC
City of Aurora
15151 E. Alameda Pkwy, Suite 2300
Aurora, CO 80012

E-mail: info@aurorasbdc.com | Phone: (303) 326-8690 | Fax: (303) 739-7136

Submission Information

- Submit nomination form and any attachments to the address or e-mail above.
- Do not submit nominations in bound form of any type, other than clipped/stapled.
- Address each of the criteria for the award that the company meets.

APPLICATION

Nominators Name:

Nominators email:

Nominators Phone:



Town of Walpole Annual Business Recognition Program

Purpose:

The Town of Walpole has established an annual Business Recognition Program designed to honor businesses and entities in the community. Nominate a business who has reached a significant achievement or accomplishment, contributed or served the community, or shown enthusiasm and creativity in the development of their business.

Eligibility:

All businesses located in Walpole, MA are eligible.

Process:

Nomination forms (see reverse page) are also available online through the Town's website at www.walpole-ma.gov or available through the Economic Development Department. A panel of judges will meet to review nominees and select recipients. Selected businesses will be honored at the Town of Walpole's Annual Business Forum in November.

Award Categories:

Business Achievement

Awarded to a business who has demonstrated outstanding business achievement as evidenced by growth in sales, profits and/or employees; new product introductions and/or markets entered; and/or customer relations.

Contribution/Service to the Community

Awarded to a business that has demonstrated a commitment to giving back to the community through means such as contributions or service to a civic group, volunteer program, or nonprofit organization.

Business Newcomer

Awarded to a business that is between one and four years-old and has demonstrated outstanding dedication and creativity in the development of their new business.



**Town of Walpole
Annual Business Recognition Nomination Form**

Nominate a Walpole Business! The Town of Walpole Annual Business Forum will take place on November 14, 2013 at the Walpole Country Club. We need your help in finding outstanding businesses to honor. Submit your recommendations today!

Please Select the Category(s) for Nomination:

- Business Achievement
- Contribution/Service to the Community
- Business Newcomer

Business Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Reasons for Nomination:

Please note: The award categories and nomination forms are available online at www.walpole-ma.gov. This form can be duplicated. You can nominate a single business in more than one category, and you can also nominate more than one business for the same category by using an additional nomination forms. Self nominations are gladly accepted.

Name of Person Making Nomination: _____

Signature of Person Making Nomination _____

Telephone: _____

****DEADLINE FOR NOMINATIONS IS WEDNESDAY, OCTOBER 23, 2013****

Please return completed form(s) to:

Stephanie Mercandetti, Community & Economic Development Director

Town of Walpole

135 School Street, Walpole, MA 02081

Fax: 508.660.7303

Email: smercandetti@walpole-ma.gov



BUSINESS RECOGNITION PROGRAM

Is your business.....

A market leader? An industry innovator? A major local employer? An active community supporter?

The City of La Mirada wants to hear from you!

The City of La Mirada is expanding its Business Recognition Program by highlighting achievements of La Mirada businesses. The City will recognize local businesses at City Council meetings, on the City website, and in the City Business Newsletter. This program showcases La Mirada business achievements, and supports La Mirada's successful business community and strong local economy.

Featured businesses must be located in the City of La Mirada and hold a valid City Business License. Businesses should be able to demonstrate having a positive impact on the community. Businesses interested in being featured may contact the Economic Development Team at (562) 943-0131.



BUSINESS RECOGNITION PROGRAM - BUSINESS INFORMATION

Business Name: _____

Business Address: _____

Telephone Number: _____

Business Owner Name: _____

Business Contact Name and Number: _____

How long has the business been in La Mirada: _____

Nature of your business: _____

Have you supported City/Community events/Organizations? Yes No

If yes, which ones and how: _____

Have you recently been recognized for an industry achievement: _____

Have you been featured/recognized recently in the media? Yes No

If yes, for what: _____

PLEASE ATTACH RELATED MATERIALS



Business Recognition Program

OVERVIEW:

The Business Recognition Program was created for the purpose of giving formal recognition to those Winter Park businesses that have contributed to the economic well-being of the City and have demonstrated a commitment to the vitality of Winter Park's business climate.

Note: This recognition is characterized as symbolic in nature and carries with it no encumbrances or promises of special consideration in other business dealing with the City of Winter Park, but should be regarded as a special honor of gratitude on the part of the City and the citizens of Winter Park.

AWARD ELIGIBILITY:

Any business located within the municipal boundaries of the City of Winter Park is eligible to be nominated for an award. Businesses must have no outstanding taxes or license fees due to the City.

CRITERIA FOR NOMINATION:

Criteria for being selected to receive this economic development recognition includes, but is not limited to, the following:

- Creation of new full-time and part-time jobs
- Proven longevity and history of doing business in Winter Park
- Significant business growth over the prior year
- Introduction of a unique product or service innovation within their industry
- Exceptional customer service as indicated by their customers
- Proven contributions to the enhancement of the community and/or locally operating charities (examples include school mentoring programs, employee volunteerism, job/skills training programs, etc)
- Significant renovation or improvements to existing structures
- Construction of new permanent buildings highlighting quality office and retail space
- Business demonstrating significant green business practices

RECOGNITION INCLUDES:

- Site tour of the winning business by the City Mayor or appointee
- Luncheon with business owner, key business staff, Mayor, City Manager, and Economic Development Department
- Presentation of plaque at a City Commission meeting
- Acknowledgment in the City Update and on the City website

STRUCTURE:

Nominations may be made by anyone for any business within the municipal boundaries of the City of Winter Park. All nominations are to be submitted to the Economic Development Advisory Board (EDAB) by filling out the provided nomination form. The EDAB will vote each quarter on nominations submitted and will select the business that best meets the given criteria. Nominations will be reviewed by the

EDAB quarterly and Awards will be formally presented by the Mayor at regularly scheduled Winter Park City Commission meetings. Businesses and individuals who are selected will receive an Economic Development Plaque of Recognition, and are not eligible for more than one such award per calendar year.

