

**Fort Bragg Promotion Committee**  
**June 4, 2009**  
**Fort Bragg City Hall Conference Room**

The Fort Bragg Promotion Committee (FBPC) met in regular session on June 4, 2009, at the hour of 3:06 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: Housing and Economic Development Coordinator Jennifer Owen and  
Administrative Secretary Mary Tobak.

**APPROVAL OF MINUTES –Minutes of April 2, 2009 Regular, April 30, 2009 Special, and May 7, 2009 Regular Meetings**

Minutes were approved as received.

**TREASURER’S REPORT**

Knoerdel distributed the summary report of expenditures for Fiscal Year 2008-2009 stating that the full accounting will be presented during the regular August meeting. Any unspent funds should be transferred to the First Friday account or Event Promotion.

**SUBCOMMITTEE REPORTS**

Ariosta announced she will return to the Web Subcommittee and Bell will join Knoerdel on the City Decorations Subcommittee.

- A. **Advertising:** Knoerdel distributed the summary of activities for May 2009 prepared by Bruce Lewis of Lewis and Summer. She reported that she, Lewis and Jensen had met to discuss plans for Fiscal Year 2009-2010. Jensen reported on changes to the website that will aid the planned increase in use of social networking tools.
- B. **Web:** Jensen circulated samples of the website blogs showing the different subjects being addressed and showing that the website is attracting a lot of attention. Marketing Consultant Sarah Bodnar and Webmaster Matt Knowles are reworking the main page and it will be easier to update. Jensen requested clarification of policy for the Events Calendar regarding events not within the City limits. Events must have a Fort Bragg-specific component to qualify for listing on the City’s Event Calendar. Jensen requested discussion of the phrase “Undiscovered Gem of the Mendocino Coast” to determine if it is an identity or a limited-time focus.

**Tobak was directed to agendize discussion of the phrase “Undiscovered Gem of the Mendocino Coast” for the July meeting.**

- C. **First Fridays:** Zaida stated her frustrations with getting the First Friday banner put up and taken down in a timely manner. She summarized the activities planned for the next several months, including alley and street usage and entertainment. She reported that merchants are increasingly interested in participating. She stated that most of the people questioned are not aware that the First Friday events are sponsored by the City through the efforts of the FBPC.
- D. **Marketing Support:** Jensen stated the information was covered during the Web Subcommittee Report.
- E. **City Decorations:** Ariosta stated she would like to see the FBPC consider decorating lamp posts with sheaves of corn stalks.

**PUBLIC COMMENTS ON NON-AGENDA ITEMS**

None.

## **CONDUCT OF BUSINESS**

### **1. Consider Request by Gloriana Opera Company for Temporary Lamp Post Banners for Special Events**

Diane Larson of the Gloriana Opera Company (Company) gave some background information about banners used on Main Street and summarized the Company's request to use some of the lamp posts for their upcoming summer events including requirements from CalTrans and limitations and assistance from PG&E.

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

- Guidelines need to be established for future similar requests.
- The City Decorations Subcommittee can approve designs.

**FBPC supports the use of lamp posts for advertising local events.**

**FBPC requested assistance from Larson to formulate a procedure for future requests, including a list of required forms and a map designating which lamp posts are recommended for use.**

### **2. Consider Participation by Fort Bragg Promotion Committee Members at Mendocino County Lodging Association Booths at State Fair and Sunset Celebration**

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

- There is not enough time for FBPC involvement in the Sunset Celebration.
- FBPC needs more information from Scott Schneider about FBPC involvement in the booth at the State Fair.

**Tobak was directed to invite Scott Schneider to the July 2, 2009 FBPC meeting and to agendize further discussion of this item.**

### **3. Discuss Procedures for Tracking Funding Recipient Requirements**

Tobak distributed draft guidelines for requesting funding assistance for promotional activities; she summarized the proposal and suggested ideas and comments be sent to her and Owen.

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

- An application form should be developed.
- A follow-up form could be developed and required with invoices before reimbursements would be approved.
- The July business article and classified ads will focus on the new process; past recipients will be sent notification via postal service.

**Suggestions from FBPC should be submitted by June 17, 2009.**

**Tobak and Owen should submit new draft by June 23, 2009.**

**Ariosta and Zaida will review the draft Guidelines on June 25, 2009.**

**Suggested timeline for requests for funding:**

- **Requests must be postmarked by August 15, 2009.**
- **Subcommittee reviews and presents recommendations to FBPC at September 3, 2009 meeting.**
- **Send out notices to recipients September 15, 2009.**

**Tobak was directed to have a classified ad run for the month of July.**

### **4. Consider Allocating Funds for Advertising Through Mendocino County Lodging Association and Mendocino County Promotional Alliance (Amount Not to Exceed \$2,500)**

Many business owners are already advertising in the publication.

**Moved by Ariosta, seconded by Knoerdel, to not advertise through Mendocino County Lodging Association and Mendocino County Promotional Alliance**

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

**5. Consider Advertising in Winesong 2009 Event Guide (Amount: \$300 to \$1,500)**

This item was rescheduled to the July 2, 2009 meeting.

**6. Consider Advertising in Mendocino Music Festival 2009 Event Guide (Amount: \$100)**

Jensen stated she had received an email from Mendocino Coast Clinic clarifying that the Clinic is not sponsoring an ad. The item was dropped because it is no longer relevant.

**MATTERS FROM STAFF AND COMMITTEE MEMBERS**

- A.** Ariosta reported she had spoken with someone on the board of the Salmon Restoration Association, the group that puts on the Salmon Barbeque, and that he is in favor of establishing a financial partnership with the organizers of the fireworks events. This matter should be directed to the Mendocino Coast Chamber of Commerce.
- B.** Jensen reported she had received an email regarding possible use of the empty storefronts by non-profit organizations and suggested she take the lead on exploring the idea.
- C.** Jensen requested Tobak report at the July 2, 2009 FBPC meeting the location of the replacement banners for the street lamp posts.

**ADJOURNMENT**

**The meeting was adjourned at 4:53 p.m.**