

**Fort Bragg Promotion Committee  
January 8, 2009  
Police Department Conference Room**

The Fort Bragg Promotion Committee (FBPC) met in special session on January 8, 2009 at the hour of 3:03 p.m., at the Fort Bragg Police Department Conference Room and the following items were discussed.

**ROLL CALL**

Members Present: Cynthia Ariosta, Johanna Jensen, Mary Knoerdel and Chriss Zaida.

Members Absent: Jess Stuckey.

Staff Present: Administrative Secretary Mary Tobak.

**APPROVAL OF MINUTES – Minutes of November 6, 2008, December 4, 2008 Regular Meetings and December 9, 2008 Special Meeting**

**The minutes were not approved due to lack of quorum.**

**TREASURER'S REPORT**

Knoerdel distributed and explained the summary report in its new format. Some funds that were encumbered from the 2007/2008 fiscal year have not been used and can be unencumbered to cover the current deficit in Event Promotion. She suggested the Guidelines for Requesting Funding be revised to include information regarding expiration dates for unused funds.

**Tobak was directed to provide a monthly report of expenses the First Friday account.**

**Tobak was directed to unencumber \$3,000: \$2,500 from the Nykety Splits music concert and \$500 from the tree reward – and add it to Event Promotion.**

**PUBLIC COMMENTS ON NON-AGENDA ITEMS**

Ruth Sparks of Mendocino Coast Heritage Days Committee, also a docent at the Guest House Museum, stated that the month-long event will occur throughout May, with many activities in the City of Fort Bragg. She spoke of the sites within the city limits that are on the National Register of Historic Places and California Historical Landmark and stated that the Guest House Museum is only a California Point of Historical Interest. Sparks presented the Committee with a copy of a map of Fort Bragg as it was in 1890, as a gift from the Guest House Museum.

**SUBCOMMITTEE REPORTS**

- A. Advertising:** Knoerdel reported she meets monthly with Bruce Lewis of Lewis and Summers, who is responsible for public relations, and stated that Jensen joined them in their recent meeting to discuss the current economic situation.
- B. Web:** Jensen reported that there are several elements on the website that need to be changed and suggested a new format for the calendar. Her specific recommendations for the website include:
- The Calendar will highlight four or five events each month.
  - Rework the front page to make the blog more visible.
  - Add maps of local hiking trails.
- C. First Fridays:** Zaida reported that the Localization Ad Hoc Committee of the Economic Development Action Committee (EDAC) is discussing First Fridays and she will wait until the February meeting of FBPC to report further developments.
- D. Marketing Support:** Zaida reported on the postcards approved at the December 9, 2008 Special Meeting and passed around a sample. A local printer gave a competitive quote and was chosen to do the job.

**Agreement was reached to give approximately 2,000 cards to Scott Schneider of Mendocino County Lodging Association to distribute at conferences.**

Debra DeGraw of the Mendocino Coast Chamber of Commerce requested postcards for a Chamber program for which the postage is paid by the Chamber for visitors who fill out an address

on the postcard. It is an inexpensive means to send information about Fort Bragg to a variety of places.

## **CONDUCT OF BUSINESS**

### **1. Interview Candidates for Marketing Support Services Consulting**

Prior to meeting the first candidate, the FBPC agreed that marketing support services encompass graphic design, web and calendar coordination, writing for publicity, and assisting with First Fridays. A Committee member will oversee the work, and approximately ten hours per month is anticipated.

Sarah Bodnar was interviewed as a candidate for marketing support services for FBPC. She was asked to state her strengths and weaknesses, and to summarize her duties for her most recent employer. She was asked to talk about Fort Bragg's strengths and identity.

**The committee will check her references and notify her of their decision.  
The second candidate did not arrive.**

### **2. Discuss Strategies and Goals for Fort Bragg Promotion Committee**

Zaida stated each subcommittee needs to discuss strategies and goals. Jensen stated FBPC needs a group strategy.

Public comment was received on this item from: Debra DeGraw, Mendocino Coast Chamber of Commerce stated that there is a domino effect: if tourism is low, lodging is low and employees will be laid off, with less money to spend. She also stated people look for prices competitive with Wal-Mart, Costco, etc.

