



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, September 3, 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 (None Presented)

TREASURER'S REPORT

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

PUBLIC COMMENTS ON NON-AGENDA ITEMS

CONDUCT OF BUSINESS

- 1) Consider Re-Allocating Original Budget to Add Web Upgrade for FortBragg.com (Amount Not to Exceed \$6,000)
- 2) Receive Recommendations from Subcommittee and Consider Approval of Requests for Funds for Fiscal Year 2009-2010 (Amount Not to Exceed \$12,300)
- 3) Consider Approval of Proposal from InTownLive.com. (Amount Not to Exceed \$3,000)
- 4) Receive Subcommittee Report and Consider Replacement Phrases for "Undiscovered Gem of the Mendocino Coast"
- 5) Consider Selling Banner Ads and Include Businesses Outside City Limits

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 August 28, 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.

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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
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
Richard Strom
Michele White

Fort Bragg Promotion Committee
 2009/2010 Funding Requests Received by August 15, 2009
Funding Recommendations from Sub-Committee
For Consideration by Promotion Committee on Sept. 3, 2009

Entity	Contact	Amount Requested	Event/Date/description	Previously Funded? Amount?	Sub-Committee Recommendation	Designated Use
1. Mendocino Coast Botanical Gardens	Christopher Woods, ED	\$ 2,000.00	Live at the Garden 2009; 9/6 & 9/13/09; banner, rack cards, ads, programs	07/08 \$2K	\$ 600.00	Display advertisements
2. Gloriana Musical Theatre Co.	Diane Larson	\$ 1,350.00	Stage Productions Aug-Sept 09 & Spring 2010; permant costs	No.	\$ 500.00	Banner production
3. BBBS	Jez Anderson, ED	\$ 2,000.00	Keeping the Light on for Our Youth, 12/9/09; event promotion (various tasks)	No.	\$ 900.00	Direct advertising
4. Chamber of Commerce	Debra DeGraw	\$ 5,000.00	FB Whale Festival, March 2010; promo & event costs	Yes: 08/09 \$3800; 07/08 \$5K; 05/06 \$500;	\$ 2,300.00	Radio spots; Sacramento Bee web; event posters/brochures; website updates.
5. Chamber of Commerce	Debra DeGraw	\$ 1,000.00	Mendocino County Film Office; FY0910; various expenses	Yes: 08/09 \$3K; 07/08 \$1K;	\$ 800.00	FLICS membership and Website updates for filmmendocino.com
6. Mendocino Coast Clinics	Tawny MacMillan	\$ 2,500.00	Crab & Wine Days 2010; 01/22 & 01/23; postage, print costs, radio and print ads	Yes: 08/09 \$3K; 07/08 \$1K; 06/07 \$1K; 05/06 \$500	\$ 1,575.00	Print ads; County & Bay Area \$875; postage \$375; Rack cards \$175; Save the Date postcards \$150
7. Noyo Food Forest	Susan Lightfoot	\$ 4,250.00	Earth Day 2010; 04/24 & 04/25; art work, printing, print and web ads, banners	Yes: 08/09 \$750; 07/08 \$761	\$ 800.00	Website banner ad
8. Chamber of Commerce	Tom Yates	\$ 10,000.00	2010 Fireworks 7/3/2010	Yes: 08/09 \$6K; 07/08 \$2200;	\$ 2,500.00	Fireworks/misc.
9. Soroptimist of Fort Bragg	Susan Bivins	\$ 1,000.00	2010 Whale Run (\$500) NO DATE GIVEN; 2010 Quilt Show (\$500) NO DATE GIVEN; printing, print & radio ads, translation services	Yes: 08/09 \$1500; 05/06 \$250	\$ 600.00	\$300 for Quilt print ads, \$300 for Run print ads.
10. Mendocino Coast Historical Society	Denise Stenberg	\$ 1,643.00	Guest House Museum Brochure; design, printing	No (Heritage Days, 08/09 \$160)	\$ 1,077.00	5000 brochures.
11. Nickety Spitts	Nicole Kench	\$ 5,550.00	EcoMation Mendocino; 10/10; event filters, programs, posters	Yes: 07/08 \$2500 (discenc; unspent)	\$ -	No funding recommended.

Total requested	\$ 36,293	Total recommended	\$ 11,652.00
FY 2009/10 budget (after First Friday de	18,300	Available funding	\$ 12,300.00
Less previously allocated: First Fridays t	(6,000)	Unallocated funding	\$ 648.00
Available events budget	\$ 12,300		

**FORT BRAGG PROMOTION COMMITTEE
SEPTEMBER 3, 2009**

CONDUCT OF BUSINESS

ITEM 3

**Kirk Lyford
InTownLive.com**

Here is a list of items we can provide Fort Bragg for the \$100 per month budget for six months:

1. With your help, we will update the inside store information and the Business Directory information.
2. We can also add information to empty storefronts on the downtown tour, like For Rent or For Sale.
3. We will provide an enhanced directory with photo, copy, address, phone, link and Google map for all of the hotels, motels and Bed and Breakfast Inns. The hotels would provide the content, and we will prepare and upload the data.
4. If you have any changes or additions to our site, just let us know. My thought is that there may be some Attractions that are missing, or photos you might want to add to our Photo Gallery. You may also have a different video you would like to feature.
5. Of course, we will continue our normal promotion of InTownLive to attract new visitors.
6. If the committee has any other ideas or requests, just let me know.
7. Since we are keeping the cost very low for the City, anything you can do to help us sign up advertisers would be appreciated.

After the revitalization and construction of downtown is completed, we will update the downtown photo tour of Fort Bragg.

Our cost for travel, time, photography and production is \$ 2300.