Visit Fort Bragg Committee

MEETING CALLED TO ORDER

ROLL CALL

1. APPROVAL OF MINUTES

1A. **20-574** Approve Minutes of November 19, 2019

   **Attachments:** VFBM 11192019

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

3A. **20-576** Receive Report, Review Applications and Appoint New Members to Visit Fort Bragg Committee

   **Attachments:** 01212020 New Members
   Application - Alison De Grassi
   Application - Anne Maureen McKeating
   Application - Debra De Graw
   Application - Kelley Urbani Freeland
   Application - Nicole Caito-Urbani

3B. **20-577** Receive Report and Establish Visit Fort Bragg Sub-Committees

   **Attachments:** 01212020 New SubCommittees

3C. **20-579** Receive Report on Visit Fort Bragg Project Status and Schedule a Special Meeting to Review Marketing Concepts

   **Attachments:** 01212020 Project Status
   VFB Social Media Data

4. MATTERS FROM COMMITTEE / STAFF
ADJOURNMENT

STATE OF CALIFORNIA  
COUNTY OF MENDOCINO  
I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on January 17, 2020.

_______________________________________________
Cristal Muñoz, Administrative Assistant

NOTICE TO THE PUBLIC

DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:

• Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.
• Such documents are also available on the City of Fort Bragg’s website at http://city.fortbragg.com subject to staff’s ability to post the documents before the meeting

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).
Approve Minutes of November 19, 2019
Meeting Minutes
Special Meetings

Tuesday, November 19, 2019
3:00 PM
Town Hall, 363 N. Main Street

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

Committee Member Peters called the meeting to order at 3:12 PM.

ROLL CALL

Present: Lindy Peters, Scott Perkins, Tabatha Miller, Cristal Muñoz, Nancy Bennett, Jon Glidewell, Robert Pinoli, Katie Turner-Carr, Anne Semans, Debra De Graw

Absent: James Sant, Jessica Morsell-Haye

1. APPROVAL OF MINUTES

1A. 19-503 Approve Minutes of September 17, 2019

A motion was made by Committee Member Nancy Bennett seconded by Committee Member Jon Glidewell, that these Committee Minutes be approved. The motion carried by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was received from:

* None

3. CONDUCT OF BUSINESS

3A. 19-478 Receive Report and Provide Direction Regarding New Appointees to the Visit Fort Bragg Committee and Revise Existing Protocols

Special Projects Manager Scott Perkins gave the oral report about reviewing and updating the current application for the Visit Fort Bragg Committee. Robert Pinoli and Nancy Bennett will be the only members to be on the committee for the following year. There will be four new openings and existing members can apply.

Discussion:

* The committee discussed; Visit Fort Bragg is no longer quarterly meetings but bi-monthly meeting and has been since summer.
* Several Committee Members commented that the will not apply for another term on the committee.
* James Sant has decided not continue with the committee due to scheduling conflicts.
Direction:
* Direction was given that the Council ad hoc Committee Members Peters and Morsell-Haye provide guidance and encourage new members to apply.

3B. 19-500 Proposed Contract with The Idea Cooperative for Marketing Strategy Development and Execution

City Manager Tabatha Miller give an overview of how The Idea Cooperative became a competent candidate to run the advertising of Visit Fort Bragg. She stated that she had reached out to their references and they were solid. The Idea Cooperative is from Petaluma, which is not local but still close and are willing to make the drive. In addition, The Idea Cooperative has established long-term relationships with many of their clients including City of Santa Rosa. The Idea Cooperative has agreed to incorporate old materials from the past agency since the City still owns all the materials. City Manager Tabatha Miller then introduced Tom Kavanaugh the president and founder of The Idea Cooperative to give his presentation, along with Melissa Holberton and Tyler Young.

Discussion:
There was discussion regarding the presentation from The Idea Cooperative that included:
* There will be a need for ambassadors who will be responsible for content.
* Must be diligent to follow up and make sure it is interactive and to track the hours spent on each item.
* Review content strategy to develop a timeline for many weeks ahead.
* Important to make it a seamless transition from the last campaign to the next one.
* The need to be more robust from other agencies.
* Important to have the metrics and analytics to show progress and to have a monthly report on social media.
* Develop deliverables and measureable milestones.
* It was discussed by the committee that they will be mindful about doing work behind the scenes to help city staff. They are willing to assist to make this a success and to have this contract extended for another year.

