

**Fort Bragg Promotion Committee
September 3, 2009
Fort Bragg City Hall Conference Room**

The Fort Bragg Promotion Committee (FBPC) met in regular session on September 3, 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: Cynthia Ariosta, Lynn Bell, Johanna Jensen and Mary Knoerdel.
Members Absent: Chriss Zaida (Leave of Absence)
Staff Present: Housing and Economic Development Coordinator Jennifer Owen and Administrative Secretary Mary Tobak.

APPROVAL OF MINUTES

None were presented.

TREASURER'S REPORT

Owen distributed the budget spreadsheet which will be distributed with agenda packets; Owen and Knoerdel explained the format.

SUBCOMMITTEE REPORTS

- A. Advertising:** Knoerdel distributed the monthly report provided by Public Relations consultant Bruce Lewis of Lewis and Summers. Lewis reported on the social media focus. Marketing Consultant Sarah Bodnar's summary report was distributed.
- B. Web:** Jensen referenced the report from Bodnar and reported on her activities at the State Fair.
- C. First Fridays:** Bell reported she met with Chriss Zaida. Many merchants in the Depot Building on Main Street want to participate but there is little activity there. The pink line for Art Walk is not enough to draw people to the businesses. An event schedule could be printed to help with this problem. Zaida has been working with Public Works staff and pleased with the results.
- D. Marketing Support:** The information was already given in Bodnar's report.
- E. City Decorations:** Knoerdel reported the banners for the Gloriana Opera Company production, The Pajama Game, have been installed. Tobak reported that Diane Larson of the Gloriana Opera Company submitted her notes for the process needed for putting banners up; Tobak will work on creating a handout for procedures.

PUBLIC COMMENTS ON NON-AGENDA ITEMS

Pamela Amange of the Beachcomber Inn introduced herself as the representative of the Mendocino County Lodging Association, that she will be the liaison between the FBPC and MCLA, and sees the two organizations as a team to promote the County. Richard Strom was introduced is a staff person for MCLA, a lodging member and works for Visit Mendocino. He stated the marketing plan has been approved by MCLA and encouraged the FBPC to produce a promotional piece that can be included for the trade shows. Debra DeGraw of the Mendocino Coast Chamber of Commerce stated the Chamber piece includes Fort Bragg and can be delivered to Visit Mendocino.

CONDUCT OF BUSINESS

- 1. Consider Re-Allocating Original Budget to Add Web Upgrade for FortBragg.com (Amount Not to Exceed \$6,000)**

Jensen explained the spreadsheet for reallocating funds and wanted to revise the proposal without reducing funds for event promotion. She requested to proceed to Item 2 and return to Item 1 later.

- 2. Receive Recommendations from Subcommittee and Consider Approval of Requests for Funds for Fiscal Year 2009-2010 (Amount Not to Exceed \$12,300)**

The subcommittee consisted of Knoerdel, Owen and Tobak. Knoerdel summarized the report and explained the rationale used to determine the recommended allocations. Each application included a

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line item budget; the subcommittee chose items that best met the requirements to promote Fort Bragg. Owen explained the Subcommittee also tried to spread the funding throughout the calendar year. The subcommittee recommended no funding for the event EcoMotion because, according to the Guidelines for Requesting Fund, an organization is not eligible for further funding if funds were previously awarded but the event did not occur, which was the case for Nyckety Splits. Jensen stated that event funding is only one use of FBPC funds. Ariosta stated that organizations cannot look to FBPC as a source for funding every year and that other sources must be found, such as donations and raffles.

Comments were heard from representatives of several applicant organizations, including Lynette Johnson of the Mendocino Coast Botanical Gardens, Denise Stenberg of the Fort Bragg-Mendocino Historical Society, Nicole Kench of Nyckety Splits, Susan Bivin of Soroptimist International of Fort Bragg, Susan Lightfoot of Noyo Food Forest, Debra DeGraw of the Mendocino Coast Chamber of Commerce and Mendocino County Film Office, and Marianne McGee of the Mendocino Coast Clinics. FBPC discussed the recommendations and questioned the subcommittee and applicants for clarifications. Owen stated that the most direct advertising costs were chosen. The entire amount budgeted for event promotion was not allocated due to expenditures such as Jensen's trip to Sacramento, which will come out of those funds. Jensen stated it is important for organizations to show how much money comes from out of the area.

Moved by Jensen, seconded by Bell, to accept the funding allocations as recommended by the Subcommittee and to tentatively reserve \$500 for the EcoMotion event.

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

Absent: Zaida (Leave of Absence).

Tobak was directed to be agenda item for the October meeting to consider allocation of \$500 for the EcoMotion event. Successful applicants were directed to see Tobak regarding Letters of Agreement and exact requirements.

3. Consider Approval of Proposal from InTownLive.com. (Amount Not to Exceed \$3,000)

Jensen stated the proposal will be for six months, not one year. FBPC can send updated photographs but InTownLive.com will not come back to make changes. FBPC is included on the website without doing anything. For \$100 a month, FBPC can send information and InTownLive.com will update their website.

The ensuing discussion included use of business directory maps, need to coordinate so efforts are not duplicated, and the need to include all businesses. A separate section specific to lodging could be purchased.

Moved by Knoerdel, seconded by Bell to accept proposal from InTownLive for six months and allocate \$600 from Print Ad budget contingent on confirmation of ability to include all licensed businesses within Fort Bragg city limits.

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

Absent: Zaida (Leave of Absence).

4. Receive Subcommittee Report and Consider Replacement Phrases for "Undiscovered Gem of the Mendocino Coast"

Discussion of this item was tabled until the October meeting.

5. Consider Selling Banner Ads and Include Businesses Outside City Limits

Jensen stated interest has been shown due to the visibility available on fortbragg.com through banner ads. Lewis gave examples of cost and statistics. Discussion ensued regarding business license fees, basic listings on Business Directory, enhanced listings, and value of listings.

Subcommittee consisting of Jensen, Ariosta, Bodnar and Lewis was directed to bring recommendation to FBPC for approval at the October meeting, limiting the businesses to those with the Fort Bragg zip code.

1. **Consider Re-Allocating Original Budget to Add Web Upgrade for FortBragg.com (Amount Not to Exceed \$6,000)**

Jensen distributed "Proposed Makeover of fortbragg.com", explained the sample, and summarized the proposal to move the fortbragg.com website from the current format to WordPress, a blog format. She stated it currently takes a lot of time to get needed changes implemented. A main attraction of the blog format is that all of the FBPC will have the ability to make changes immediately. Ensuing discussion included cost of conversion, continued need for current webmaster, need for clarification of process for procuring vendor, and how to reallocate funds it from the current budget to pay for the cost.

FBPC agreed to further discussion of this item during the October meeting.

MATTERS FROM STAFF AND COMMITTEE MEMBERS

- A. Owen requested agendaizing a discussion to determine the dollar amounts of expenditures that need to be brought to the full committee for approval prior to spending.
- B. Owen reported that she received a note from the Botanical Gardens that the display ad is ready for approval.
- C. Jensen reported on her trip to the State Fair in Sacramento that, with the booth looking like the Skunk Train, Fort Bragg was well represented.

ADJOURNMENT

The meeting was adjourned at 5:03 p.m.