



CITY NOTES

April 9, 2015

SUMMARY OF CITY COUNCIL GOAL-SETTING WORKSHOP>> On March 30th, the City Council, the City's management team and several members of the public spent five hours working to update the Council's goal-setting matrix to reflect current City priorities. The City Council's goal-setting matrix identifies four broad Priority Areas: A Healthy Environment; A Prosperous Economy; An Engaged Community; and A Strong Organization. Under each Priority Area, the matrix includes various goals, objectives and strategic actions. Discussion at the recent workshop focused primarily on the first two priority areas (Healthy Environment; Prosperous Economy) as the Council's February 21st goal-setting workshop focused on the two other priorities (Engaged Community; Strong Organization).

Under the Healthy Environment priority, the Council affirmed that its top priorities for maintenance and improvement of the City's infrastructure are (1) to improve reliability of the City's water supply by increasing water storage capacity with construction of the Summers Lane Reservoir project in 2016, and (2) to upgrade the City's Wastewater Treatment Facility by replacing aging components of the plant with improved technology. In addition, the Council prioritized the need for continued maintenance and improvement of the City's streets and alleys. The Council talked about other strategies for reducing water consumption, including promoting graywater systems, rainwater collection, and leak detection and repairs. The Council agreed to schedule a presentation on desalination technology to help inform future discussions.

The Coastal Trail project was discussed at several points during the workshop. The project is an important piece of infrastructure that supports the Council's expressed goal to "Create a walkable and bike-friendly community and promote healthy lifestyles." The Coastal Trail is also a key economic development tool insofar as it attracts visitors to Fort Bragg, enhances the quality of life for City residents, and makes the adjoining mill site property more attractive to potential developers. The discussion of the Coastal Trail addressed the need for additional parking at the Glass Beach parking lot, the short-term priority of establishing a connector between the Coastal Trail and downtown Fort Bragg, challenges associated with park maintenance and enforcement of rules, and adaptive management as the City's experience with managing Noyo Headlands Park evolves over time.

Under the Prosperous Economy priority, the Council spent considerable time discussing the objective to "Ensure that redevelopment of the Georgia-Pacific (GP) Mill Site benefits the community." The Council acknowledged the need for GP to complete the environmental remediation process. Discussion focused on how important the mill site property is to the economic health and vitality of our community. The challenge of getting GP's executive team re-engaged in planning for reuse of the property was discussed along with various approaches for moving the planning process for reuse of the property forward. Staff committed to providing a full report on options at an upcoming Council workshop. The Council reiterated its support for two ongoing City-sponsored economic development projects on former mill site: the Noyo Center for Marine Science project (including the Blue Whale

skeleton exhibit) and the Industrial & Fine Arts Center in Dry Shed #4. The Council also talked about the possibility of pursuing development of a conference and performing arts center on the mill site.

A number of strategies were identified to address the objective to “Support local businesses and increase the number of sustainable wage jobs in Fort Bragg.” The Council discussed the need for improved access to broadband technology and fiber in and around Fort Bragg. Marketing strategies for Fort Bragg included the need to “sell quality of life,” to pursue living wage jobs, and to address changes in broader market forces affecting retail sales. The idea of promoting bicycle tourism was revived, along with an interest in seeing if our local business community will support an “Old Town Fort Bragg” branding and marketing campaign. Discussion also touched upon the need to incentivize maintenance and preservation of the historic architecture in downtown Fort Bragg including possible implementation of Mills Act tax incentives and a façade improvement program.

The Council discussed a number of responses to the many challenges related to homelessness. The Council affirmed its support for the Neighborhood Watch program and noted that a Downtown Watch program has been established. Increasing police visibility with downtown foot and bike patrols was identified as an effective strategy in addressing behavioral issues associated with transients. The Council’s Public Safety Committee is establishing a Citizens Advisory Committee on homelessness to help identify potential community solutions to address impacts associated with homelessness. The Council discussed the need for countywide coordination of efforts as well as the need to support transitional housing, affordable (“work-force”) housing, and “tri-level” housing that will help our elderly population age in place.

MARK YOUR CALENDARS>> Check out the “Upcoming Agenda Items” pages on the City’s website or sign up for meeting notifications using the “Notify Me” feature on the website <https://city.fortbragg.com>. The following public meetings are scheduled in April:

- Monday, April 13 @ 6 PM, Town Hall – City Council Meeting. The Council agenda includes: Final Fort Bragg Wayfinding Plan, Chestnut Street Multi-Use Path Project, Forgivable Loan Agreements for a number of CDBG grant-funded projects (NOT including the Old Coast Hotel Forgivable Loan Agreement), PEG contract.
- Wednesday, April 15 @ 1:45 PM, Town Hall – Joint City Council/Mendocino Coast Recreation & Park District Special Meeting to review the draft FY 2015/16 C.V. Starr Community Center Budget.
- Thursday, April 16 @ 9:30 AM, City Hall Conference Room – Public Works & Facilities Committee Meeting. Agenda will be finalized next week.
- Monday, April 27 @ 6 PM, Town Hall – City Council Meeting. Agenda has not been finalized.
- Tuesday, April 28 @ 3 PM, City Hall Conference Room – Community Development Committee Meeting. Agenda has not been finalized.
- Wednesday, April 29 @ 4 PM, Town Hall—City Council Special Meeting to conduct a workshop on the draft FY 2015/16 Budget for the City of Fort Bragg.

City Notes is published on the second and fourth Thursday of each month. If you have questions or suggestions regarding the column, feel free to contact City Manager Linda Ruffing at (707) 961-2823, ext. 118 or LRuffing@fortbragg.com.