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Finance and Administration  
Wednesday, August 5, 2009  
City Hall

The Finance and Administration Committee met in regular session on the above date, at the hour of 3:00 p.m. at the City Hall Conference Room and the following items were discussed.

### **ROLL CALL**

Members present: Committee Members Doug Hammerstrom and Dan Gjerde.  
Staff present: City Manager Linda Ruffing, Finance Manager Rosana Cimolino, and Assistant to the City Manager Gary Garcia.

**APPROVAL OF MINUTES** – The minutes from the Special Meeting of July 14, 2009 were approved as received.

**RECEIVE/FILE FORT BRAGG PROMOTION COMMITTEE MINUTES** – None presented.

### **PUBLIC COMMENTS**

#### **CONDUCT OF BUSINESS**

##### **1. Discuss Fort Bragg Business parking Stimulus and Provide Direction to Staff**

Committee Member Gjerde noted that he brought item forward and suggested that a 12-month program be established to encourage and reward business owners and their employees who use designated lot parking. He suggested a fee waiver of parking space rental fees (currently \$17/month) for a specified number of months. He noted that currently many business owners and employees park in front of their businesses, taking up public parking spaces; the goal of this program would be to work toward opening up street parking for public use.

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

- Committee Members questioned whether business occupancy permits require that off-street parking be part of the permit approval.
- There may be spaces opening up for rental at the City Hall parking lot when the Recreation District moves to the new Aquatic Center.
- City Manager Ruffing questioned whether the City Hall and Main Street lots should be designated as “permit only” and spaces rented to business owners. Committee Members supported having them 100% “permit only” if all of the spaces could be leased.
- Reduction of rental space cost by 50% (to \$8.50/month) was suggested; it was noted that this would result in some lost income to the City. Committee Member Hammerstrom stated that he thought that the business owners would be more interested in having the parking spaces for free than getting them at 50% off.
- Staff will need to target businesses that may be interested in renting spaces and provide them with notice of space availability.
- It was agreed that the program, if offered, should be based on a Fiscal Year period.
- It was suggested that multiple permits could be issued for a single space.

#### **Action Items:**

1. **City Manager to test the idea among a representative group of business owners. If the business community surveyed shows an interest in the program, it will be taken to the City Council for approval on the Consent Calendar as a recommendation from the Committee.**
2. **Staff will communicate to business owners, in a positive way, that downtown parking regulations will be enforced.**

**2. Matters from Committee Members/Staff**

- A. City Manager Ruffing reported that the Police Department will be donating \$10,000 to the Gang Resistance and Transition program from the Asset Forfeiture Education Fund.
- B. Ruffing discussed her communications with the County regarding the Animal Shelter. She also discussed the Mendocino County Farm Bureau funding for trapping of animals and how the County was cutting back their contribution. This may not be a service in which the City wishes to be involved.
- C. The transfer station was discussed and Committee Member Hammerstrom reinforced the City's position that if it is privatized, the City would no longer be in the transfer station business.

**ADJOURNMENT**

**The meeting was adjourned at 3:45 p.m.**

**Fort Bragg Promotion Committee  
July 2, 2009  
Fort Bragg City Hall Conference Room**

The Fort Bragg Promotion Committee (FBPC) met in regular session on July 2, 2009, at the hour of 3:00 p.m., at the Fort Bragg City Hall Conference Room and the following items were discussed in the order presented.

**ROLL CALL**

Members Present: Lynn Bell, Johanna Jensen, Mary Knoerdel, and Chriss Zaida.  
Members Absent: Cynthia Ariosta.  
Staff Present: City Manager Linda Ruffing; Housing and Economic Development Coordinator Jennifer Owen.  
Others Present: Mayor Doug Hammerstrom, Skip Taube, Debra DeGraw and Tom Yates.

**APPROVAL OF MINUTES – Minutes of June 4, 2009 Regular Meeting**

Minutes were approved as received.

**TREASURER'S REPORT**

Knoerdel informed the Committee that she will present a final report of the FY0809 budget at the August 6, 2009 meeting.

**SUBCOMMITTEE REPORTS**

- A. **Advertising**: Knoerdel referred the Committee to Bruce Lewis' written report dated July 1, 2009. Glorianna is moving forward with the light pole banners. A sample was displayed.
- B. **Web**: Jensen summarized current activities and made recommendations to add a City map, update local history, and some cosmetic upgrades. Marketing Consultant Sarah Bodnar is populating the June events calendar. There has been a good response to the Independence Day special promotion. Bodnar will advise of the end results regarding any business created.
- C. **First Fridays**: This topic was discussed under Conduct of Business, Item #3.
- D. **Marketing Support**: See the above web report.
- E. **City Decorations**: Ruffing requested that Glorianna coordinate with Office Clerk Brenda Jourdain regarding City banners. Ruffing to give permit status to Knoerdel.

