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Finance and Administration/Fort Bragg Promotion Committee
Friday, November 14, 2008 (Special Joint Meeting)
City Hall; City Manager's Conference Room

The Finance and Administration Committee and Fort Bragg Promotion Committee met in special joint session on the above date, at the hour of 9:00 a.m., at the Fort Bragg Police Department Conference Room and the following items were discussed.

ROLL CALL

Members present: Finance/Administration Committee Members Doug Hammerstrom and Dan Gjerde; Promotion Committee Members Mary Knoerdel, Rachel Murray, Jess Stuckey, and Chriss Zaida.
Members absent: Promotion Committee Members Cynthia Ariosta.
Staff present: City Manager Linda Ruffing, Finance Director Pat Frost, and City Clerk Cindy VanWormer.

CONDUCT OF BUSINESS

1. Discuss Fort Bragg Promotion Activities with Representatives of the Chamber of Commerce and Fort Bragg Promotion Committee

Committee Member Hammerstrom noted that there have previously been discussions about the relationship between the City, Fort Bragg Promotion Committee (FBPC) and Chamber of Commerce (Chamber), which is why this meeting has been called to get everyone together. Public comment on this agenda item was received from: Tom Yates and Debra DeGraw from the Chamber.

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

- The City does not currently have a contract with the Chamber that specifies how the money the City provides will be spent. The City wants to be sure their funds are spent to support all businesses, not just Chamber member businesses.
- Chamber representatives clarified that when they receive inquiries the Chamber first provides information from the membership list but if they are asked about a specific type of business that has no Chamber member, a non-member name will be given. This is necessary because the Chamber is membership-driven and that membership amounts to approximately \$64,000 in funding per year.
- The FBPC and Chamber work collaboratively on a number of events, such as the Whale Festival and 4th of July Fireworks, that benefit the entire community.
- Issues regarding the Historical Society's resistance to having the Chamber co-located at the Guest House Museum and the limited hours of operations at the Museum were discussed. Robert Pinoli from the Skunk Train stated that they have a number of ideas for events at the Guest House Museum such as tea with Mr. & Mrs. Johnson but the Historical Society needs to be receptive. He noted that the Skunk Train offered to add a surcharge of \$1 to their ticket prices if the Museum would remain open during the railroad's hours of operation; the Historical Society couldn't figure out how to make that work.
- Relocation of the Chamber out of the downtown business district was partially in response to comments regarding the lack of parking. Most people who go to the Visitor Center are just arriving in town by car so parking is an issue. The City recently entered into a lease for the Skunk Train parking lot and that should relieve some of the downtown parking issues.
- The Chamber's current building lease is for three years. A desire was expressed by the FBPC to bridge the issue with the Historical Society so that the Chamber can be located at the Guest House Museum in the future.
- Signage for parking lots is a big issue; people can't use the parking lots if they can't find them.
- Chamber suggested designating the money from the City for use in promoting the Fort Bragg Whale Festival and/or 4th of July Fireworks; City was supportive of that concept.

- The 4th of July Fireworks display was discussed and it was noted that it will cost more this year if held on Saturday because that is July 4th; the display could be moved to Friday to save money (approximately \$10,000). Concern was expressed regarding whether there will be enough funding and volunteer support. It was noted that if it is done on July 3rd, which is a First Friday, there is an opportunity to coordinate other events downtown at the same time. Chamber representatives stated that they have \$6,000 +/- from last year's event that can be used this year but the total cost is approximately \$15,000.

This portion of meeting ended at 9:55 a.m. and Promotion Committee members and Chamber representatives left.

Continued discussion: Finance/Administration Committee Members and staff noted the following during continued discussion of this item:

- At this time FBPC is funding promotion of the Whale Festival and the Chamber is going to approach Rotary about receiving some funds from the beer tasting.
- The Committee was supportive of a contract specifying funding be used for the fireworks or Whale Festival.
- City Manager Ruffing noted that the Historical Society wants the City to update the master plan for the grounds but she felt it would be better for the Historical Society to work on a plan for sustaining the organization that looks at more clearly defining their mission and how to support themselves financially.
- Committee Member Gjerde noted that the Historical Society Board's interest in the master plan for the grounds is to create space to store artifacts; he felt that those artifacts should go to Roots of Motive Power in Willits instead.
- The Committee felt it would be good to develop a relationship between the Skunk Train and Historical Society.
- Ruffing noted that another follow up item from this meeting is that the Community Development Department needs to do a downtown parking plan with directional signage to the Skunk Train and City Hall parking lots.
- Ruffing further noted that Chip Hilarides has indicated that they would be willing to lease the parking lot behind the Company Store to the City.

APPROVAL OF WARRANTS

Committee Members reviewed and signed warrants.

RECEIVE/FILE FORT BRAGG PROMOTION COMMITTEE MINUTES – August 7, 2008; September 15, 2008; and October 2, 2008.

PUBLIC COMMENTS ON NON-AGENDA ITEMS

None received.

APPROVAL OF MINUTES – Minutes of October 1, 2008

Committee Member Gjerde requested changes to Item B under Matters from Committee Members/Staff so that it reads as follows: "Committee Member Gjerde stated that draft guidelines by the CTC (California Transportation Commission) for the State and Local Partnership funds is based on the population of the City rather than the County and is therefore not what AB268 stipulated. He stated that he, Mendocino Council of Governments (MCOG), and North Coast legislators are continuing to lobby for a fair formula that would result in additional transportation funds to Fort Bragg." **Minutes were approved as amended.**

Matters from Committee Members/Staff

- A. Staff is collecting information about the true end of year figures for FY 2007-08, revenue projection adjustments on Sales Tax and Transient Occupancy Tax, actual collected vs. projected revenue from the utility rate increase, and other issues that need to be addressed by the City Council during the mid-year budget review. Once that information is together, a special Finance/Administration Committee meeting will be held, likely in mid- to late-December. Committee Member Gjerde suggested looking at the engineering department to make sure the City is reimbursed for time spent on work funded with grants; Ruffing agreed stating that there needs to be a better evaluation of how all staff time is allocated to both grants and developer deposit accounts.
- B. Committee Member Gjerde stated that he spoke to Phil Dow about having Mendocino Council of Governments' staff prepare a grant application to fund reimbursement to cities and the county for attendance at the blueprint planning meetings; Dow seemed amenable.
- C. Committee Members Gjerde and Hammerstrom will meet to discuss coordination with other cities on a number of issues and will draft a letter for Council approval.
- D. The December 3rd Finance/Administration Committee meeting will be cancelled and a special meeting will be held later in the month when the information mentioned in Item A above is compiled.

ADJOURNMENT

The meeting was adjourned at 10:28 a.m.