



CITY OF FORT BRAGG

Incorporated August 5, 1889

416 N. Franklin Street, Fort Bragg, CA 95437
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www.FortBragg.com

FORT BRAGG PROMOTION COMMITTEE

Thursday, July 2, 2009, 3:00 p.m.
Meeting Place: Fort Bragg City Hall Conference Room
416 North Main Street, Fort Bragg, CA

MEETING CALLED TO ORDER

ROLL CALL

APPROVAL OF MINUTES – Minutes of June 4, 2009 Meeting

TREASURER'S REPORT

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

PUBLIC COMMENTS ON NON-AGENDA ITEMS

CONDUCT OF BUSINESS

- 1) Appoint New Chair
- 2) Discuss Coordination of First Friday Events
- 3) Consider Advertising in Winesong 2009 Event Guide (Amount: \$300 to \$1,500) – Skip Taube
- 4) Consider Participation by Fort Bragg Promotion Committee at Mendocino County Lodging Association Booth at State Fair – Scott Schneider
- 5) Discuss Use of "Undiscovered Gem of the Mendocino Coast" as Marketing Tool

MATTERS FROM STAFF AND COMMITTEE 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 June 26, 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:

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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
Skip Taube

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
June 4, 2009
Fort Bragg City Hall Conference Room

The Fort Bragg Promotion Committee (FBPC) met in regular session on June 4, 2009, at the hour of 3:06 p.m., at the Fort Bragg City Hall Conference Room and the following items were discussed.

ROLL CALL

Members Present: Cynthia Ariosta, Lynn Bell, Johanna Jensen, Mary Knoerdel and Chriss Zaida.
Staff Present: Housing and Economic Development Coordinator Jennifer Owen and
Administrative Secretary Mary Tobak.

APPROVAL OF MINUTES –Minutes of April 2, 2009 Regular, April 30, 2009 Special, and May 7, 2009 Regular Meetings

Minutes were approved as received.

TREASURER'S REPORT

Knoerdel distributed the summary report of expenditures for Fiscal Year 2008-2009 stating that the full accounting will be presented during the regular August meeting. Any unspent funds should be transferred to the First Friday account or Event Promotion.

SUBCOMMITTEE REPORTS

Ariosta announced she will return to the Web Subcommittee and Bell will join Knoerdel on the City Decorations Subcommittee.

- A. Advertising:** Knoerdel distributed the summary of activities for May 2009 prepared by Bruce Lewis of Lewis and Summer. She reported that she, Lewis and Jensen had met to discuss plans for Fiscal Year 2009-2010. Jensen reported on changes to the website that will aid the planned increase in use of social networking tools.
- B. Web:** Jensen circulated samples of the website blogs showing the different subjects being addressed and showing that the website is attracting a lot of attention. Marketing Consultant Sarah Bodnar and Webmaster Matt Knowles are reworking the main page and it will be easier to update. Jensen requested clarification of policy for the Events Calendar regarding events not within the City limits. Events must have a Fort Bragg-specific component to qualify for listing on the City's Event Calendar. Jensen requested discussion of the phrase "Undiscovered Gem of the Mendocino Coast" to determine if it is an identity or a limited-time focus.

Tobak was directed to agendize discussion of the phrase "Undiscovered Gem of the Mendocino Coast" for the July meeting.

- C. First Fridays:** Zaida stated her frustrations with getting the First Friday banner put up and taken down in a timely manner. She summarized the activities planned for the next several months, including alley and street usage and entertainment. She reported that merchants are increasingly interested in participating. She stated that most of the people questioned are not aware that the First Friday events are sponsored by the City through the efforts of the FBPC.
- D. Marketing Support:** Jensen stated the information was covered during the Web Subcommittee Report.
- E. City Decorations:** Ariosta stated she would like to see the FBPC consider decorating lamp posts with sheaves of corn stalks.

PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

CONDUCT OF BUSINESS

1. Consider Request by Gloriana Opera Company for Temporary Lamp Post Banners for Special Events

Diane Larson of the Gloriana Opera Company (Company) gave some background information about banners used on Main Street and summarized the Company's request to use some of the lamp posts for their upcoming summer events including requirements from CalTrans and limitations and assistance from PG&E.