**PUBLIC COMMENTS ON NON-AGENDA ITEMS**

None.

**CONDUCT OF BUSINESS**

**4. Consider Advertising in WineSong! 2009 Event Guide (Amount: \$300 to \$1,500) – Skip Taube**

**Discussion**: The following was noted by staff and Committee members during discussion of this item:

- The Promotion Committee has money in its budget for print advertising.
- The WineSong! print ad would be distributed in Mendocino, Napa, and Sonoma Counties.
- The deadline for placing an ad is July 10.
- Limiting distribution to Mendocino County would not result in a big draw for Fort Bragg lodging.

**Consensus was not to fund an ad this year because the budget has been already largely allocated. FBPC recommended that they be approached earlier in the year for timely consideration of this expense.**

**1. Appoint New Chair**

**It was agreed that a Vice Chair could act as Chair while Chair Zaida takes a Leave of Absence from FBPC.**

## **2. Discuss Recruitment and Retention of Committee Members**

Discussion: The following was noted by staff and Committee members during discussion of this item:

- Obstacles to recruiting and retaining members include: frustrations regarding staff support; too much time required of members; a disconnect between Council, management, and other staff; and needs that exceed the ability of a volunteer committee.
- Conflict would be reduced if staff did First Friday duties without prodding.
- The City's commitment to the FBPC, especially regarding roles and responsibilities, was not thoroughly established when the FBPC was formed. It would be helpful to clearly state and allocate staff time commitments during City Budget development.

**Agreement was reached that HEDC Owen would be primary staff contact person instead of Administrative Secretary Tobak. Chair Zaida will take a four month Leave of Absence from the FBPC and evaluate her return in November; FBPC will operate with four members until that time. City Manager Ruffing recommended a "process mapping" of FBPC needs, roles and responsibilities and will meet with Owen to plan meetings with FBPC members.**

## **3. Discuss Coordination of First Friday Events**

Discussion: The following was noted by staff and Committee members during discussion of this item:

- The City did not allocate staff time for this monthly event.
- There will be no need to close streets for First Friday in October.

Discussion ensued regarding steps to be taken in coordinating a variety of First Friday Events including regular First Fridays, block parties, tasks specific to the July 3, 2009 First Friday, and future First Fridays. It was noted that Marketing Consultant Sarah Bodnar has some time allocated to First Fridays as event coordinator.

July First Friday: Close alley next to Headlands at 4:00 p.m. No Parking signs not needed in alley because parking is not allowed anyway. Alley Cat will provide the power supply. The disc jockey will stop at 7:30 p.m. Clean up will be from 7:30 – 8:30.

Future First Fridays: Currently, a Franklin Street closure is scheduled for the August First Friday; Laurel Street is scheduled for closure from the alley to Franklin Street for September and October. After discussion, it was agreed to move the August street closure to Laurel Street and to cancel the October Block Party.

**Consensus was reached on the following:**

- **The City will provide alley barricades, a table, two chairs, and an extension cord for the July 3, 2009 event.**
- **Bell will serve on the First Friday Sub-Committee and will be the liaison with Zaida. Zaida will remain the coordinator for First Friday Events.**
- **Zaida will compose a First Friday task list.**
- **City will commit to assisting with August and September First Fridays, which will require closure of Laurel Street from the alley to Franklin Street. Public Works will put up street barricades with 24-hour no-parking notices. First Friday volunteers will take them down afterward. Zaida will provide signage for 24 hour advance notice.**
- **The October block party will be cancelled.**

**5. Consider Participation by Fort Bragg Promotion Committee at Mendocino County Lodging Association Booth at State Fair – Scott Schneider**

Schneider was to participate in discussion via a conference call, but due to a miscommunication, this did not occur.

Discussion: The following was noted by staff and Committee members during discussion of this item:

- The Mendocino Council Lodging Association (MCLA) has staff coverage, but it is not Fort Bragg specific.
- Training is provided for participants; one night hotel stay in Sacramento will be needed.

**Moved by Knoerdel, seconded by Bell to allocate up to \$150 for Jensen to represent Fort Bragg at the State Fair.**

**VOTE: Ayes: Bell, Jensen, Knoerdel and Zaida.**

**Absent: Ariosta**

**6. Discuss Use of “Undiscovered Gem of the Mendocino Coast” as Marketing Tool**

It was agreed to move this item to the August agenda.

**7. Approval of New Guidelines and Application Form for Requesting Funds**

It was agreed that Administrative Secretary Tobak will coordinate a special meeting to discuss. HEDC Owen distributed draft guidelines and application.

**MATTERS FROM STAFF AND COMMITTEE MEMBERS**

None.

**ADJOURNMENT**

The meeting was adjourned at 5:00 p.m.

**Fort Bragg Promotion Committee  
July 28, 2009  
Fort Bragg City Hall Conference Room**

The Fort Bragg Promotion Committee (FBPC) met in special session on July 28, 2009, at the hour of 4:17 p.m., at the Fort Bragg City Hall Conference Room and the following items were discussed.

