

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

The Fort Bragg Promotion Committee (FBPC) met in regular session on April 2, 2009, at the hour of 3:05 p.m., at the Fort Bragg City Hall 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 resigned via email just prior to the meeting.  
Staff Present: City Manager Linda Ruffing, Housing and Economic Development Coordinator Jennifer Owen and Administrative Secretary Mary W. Tobak.

**APPROVAL OF MINUTES – Minutes of March 5, 2009 Regular Meeting**

Zaida requested the following corrections under CONDUCT OF BUSINESS:

- Page 3, Item 3: include meeting with Marie Jones in summary, remove from bullet point.
- Page 3, Item 4: clarify that the proximity of Fort Bragg to Mendocino, which was recently awarded the Preserve America Community status, is not an issue.

Minutes were approved as corrected.

Debra DeGraw of the Mendocino Coast Chamber of Commerce (Chamber) clarified Jensen's statement under MATTERS FROM COMMITTEE MEMBERS about the Whale Festival and FBPC Guidelines for Requesting Funding (Guidelines), stating that the Chamber follows the Guidelines as written. Jensen requested agendaizing discussion of the Guidelines.

**TREASURER'S REPORT**

Knoerdel summarized the report and Tobak explained the difficulties reconciling the FBPC Expenditure Report with the reports produced by the Finance Department's software. The ensuing discussion focused on ways to streamline meetings so that less time is spent discussing finances: create a simpler process for approving funds; establish a reserve of \$1,500; have quarterly rather than monthly Treasurer's Reports; and involve Owen in overseeing the process.

**SUBCOMMITTEE REPORTS**

- A. Advertising:** Knoerdel summarized the activities by Bruce Lewis of Lewis and Summer, noting the article in the Fort Bragg Advocate News. Discussion ensued about the recent Fort Bragg Whale Festival and how attendance increased for some activities and decreased for others. Ariosta challenged the FBPC to see how to increase participation by restaurants for next year's Festival. Jensen reported Art Splash was well-received.
- B. Web:** Jensen reported she met with Lewis and Marketing Support Services Consultant Sarah Bodnar and that they reviewed the current website.
- Ruffing reported on the April 1, 2009 meeting of the Finance and Administration Committee with representatives of the Mendocino Licensed Contractors Coalition to discuss problems with the fortbragg.com Business Directory concerning the listing of non-licensed contractors. By law licensed contractors must include their license number and unlicensed contractors must include a statement to that effect. Ruffing and Jensen will work on this project.
- C. First Fridays:** Zaida reported that as long as there is street construction, there will be no street fair but that the pink chalk line and balloons will be used again. The City-sponsored Free Swim and Skate at the Rec Center is also returning. The hanging and removing of the First Friday banner is still an issue. Owen is assisting with reminders to the Public Works crew regarding the banner.
- D. Marketing Support:** Jensen reported on Bodnar's activities, including the blog, front page, and concepts. Bodnar is researching ways to improve on the site. Jensen expects the first promotion of the Prosperity Special campaign to go out in about a week.

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E. **City Decorations:** Ariosta reported she is looking at new types of banners and other decorations that can be used multiple times.

Public comment on this item was received from: Debra DeGraw, Mendocino Coast Chamber of Commerce who urged the FBPC to shop locally and Tom Yates of KOZT Radio who suggested the banners for the Mendocino Art Center and Film Festival were done locally; the merchant is creative and easy to work with.

### **PUBLIC COMMENTS ON NON-AGENDA ITEMS**

Robert Pinoli of the Skunk Train stated that daily service resumed April 1<sup>st</sup>, marking the beginning of the Skunk Train's 24<sup>th</sup> season. Ridership is acceptable. He stated the Skunk Train used to participate in First Fridays, cordoning off West Laurel Street and featuring a live band.

### **CONDUCT OF BUSINESS**

#### **1. Consider Approval of Partial Funding for 2009 Fireworks Event**

Tom Yates of KOZT Radio, heading the funding raising activities for the 2009 Fireworks, clarified that the budget for the event will be approximately \$15,000 and that in spite of the fundraising, \$7,100 is still needed. This amount does not include the \$2,500 contribution previously approved by the FBPC. Ruffing stated her opinion as a representative of the City that the event is important and urged the FBPC to fund as much as possible. She to see a committee created to figure out how to make the event self-funding.

The ensuing discussion included how to share the funds remaining in the current budget to make sure First Fridays and the 2009 Fireworks receive adequate funding: \$1,500 will be reserved for First Fridays; FBPC previously approved \$2,500 for the 2009 Fireworks; the E<sup>2</sup> Conference will receive \$1,500 of the FBPC approved \$3,000 from a Community Development Block Grant, freeing up \$1,500 that can be allocated for the 2009 Fireworks; an additional \$2,000 of FBPC funding will bring the total FBPC contribution to \$6,000.

**Moved by Jensen, seconded by Ariosta to approve a total of \$6,000 for the 2009 Fireworks, which includes \$2,500 approved at the February 5, 2009 meeting, \$1,500 from the unused portion of the funding for the E<sup>2</sup> Conference, and an additional \$2,000.**

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

#### **2. Consider Approval of Budget for Fiscal Year 2009-2010**

Jensen asked what is the focus of the FBPC and the ensuing discussion included what is needed to get people to Fort Bragg and once they are here, how to make sure their visit is enjoyable. FBPC can play a role in making sure information is available for visitors on specific activities. City staff can help with copying and folding but not distributing brochures. Support for event promotion will need to be reduced and First Friday support should continue.

**Tobak was directed to agendize discussion of the budget in a special meeting, Thursday, April 9, 2009.**

### **MATTERS FROM STAFF AND COMMITTEE MEMBERS**

None.

### **ADJOURNMENT**

The meeting was adjourned at 5:12 p.m.