



## CITY NOTES

March 23, 2017

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### **City Awarded Grant from Community Foundation of Mendocino County for Mural Competition>>**

The City was recently notified by the Community Foundation that we have been awarded a \$5,000 A.D. Abramson Visual Arts Award for Art in Public Places to hold a mural competition. The City Council has dedicated \$2,000 for the competition and, with the grant and contributions from property owners of the mural site locations, we expect to fund 4-5 new murals in Fort Bragg. Local artist Jonathan Palmer is working with Community Development Director Marie Jones to organize the mural competition which will be held in late summer of this year.

**City Website and Social Media Stats>>** The City's efforts to enhance public access to information are paying off! In 2016, our website averaged 8,300 monthly visitors and more than 116,000 total visitors. The City's Facebook fans/friends doubled in the past year. We now have 3,085 fans/friends (as a comparison- Ukiah has 1,508; Santa Rosa has 2,779). We saw a 145% increase in the number of viewers of Council and Committee meetings with the viewership increasing from 1,045 to 2,563 over the past year. We have 796 Instagram followers and 174 Twitter followers- representing order of magnitude increases on those social media platforms as well. Much credit is due to our Social Media Team which includes representatives from every City department. They work hard to get the word out about City activities and to keep information on our social media channels fresh and relevant.

**Wayfinding Signage>>** Have you noticed the new wayfinding signs that are being installed along Main Street? The signs have white lettering on a blue background and are much more legible than the old white on brown signage. The new signs are intended to direct visitors to key destinations in the community. The Council adopted a Wayfinding Plan in 2015 and, following a lengthy permitting process with Caltrans, the signs were ordered and are now being installed.

**Fort Bragg Welcome Sign>>** Once the ground dries out sufficiently for concrete footers to be poured, the City's Public Works crew will be installing our new "Welcome Sign" near the south end of the Noyo Bridge. The sign is a beautiful carved wooden sign with a picture of the sun setting over Noyo Bay. It was made locally by The Sign Shop.

**Mid-Year Budget Highlights>>** The City Council conducted a day-long mid-year budget work session last week. The Council briefly reviewed the "City Council Goals & Priorities" that were updated last April. They agreed that the Goals & Priorities should be refreshed again this year, possibly at an upcoming Council retreat. The Council received progress reports from each of the City's departments- highlighting the principal projects and accomplishments over the past 9 months. Finance Director Victor Damiani presented the FY 2015/16 Year End Report and the FY 2016/17 Mid-Year Report. These documents show that the City's revenues and expenditures are generally tracking budget projections. The Council then reviewed a list of mid-year budget adjustments that will be brought forward for adoption on March 27<sup>th</sup>. The Council reviewed a five-year budget forecast that presents some challenges as expenses are expected to grow faster than revenues in the General Fund. The mid-year budget work session sets the stage for preparation of the City's FY 2017/18 Operating Budget and

Capital Improvement Budget. City staff is already deep into budget preparation and a draft Budget will be brought forward for Council review in late May.

**Mark Your Calendars>>** Information on upcoming public meetings can be found on the “Upcoming Agenda Items” pages on the City’s website or by signing up for meeting notifications using the “Notify Me” feature at <https://city.fortbragg.com>.

- **Special City Council & Planning Commission Work Session** – Thursday, March 23, 2017 at 6 PM, Fort Bragg Town Hall. Agenda topic is to discuss possible future daylighting of creeks on the Mill Site.
- **City Council Meeting** – Monday, March 27, 2017 at 6 PM, Fort Bragg Town Hall. Agenda topics include: Revisions to CDBG Program Guidelines; Policy for Utility Connections and Capacity Fees for Accessory Dwelling Units; Bainbridge Park Improvement Project.
- **Community Development Committee Meeting** – Tuesday, March 28, 2017 at 3 PM, Fort Bragg Town Hall. Tentative topics: Segways on the Coastal Trail; Mural Site Locations for Mural Competition; Parents & Friends Housing Feasibility Study Update.
- **Special City Council Meeting** – Saturday, April 8, 2017 at 9 AM, location to be determined. Agenda topic is to conduct a Council Retreat.
- **City Council Meeting** – Monday, April 10, 2017 at 6 PM, Fort Bragg Town Hall. Tentative topics include: Glass Beach Stairway Update; Segways on the Coastal Trail; City Hall & Guest House Painting Project Contract.

*City Notes is published on the second and fourth Thursday of each month. If you have questions or suggestions regarding this column or any matter of City business, feel free to contact City Manager Linda Ruffing at [LRuffing@fortbragg.com](mailto:LRuffing@fortbragg.com) or (707)961-2829.*