



CITY OF FORT BRAGG

Incorporated August 5, 1889

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

FORT BRAGG PROMOTION COMMITTEE

Thursday, May 7, 2009, 3:00 p.m.

Meeting Place- Fort Bragg City Hall Conference Room □ 416 North Franklin Street, Fort Bragg, CA

MEETING CALLED TO ORDER

ROLL CALL

APPROVAL OF MINUTES – Minutes of April 2, 2009 Regular and April 30, 2009 Special Meetings

TREASURER'S REPORT

SUBCOMMITTEE REPORTS (Advertising, Web, First Fridays, Marketing Support, City Decorations)

PUBLIC COMMENTS ON NON-AGENDA ITEMS

CONDUCT OF BUSINESS

- 1) Discuss Revision of Guidelines for Funding Recipients
- 2) Receive Report by Johanna Jensen and Discuss List of Sites to Nominate for Inclusion on the Geotourism Web site
- 3) Receive Staff Report and Discuss Optimal Location for Downtown Business Directory and Map

MATTERS FROM COMMITTEE AND STAFF MEMBERS

ADJOURNMENT

STATE OF CALIFORNIA)
)
COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg, Administration Department, and that I caused this agenda to be posted in the City Hall notice case on May 2, 2009.



Mary W. Tobak, Administrative Secretary

NOTICE TO THE PUBLIC

DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:

- Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.
- Such documents are also available on the City of Fort Bragg's website at <http://city.fortbragg.com> subject to staff's ability to post the documents before the meeting.

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).

cc: Promotion Committee
City Manager
Council Members
Finance Director
Community Development Director
Housing and Economic Development Coordinator
City Clerk
Public Packet

Fax to: Media List

Email to: Tom Becker
Sarah Bodnar
Mendocino Coast Chamber of Commerce
Citizens for Fort Bragg's Future (Paul Clark)
Coastal Mendocino Association of Realtors
Cooking Up Ideas (Michael)
Fort Bragg Business Roundtable
Ed Kowas
Bruce Lewis
Robert Pinoli
Scott Schneider, MCLA
Michele White

**Fort Bragg Promotion Committee
Proposed Budget for FY2009/2010**

Fund #110 Department: 4391		Account Detail	Category Detail	FY2009/10 Proposed Budget
Materials & Services				
110-4391-0319	Professional Services			\$52,820.00
	Web Maintenance	\$2,480.00		
	Marketing Support Services	\$10,440.00		
	Lewis & Summers PR Campaign	\$18,000.00		
	Burrelle-Luce Clipping Service (per month)	\$1,320.00		
	Clipping Service (per clip)	\$600.00		
	PR Web (distribution service)	\$1,680.00		
	Event Promotion	\$18,300.00		
		<u>\$52,820.00</u>		
110-4391-0363	Advertising & Publishing			\$2,500.00
110-4391-0365	Copying & Printing			\$2,500.00
110-4391-0372	Postage			\$500.00
	Agenda Mailings	\$50.00		
	Miscellaneous Mailings	\$450.00		
	Total Materials & Services			\$58,320.00
Other Expenditures				
110-4391-0619	Miscellaneous			\$3,680.00
	City Decorations (holiday, seasonal)	\$1,565.00		
	Contingency	\$2,115.00		
		<u>\$3,680.00</u>		
	Total Other Expenditures			\$3,680.00
	Total - Fort Bragg Promotion Committee			\$62,000.00



Fort Bragg Promotion Committee - Funding Request Guidelines

The Fort Bragg Promotion Committee (FBPC) promotes the City of Fort Bragg for the following purposes:

- (a) To increase spending within the City,
- (b) To generate additional tax revenue, and
- (c) To sustain and expand tourism, retail income and employment within Fort Bragg.

- All Funding Requests must include a brief narrative addressing the following:
 - o Demonstrate value of event/project to the Fort Bragg community.
 - o Specify whether the primary audience is local or out of the county.
 - o Indicate how advertising for the event/project will further FBPC's promotional goals (Note: All advertising must include the FortBragg.com logo.)
 - o Provide a detailed budget for event/project that clearly indicates how requested funds are to be used. (Note: A minimum of 80% of the requested funds requested should be used to supplement promotion budget for the event/project.
- To be agendized for FBPC action, the Funding Request must be submitted at least ten days in advance of the meeting. (Note: The FBPC meets on the first Thursday of each month). Please mail or deliver the Funding Request to:

Fort Bragg Promotion Committee
Attention: Mary W. Tobak
416 North Franklin Street
Fort Bragg, CA 95437

Or email to: mtobak@fortbragg.com

- Funds are only disbursed as reimbursement for approved and documented expenses. To obtain reimbursement, please submit an Invoice with attached receipts and/or other documentation verifying the expenditures to Fort Bragg City Hall/Mary Tobak. The Invoice must include the name and mailing address for the Payee. Arrangements for direct payment to a vendor must be made in advance.
- The content of all event/project-related advertising must be reviewed and approved by a member of the FBPC in advance of its publication and/or distribution.
- Events held within the City of Fort Bragg must comply with all City requirements for special event permits, business licenses, and other permits, as needed. Please contact the Community Development Department for information regarding special event permits and the Finance Department regarding business licenses.
- Public events must be added to the www.FortBragg.com website in a timely manner.