

**Fort Bragg Promotion Committee  
May 7, 2009  
Fort Bragg City Hall Conference Room**

The Fort Bragg Promotion Committee (FBPC) met in regular session on May 7, 2009, at the hour of 3:02 p.m., at the Fort Bragg City Hall Conference Room and the following items were discussed.

**ROLL CALL**

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

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

Approval of the April 2, 2009 Minutes was deferred to the June 4, 2009 meeting due to lack of quorum of members present at that meeting. The Minutes for the April 30, 2009 meeting were not presented and will be approved at the June 4, 2009 meeting.

**TREASURER'S REPORT**

Zaida stated the proposed budget for Fiscal Year 2009-2010 needs to be presented to the Finance and Administration Committee. She noted that the proposed budget does not include allocation for the Boy Scouts to put up the flags for the holidays. Zaida and Tobak will meet with the Boy Scout leader to discuss billing concerns.

**Tobak was directed to request agendaizing the presentation of the proposed budget for the June 3, 2009 Finance and Administration Committee meeting.**

**Tobak was directed to transfer \$1,000 from the FY2009-2010 Proposed Budget Contingency Line Item to City Decorations/Banners Line Item.**

**SUBCOMMITTEE REPORTS**

**Advertising:** None.

**Web:** Jensen summarized current activities. Bruce Lewis of Lewis and Summer reported on a seminar he attended that focused on social media and stated social networking can and is being used seriously and effectively.

**First Fridays:** Zaida summarized the recent meeting of the Localization Ad Hoc Committee of the Economic Development Action Committee. The discussion included First Friday ideas for June through October, with promotional and participatory activities escalating into the summer months and including the balloons and chalk lines, the City-sponsored Free Swim and Skate at the Recreation Department, advertising and public service announcements (PSA's), a treasure hunt, a raffle, an alley party with a disc jockey, and a block party. Discussion also included permit and insurance concerns. Businesses are encouraged to partner with non-profit organizations. Direction from the City is that the celebration marking the end of the streetscape project be separate from the First Friday events. Concerns were expressed over PSA's that are submitted but not published.

**Marketing Support:** This item was already covered during the Web report.

**City Decorations:** None.

**PUBLIC COMMENTS ON NON-AGENDA ITEMS**

Scott Schneider of Mendocino County Lodging Association (MCLA) made the following announcements:

- 2009 Marketing Plan for Mendocino County is nearly complete and the FBPC will get copies. He encouraged more collaboration through partnerships.
- Mendocino County Promotional Alliance (MCPA) will have a booth at the State Fair in Sacramento August 21 through September 2, 2009 and suggested members of the FBPC could assist at the booth.

**Tobak was requested to agendize discussion of FBPC participation at the MCPA booth at the State Fair for the June 4, 2009 meeting.**

- The Sunset Celebration is June 6 and 7, 2009; there is not enough time for the FBPC to participate officially.
- Berkely Young will conduct a training in Ukiah on May 13, 2009 and FBPC was invited to email Schneider questions.
- Schneider and MCLA opened a business office at 120 S. Franklin Street.
- Through the use of their Listserve MCLA and MCPA can let people know the fireworks will be Friday, July 3, 2009, and will not occur with the Salmon Barbeque, as it usually does.

**CONDUCT OF BUSINESS**

**1. Discuss Revision of Guidelines for Funding Recipients**

Jensen stated the Guidelines need to state very clearly what the FBPC expects in return for funding and that FBPC needs to see what has been done; printed material needs to be approved prior to publishing. Tobak distributed the information form (Form) used by the City Clerk to create the Letter of Agreement for the funding recipients.

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

- Tobak and Knoerdel currently review and approve most if not all advertisements prior to publishing.
- Add check boxes to Form to use for follow up.
- Add "Special Conditions" to form.
- Follow up with documentation needs to be required as a condition for funding.
- Owen could work with a Committee member to provide follow up.

**Tobak was directed to agendize for June 4, 2009 meeting a discussion of who will provide follow up task.**

**Tobak was directed to revise the Form.**

**2. Receive Report by Johanna Jensen and Discuss List of Sites to Nominate for Inclusion on the Geotourism Web Site**

Jensen summarized the history of this project and the process for nominating sites. She distributed the extensive list she developed using information from the fortbragg.com web site. Community Development Director Marie Jones had requested the list to be reviewed by FBPC and it was determined that that the list can be grouped and prioritized prior to submitting it to her.

**3. Receive Staff Report and Discuss Optimal Location for Downtown Business Directory and Map**

Owens reported that City Manager Linda Ruffing requested the opinion of the FBPC regarding a Laurel Street location for the Downtown Business Directory (Directory). She passed around a picture of the Directory to be installed.

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

- It has been suggested the Directory be placed on Main Street.
- A sign placed on the bulb out on the southwest (SW) corner of East Laurel and North Franklin Streets would be visible on Main Street and bring people down and around the corner onto Franklin Street.
- Economic Development Action Committee (EDAC) and the Localization Ad Hoc Committee have discussed placement of the Directory and agree that the directory located on West Laurel Street near the Skunk Train is not good because it is not visible from Main Street; a sign on the SW corner at Laurel Street would be visible from Main Street.

Discussion ensued and included possible formats and designs for the Directory, how to combine a directory with notices of current events, and how to keep it up-to-date. Interactive screens would be good for the future.

**Agreement was reached that the southwest corner of East Laurel and North Franklin Streets would be the best placement for the Directory.**

**MATTERS FROM STAFF AND COMMITTEE MEMBERS**

- A.** Tobak announced that Gloriana Opera Company is interested in placing banners on downtown street lamps to advertise their summer productions. The item will be agendaized for the June 4, 2009 meeting.
- B.** Tobak announced the Volunteer Appreciation Reception will precede the City Council meeting on Monday 11, 2009.
- C.** Jensen announced the Mendocino Coast Clinics will sponsor advertisements for Fort Bragg businesses in the Mendocino Music Festival program and suggested the FBPC could purchase a \$100 space. The item will be agendaized for the June 4, 2009 meeting.

**ADJOURNMENT**

**The meeting was adjourned at 4:40 p.m.**