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

- Guidelines need to be established for future similar requests.
- The City Decorations Subcommittee can approve designs.

FBPC supports the use of lamp posts for advertising local events.

FBPC requested assistance from Larson to formulate a procedure for future requests, including a list of required forms and a map designating which lamp posts are recommended for use.

2. Consider Participation by Fort Bragg Promotion Committee Members at Mendocino County Lodging Association Booths at State Fair and Sunset Celebration

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

- There is not enough time for FBPC involvement in the Sunset Celebration.
- FBPC needs more information from Scott Schneider about FBPC involvement in the booth at the State Fair.

Tobak was directed to invite Scott Schneider to the July 2, 2009 FBPC meeting and to agendize further discussion of this item.

3. Discuss Procedures for Tracking Funding Recipient Requirements

Tobak distributed draft guidelines for requesting funding assistance for promotional activities; she summarized the proposal and suggested ideas and comments be sent to her and Owen.

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

- An application form should be developed.
- A follow-up form could be developed and required with invoices before reimbursements would be approved.
- The July business article and classified ads will focus on the new process; past recipients will be sent notification via postal service.

Suggestions from FBPC should be submitted by June 17, 2009.

Tobak and Owen should submit new draft by June 23, 2009.

Ariosta and Zaida will review the draft Guidelines on June 25, 2009.

Suggested timeline for requests for funding:

- **Requests must be postmarked by August 15, 2009.**
- **Subcommittee reviews and presents recommendations to FBPC at September 3, 2009 meeting.**
- **Send out notices to recipients September 15, 2009.**

Tobak was directed to have a classified ad run for the month of July.

4. Consider Allocating Funds for Advertising Through Mendocino County Lodging Association and Mendocino County Promotional Alliance (Amount Not to Exceed \$2,500)

Many business owners are already advertising in the publication.

Moved by Ariosta, seconded by Knoerdel, to not advertise through Mendocino County Lodging Association and Mendocino County Promotional Alliance

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

5. Consider Advertising in Winesong 2009 Event Guide (Amount: \$300 to \$1,500)

This item was rescheduled to the July 2, 2009 meeting.

6. Consider Advertising in Mendocino Music Festival 2009 Event Guide (Amount: \$100)

Jensen stated she had received an email from Mendocino Coast Clinic clarifying that the Clinic is not sponsoring an ad. The item was dropped because it is no longer relevant.

MATTERS FROM STAFF AND COMMITTEE MEMBERS

- A.** Ariosta reported she had spoken with someone on the board of the Salmon Restoration Association, the group that puts on the Salmon Barbeque, and that he is in favor of establishing a financial partnership with the organizers of the fireworks events. This matter should be directed to the Mendocino Coast Chamber of Commerce.
- B.** Jensen reported she had received an email regarding possible use of the empty storefronts by non-profit organizations and suggested she take the lead on exploring the idea.
- C.** Jensen requested Tobak report at the July 2, 2009 FBPC meeting the location of the replacement banners for the street lamp posts.

ADJOURNMENT

The meeting was adjourned at 4:53 p.m.



2009 Event Guide Ad Rates

Friday & Saturday, September 11th & 12th

Inside	Glossy Color
1/8 page	\$ 300
1/4 page	\$ 450
1/2 page	\$ 800
Full page	\$ 1500

Ad Deadline: Friday, July 10, 2009

Accepted file formats: Illustrator CS - Preferred. InDesign, Freehand, Photoshop.

All images should be cmyk or greyscale, TIFF or EPS, please no JPEG. Fonts included or converted to outlines. Please include Hardcopy proof. Files and images are accepted on CD, Zip Disc

Questions call Skip Taube (707) 937-1437

email ~ skippy@mcn.org

Put Your Business in Front of People Who Are Here to Spend Their Tourist Dollars!

The 25th Annual Winesong! is expected to bring more than 2,000 people from 28 states to the Mendocino Coast.