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

- What can FBPC do to help the City?
- The current marketing efforts focus about 80% on bringing tourists to the City. It was suggested to change the ratio to focus more on the local business community.
- Lodging depends entirely on tourism and is suffering; FBPC budget comes from Transient Occupancy Tax (TOT).
- There is a need to get people to stay in Fort Bragg to shop as there is still the misconception, apparent in recent letters in the newspaper, that one must go 'over the hill' to shop.
- First Fridays can be seen as a community service, a way for businesses to educate the public about what is available for purchase in Fort Bragg.
- "Ignore your community and it will go away" is the banner on the Ukiah website.
- Fort Bragg Economic Stimulus Package could include what Fort Bragg is doing for merchants to help stimulate the economy.
- Database of emails can be used to publicize.

**Agreement was reached that "Community in Crisis" will be the focus for the next few months.**

**Tobak was directed to agendize discussion of specific strategies and goals for February; each Committee member is to bring specific suggestions.**

Discussion ensued on the idea of "Free is the new discount" and Jensen distributed a flier on the concept of "The Free Campaign." Publicity can be provided by FBPC and Bruce Lewis, the campaign needs a lot of community involvement, and each business gets to choose its own free campaign.

**FBPC agreed on further exploring the concept of "The Free Campaign" and to move forward with Committee members bringing ideas.**

### **3. Discuss Subcommittees and Assignments**

FBPC briefly discussed the current subcommittees; the Marketing Support Subcommittee had been formed specifically to conduct the search for the marketing support services consultant and is reaching conclusion. Subcommittees were identified as Web, First Fridays, Advertising, and Decorations. Zaida stated the Finance and Administration Committee has directed the FBPC to include decorations for other than the winter holiday season.

**Tobak was directed to agendize subcommittee assignments for February.**

**4. Consider Approval of Partial Funding for Expenses to Attend Preserve America Grant Summit (Amount: Up to \$1140)**

Tobak stated that the Community Development Department will not be able to fully fund the expenses for Jennifer Owen to attend the Summit and would like FBPC to share costs.

**Moved by Knoerdel, seconded by Ariosta, to approve \$600 for Jennifer Owen to attend summit.**

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

**Absent: Stuckey.**

**5. Consider Approval of Partial Funding of a Presentation by Berkley Young (Amount: Up to \$7,000)**

Jensen stated that other cities are not interested in sharing the cost of a conference and that there is no guarantee the Mendocino County Lodging Association (MCLA) would contribute. Young brings a level of expertise, but there is some uncertainty that the results of his methodology in the study are valid for Fort Bragg. If Young were to come to Fort Bragg he would analyze the results to specifically reflect Fort Bragg during a three to four hour workshop; businesses would be involved and should also include City Council, City staff and FBPC.

Public comment from: Debra DeGraw, Mendocino Coast Chamber of Commerce suggested Scott Schneider of MCLA bring the material and answer questions.

Discussion:

- There must be local participation in order to bring Young here.
- Community Development Director Marie Jones and Grants Manager Jennifer Owen understand economic development and could look at the material and help FBPC understand the data to help FBPC do the marketing.
- Young is too expensive to bring to Fort Bragg.

**Zaida directed Jensen to talk with Jones and Owen regarding studying the data.**

**6. Consider Approval of Funds for North Coast Tourism Council Partnership Application (Amount: Up to \$2,500)**

Public comment received from: Debra DeGraw stated the Chamber joined last year. The amount for membership has since increased and Willits does not have the funds to become members.

**Committee members agreed the information given is too general and FBPC cannot make the commitment at this time.**

**Tobak was directed to invite the representative from Humboldt to make presentation during the February meeting.**

**7. Consider Approval of Funds for Use of "Happy Feet" Photograph (Amount: \$100)**

**Moved by Ariosta, seconded by Knoerdel, to approve \$100 from Graphic Design funds for use of the "Happy Feet" photograph,**

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

**Absent: Stuckey.**

**MATTERS FROM COMMITTEE MEMBERS**

- A. Ariosta stated that no mention of FBPC support had been included in the recent Chamber newsletter article on the Art Splash ... Whale Migration and requested a correction be included in the next newsletter. DeGraw agreed. Ariosta suggested the Guidelines for Requesting Funding be more explicit.

**ADJOURNMENT**

**The meeting was adjourned at 5:05 p.m.**