**ROLL CALL**

Members Present: Cynthia Ariosta, Lynn Bell and Johanna Jensen.  
Members Absent: Mary Knoerdel and Chriss Zaida (on leave of absence).  
Staff Present: Housing and Economic Development Coordinator Jennifer Owen and Administrative Secretary Mary Tobak.

**CONDUCT OF BUSINESS**

**1. Consider Approval of Funds to Advertise in Sunset Magazine (Amount: \$1,750)**

Tobak distributed copies of Knoerdel's email stating that the funds for the small ad would leave very little money in the current print ad budget. Advantages are unclear and she recommends not approving these funds for this advertisement.

Bruce Lewis of Lewis and Summers distributed results of his research for advertising opportunities and suggested alternatives to the Sunset Magazine ad that would be more cost effective.

Discussion: The following was noted by staff and Committee members during discussion of this item:

- Some of the board members for Mendocino County Lodging Association/Visit Mendocino County (MCLA/VMC) live in Fort Bragg and ads usually promote Fort Bragg.
- MCLA/VMC subsidizes the ad; advantage for members is general in nature; those who purchase one of the eight spots available for individual advertisements receive increased exposure.
- The FBPC ad would be very small and appear only one time; effective advertising needs repetition.
- Sunset magazine advertisements include Reader Response cards which, in the past, the Mendocino Coast Chamber of Commerce used to mail promotional material.
- Fort Bragg's marketing audience is not entirely computer savvy.
- The April 2010 Sunset Magazine includes an article on Fort Bragg

**Consensus was to not advertise in the October issue of the Sunset Magazine.**

**Tobak was directed to agendize discussion of advertising options for the August 6, 2009 meeting.**

**MATTERS FROM STAFF AND COMMITTEE MEMBERS**

None.

**ADJOURNMENT**

**The meeting was adjourned at 4:36 p.m.**



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**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** September 3, 2009 (Special Meeting)

**TO:** Finance & Administration Committee

**FROM:** Cindy VanWormer, City Clerk *Cindy*

**AGENDA ITEM TITLE:** Annual Encroachment Permit Process

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**ISSUE:**

Councilmembers and Staff have been approached by members of the business community about having an annual encroachment permit process for several types of operations.

**SUMMARY:**

All businesses/property owners who want to perform work that encroaches on the City's right-of-way (sidewalk or street) are required to obtain an encroachment permit and pay a fee to cover the City's costs of processing the permit. The permits are a means of ensuring that work is performed according to City standards, that best practices are implemented to ensure public safety during the activity, and by requiring the permittee to provide insurance that protects the City for liability if an accident occurs within the right-of-way due to the construction/maintenance activity. Currently a separate encroachment permit is required for each specific project/activity. While individual encroachment permits are necessary for larger projects which have project-specific requirements and inspections to ensure the safety of the public during the activity, this process is cumbersome for businesses/property owners who are performing short-term, repetitive projects such as installation and maintenance of signs, installation of window glass, and window washing. In these instances, the encroachment generally involves setting up of ladders or placing of equipment on the sidewalk for short periods of time. In recent months, the City has witnessed an increase in the number of encroachment permit violations (perhaps due to a greater on-the-streets enforcement presence). In return, we have received a considerable amount of negative feedback about the cost burden of encroachment permits.

The City Manager, City Clerk and Director of Public Works met to discuss these issues and troubleshoot an "annual" encroachment permit process. We recommend that a pilot program be established as follows:

- The "annual encroachment permit program" would apply to installation and maintenance of signs, installation of window glass, and window washing.
- Annual permits would be issued for a calendar year period; the program would be implemented in January 2010 and notices sent out with business license renewals

and applications. Fees would not be pro-rated if an annual permit is obtained for only a partial year.

- Insurance would need to be provided in accordance with the City's established requirements and would need to be "non-site specific."
- The contractor would need to notify the City 48-hours in advance with the location of where work will be conducted. Public Works staff will then determine whether an inspection is necessary to verify that traffic is properly detoured around the work.
- An encroachment permit applications that is designed specifically for annual permits will be developed.
- A suggested fee of \$175 (\$75 issuance fee and \$100 permit fee) for the first year of the program was recommended. Staff will track usage and the number of locations applied to each annual permit and evaluate the cost at the end of the year.
- An update to the Fort Bragg Municipal Code and the Administrative Regulation on Encroachment Permits will be required to implement the annual permit process.

**RECOMMENDATION:**

Staff recommends that the Committee support an annual encroachment permit process for installation and maintenance of signs, installation of window glass, and window washing. If this is the recommendation of the Committee, staff will bring this item forward to the full Council at the meeting of September 28, 2009 to receive input prior to preparing an Ordinance to amend the Municipal Code.