Winesong! attendees include affluent frequent travelers who enjoy food, wine and art. Many of these visitors spend up to a week here in September shopping, dining and sightseeing.

Winesong! guests purchase rooms in our inns, meals in our restaurants, art in our galleries as well as clothing and souvenirs in our shops. Many guests return to visit the coast throughout the year.

Let them know the 'Who, What, Where' of your special enterprise

Distribution: 8,500 in August and September to wineries, restaurants, banks, inns, newsstands, cafes & markets. Plus 1,500 distributed to Winesong! attendees. The Winesong! Event Guide is distributed throughout Mendocino County, Napa, Sonoma and select locations in the greater bay area.

Magazine Size: 8 1/4" W x 10 1/2" H

Full page: 7 3/8" W x 9 1/2" H

1/2 page: 7 3/8" W x 4 5/8" H (horizontal)
3 1/2" W x 9 1/2" H (vertical)

1/8 page:
3 1/2" W x 2 1/4" H

1/4 page:
3 1/2" W x 4 5/8" H



2009 Event Guide Ad Agreement

Friday & Saturday, September 11th & 12th

Business: _____

Contact: _____ Phone#: _____

Address: _____

Fax: _____ Email: _____ Web: _____

Signature: _____ Date: _____

Agrees to place Ad -- Size: _____ Amount: _____

Ad Sales & Information:

Skip Taube, 707-937-1437 (phone/fax) or skippy@mcn.org

Winesong! Tickets & Information: Carmen Funderburk, 707-961-4909

~~~~~ **Your Ad Helps Support Our Hospital** ~~~~~

Winesong! is the annual charity auction and wine tasting produced by Mendocino Coast Hospital Foundation. Proceeds are used to enhance equipment, facilities and services at the Mendocino Coast District Hospital.

Through the generous support of businesses like yours, Winesong! funds help to keep quality health care available to coastal residents and to the many visitors that our beautiful area attracts.

Over the past 24 years, Winesong! proceeds have helped provide funding for Digital Echocardiography, Diagnostic Imaging Equipment, Hospice services, Fetal Heart Monitors, Oncology Beds, Nursing, Ambulance equipment, Diabetes Care Services, Clinical Information Systems, Telemedicine, Outpatient Surgery, Mammography (steriotactic), Critical Care Unit Monitoring System, Obstetrics Equipment, Cataract Surgery and Chemotherapy, Emergency Department Equipment and Medical Evacuation Helipad.

**Payment Due By: Friday, July 17, 2009**

**Payable to Winesong! 775 River Drive, Fort Bragg, CA 95437**

**[winesong@mcn.org](mailto:winesong@mcn.org)**

**[www.winesong.org](http://www.winesong.org)**

## **Winesong! 2009 Ad Specifications**

### **Event Guide:**

Deadline: July 10, 2009

Magazine Size: 8 1/4" W x 10 1/2" H

- Full page: 7 3/8" W x 9 1/2" H
- 1/2 page horizontal: 7 3/8" W x 4 5/8" H
- 1/2 page vertical: 3 1/2" W x 9 1/2" H
- 1/4 page: 3 1/2" W x 4 5/8" H
- 1/8 page: 3 1/2" W x 2 1/4"

Ad files are accepted in the following format: Illustrator CS (preferred), InDesign, Freehand, Photoshop.

All images should be cmyk or greyscale, TIFF or EPS, please no JPEG.

Fonts included or converted to outlines. Please include a hardcopy proof. Files and images are accepted on CD, ZIP disc.

### **Auction Catalog:**

Deadline: August 3rd

Catalog Size: 7" W x 8 1/2" H

- Full page: 5" W x 7" H (vertical)

Ad files are accepted in the following format: Illustrator CS, InDesign, Photoshop, Freehand.

Ad Images are accepted in the following format: TIFF, EPS – please no JPEG  
Files and images are accepted on CD, Zip Disc – please include a hardcopy proof.

Mendocino Promotional  
Network

skip M. Toube

Independent Contractor

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