

**Fort Bragg Promotion Committee
April 30, 2009
Fort Bragg City Hall Conference Room**

The Fort Bragg Promotion Committee (FBPC) met in special session on April 30, 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, Lynn Bell, Johanna Jensen, Mary Knoerdel and Chriss Zaida.
Staff Present: Administrative Secretary Mary Tobak.

CONDUCT OF BUSINESS

1. Consider Approval of Proposed Promotion Committee Budget for Fiscal Year 2009-2010

Jensen distributed and summarized a proposed distribution of funds that resulted from a meeting she had with Knoerdel, Marketing Support Consultant Sarah Bodnar and Bruce Lewis of Lewis and Summer. They were in agreement with the proposed distribution of funds and tasks. Lewis explained new services available. Print options available through publications such as the Travelers Guide and Sunset, Magazine were discussed. Knoerdel noted that Mendocino County Lodging Association and Mendocino County Promotional Alliance advertise in the Sunset Magazine and FBPC should not duplicate that.

Discussion ensued regarding development of a different process for considering requests for funding support including advertising for Letters of Interest and forming a subcommittee to review the written proposals

Public comment was received on this item from: Tom Yates of KOZT Radio offered to forward the draft used by the Mendocino County Lodging Association for grants.

Tobak was directed to agendize for the May 7, 2009 meeting a discussion of the \$2,500 advertising opportunity through Mendocino County Lodging Association and Mendocino County Promotional Alliance.

Tobak was directed to agendize for the May 7, 2009 meeting a discussion of the guidelines for funding recipients.

Moved by Ariosta, seconded by Knoerdel to approve the proposed Promotion Committee Budget for Fiscal Year 2009-2010 as follows:

Web Maintenance	\$2,480.00
Press & Advertising	\$24,100.00
Marketing Support Services	\$10,440.00
Graphic Design	\$0.00
Writing Services	\$0.00
Event Promotion	\$18,300.00
Brochure	\$2,500.00
Postage	\$500.00
City Decorations	\$1,565.00
Contingency	\$2,115.00
TOTAL	\$62,000.00

Detail of Proposed Press and Advertising Funding Distribution:

Lewis & Summers	\$18,000.00
PR Web	\$1,680.00
Burrelle-Luce	\$1,320.00
Clip Service	\$600.00
Print Ad	\$2,500.00
Subtotal	\$24,100.00

Detail of Potential Event Promotion Funding Distribution:

Crab/Wine Days	\$1,000.00
Mendocino Film Office	\$1,500.00
FB Whale Fest	\$2,000.00
First Fridays	\$6,000.00
Whale Run/Quilt Show	\$500.00
2009 Fireworks	\$2,000.00
2010 Fireworks	\$4,000.00
2010 Earth Day	\$300.00
Street Celebration	\$1,000.00
Subtotal	\$18,300.00

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

ADJOURNMENT

The meeting was adjourned at 4:22 p.m.