NOMINATION FORMS:

Those interested in nominating a business for award may download a form at www.cityofwinterpark.org > Departments > Economic Development/CRA and select Economic Development

Forms can also be obtained by contacting Dori Stone at 407-599-3665 or by email at dstone@cityofwinterpark.org

[Park District](#)
[Getting Around](#)

[School Districts](#)

[Township](#)

[Library Districts](#)

[Counties](#)

Business Recognition Program

About the Program

The village's Recognition Program serves to highlight and promote local businesses. The village is interested in information pertaining to business special events, charitable programs, anniversaries, and other news.

Golden Bison Award

Businesses that go above and beyond their normal day-to-day operation may be eligible for the Village's Golden Bison Award. Selected businesses are featured at the Village Board forum, recognized in the village newsletter, and announcements are sent to local newspapers.

Nominating a Business

If you are interested in nominating a business, please provide the following information to Deputy Village Manager [Jennifer Maltas](#):

- Name
- Telephone / email
- Nominated Company
- Address
- How long has the business been in Buffalo Grove?
- Date of special event (if applicable)
- Describe why the company is being nominated



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Text File

File Number: 16-037

Agenda Date: 1/26/2016

Version: 1

Status: Business

In Control: Community Development Committee

File Type: Staff Report

Agenda Number: 3D.

Recieve Oral Report Regarding Current and Long Range Planning Activities

This will be an oral report.

Community Development Department - January 2016 Update

Categories	Projects Name	Current Work Tasks
Projects		
	Coastal trail - Phase 1	Mural, stairs to beach, dog park and entrance signs, invoices & reports
	Coastal Trail - Phase 2	Property Transfer, prop 84 quarterly report, negotiate access from alder to Phase II, ATP Grant Application
	Coastal Trail Grand Opening	Late May - lots to do....
	Noyo Center Visitor Center Move	ADA access sidewalks, connect power, attach skirting, replace doors and add windows
	Way Finding Plan	Encroachment permit. Respond to Caltrans comment letter.
	Move the Fort Bragg welcome sign	At CDD, going to City Council
	MCHC at 101 N Franklin	Plan review started, rehab to begin by Feb. 1
	Food Bank Solar Project	Waiting for adequate PI: expected start 2/16
Programs		
	HELP Plus Program	In progress; program supervision until 10/31/17
	HELP H2O Program	In progress; program supervision until 10/31/17
	Giving Garden Program	In progress; program supervision until 10/31/17
	2014 Microenterprise Assistance Prog	Contract award 9/28/15; program supervision until 10/31/17
	2014 OTC grant	Contract oversight: Loan servicing & business loan marketing/processing
	SRTS/ATP Safe Routes Program	Contract awarded; oversight ongoing
	Owner Occupied Housing Rehab Program	App processing on-going; 3 rehabs in construction; 2 pending; program term. 12/31/2016
Long Range Planning		
	City of Trails (aka City Surrounded by a Park) & North Harbor Access Plan	Final report 70% Complete
	Water issues	Pudding Creek Reservoir Staff Report
	Mill Site Specific Plan	Status staff report, fund EIR <i>-longueking</i>
	Mill Site Remediation	FS, RAP for OUE; CDP for OUC & D <i>-pc FEB 10</i>
	Bainbridge Park Plan (CDBG)	Final Report 90% complete
	Home sharing ordinance	Needs to go to CDC
	Medical Marijuana Ordinances	Staff Report to Public Safety
	Vacation home ordinance	LUDC amendment for IZ, need resolution for CZ
	CV Starr Center Phase 3 Master Plan	Final to Council Feb 2016
	School Fields Master Plan (HRP)	Final to Council Jan 2016

Community Development Department - January 2016 Update

Current Planning		
	Hare Creek Center	Resubmittal, RFP for EIR, Proposals due 1/29
	Geoaggregates asphalt plant -UP, CDP	Waiting for submittal
	Geoaggregates Concrete Processing	Submitted - change to zoning letter
	Avalon project - CDP, UP, VAR	CDD review then routing
	GP CDP for OUC &D	Staff report complete. Hearing 2/10
	WWTF CDP and CEQA	Retain biologist and archaeologist. Complete CEQA review.
	Brewery Expansion	CDP &LCP Amendment for 15 acre, 350,000 barrel expansion onto the Mill Site
	Limited Term Permits	
	Request for Comments	
	Hearing Noticing	
	Process Building Permits	
	Process Sign Permits	
	Code Enforcement	
	Counter Questions	
	Process Business Licenses	
Economic Development		
	Economic Development: retail sales leakage study, TOT study, demographic and jobs information	
	Community Foundation Art Competition	Proposals due middle of March
	Business Satisfaction Survey (online)	
	Economic development	Progress report to CC, develop marketing materials & site visits, skunk Train meeting, Black Oak Coffee
	Fort Bragg Promo Committee	Liaison to CFBPC , CDC Jan
	Business outreach (BRE implementation)	Biz Recognition program to CDC Jan 2016
	Skunk Train OTC?	CDS working with Skunk
Grants		
	Program Admin	Prepare for closeouts & monitorings; 2016 Design Phase for 2016 SuperNOFA app
	State Advisory Committee	JO appointed; monthly meetings
Housing		
	Develop an affordable multi-family housing project with an affordable housing developer	Reach out to SVBP, Danco, CDC, etc.