Public Comment:
*Jamie Peters asked about the different generational demographics and how will they appeal to all of them.
*Julie Parker spoke about the template they would use to implement their work.

Direction:
Committee unanimously agreed to have The Idea Cooperative go before City Council on Nov 25, 2019 to pursue contract.

3C. 19-504 Receive Current Bed Tax Revenue Reports

City Manager Tabatha Miller gave an oral report for information purposes regarding the City of Fort Bragg Bed Tax Revenues. Miller described that City of Fort Bragg did better for FY 17/18 and FY 18/19 as compared to Mendocino County. However, revenue from the Transient Occupancy Tax has gone down both for the county and the City.

Discussion:
* In the interim of this downward trend, we are still updating the city website with events and posting to Facebook and Twitter accounts.
* Will continued to work with the Chamber of Commerce to keep presence up on social media.
* There has been some good articles from Travel bloggers and media influencers.
* Maintain good perspective when looking at the greater macro trends. Not completely change our strategies just because there is a downward trend.
* Expanding our metrics rather than focusing on city performance.
* The Visit Fort Bragg Instagram post from last Tuesday of Glass Beach was liked 480 times.

4. MATTERS FROM COMMITTEE / STAFF

Short video presentation by Lindy Peters of the South Coastal Trail and it is an example of using our local talent to promote Fort Bragg.
Katie Turner-Carr commented that the holiday decorations and banners are going up.

ADJOURNMENT

Committee Member Peters adjourned the meeting at 4:55 PM.
Receive Report, Review Applications and Appoint New Members to Visit Fort Bragg Committee
COUNCIL COMMITTEE ITEM SUMMARY REPORT

Meeting Date: January 21, 2020
To: Visit Fort Bragg Committee
From: Scott Perkins, Senior Planner
Agenda Item Title: Committee Membership

BACKGROUND AND OVERVIEW:

The Visit Fort Bragg Committee is comprised of seven members of the public and two Councilmembers. When the Visit Fort Bragg Committee was reconstituted in 2018, the seven community members on the Committee were appointed to staggered terms so that turnover would be broken up instead of all at the same time. The table below shows the recent membership and membership terms:

<table>
<thead>
<tr>
<th>Member</th>
<th>Affiliation</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jessica Morsell-Haye</td>
<td>Councilmember</td>
<td>Mayor Appointment</td>
</tr>
<tr>
<td>Lindy Peters</td>
<td>Councilmember</td>
<td>Mayor Appointment</td>
</tr>
<tr>
<td>Nancy Bennett</td>
<td>Cowlick's Ice Cream</td>
<td>30 months – expires 12/31/20</td>
</tr>
<tr>
<td>Katie Carr</td>
<td>Pippi's Longstockings</td>
<td>18 months – expired 12/31/19</td>
</tr>
<tr>
<td>Debra DeGraw</td>
<td>North Coast Brewing Company</td>
<td>18 months – expired 12/31/19</td>
</tr>
<tr>
<td>Jon Glidewell</td>
<td>Beachcomber Hotels</td>
<td>18 months – expired 12/31/19</td>
</tr>
<tr>
<td>Robert Pinoli</td>
<td>Skunk Train</td>
<td>30 months – expires 12/31/20</td>
</tr>
<tr>
<td>James Sant</td>
<td>Living Light Culinary Institute</td>
<td>30 months – resigned 12/31/19</td>
</tr>
<tr>
<td>Anne Semans</td>
<td>Noyo Center for Marine Science</td>
<td>18 months – expired 12/31/19</td>
</tr>
</tbody>
</table>

The Visit Fort Bragg Committee Protocols provide the following guidance on membership:

Members
a. The VFB shall be composed of up to 9 members—7 from the community and 2 councilmembers.
b. Members should represent a cross section of the Fort Bragg tourism sector. Ideally (but not mandatory) the Committee would be comprised of a cross-section of the sectors below. Achieving a diversity of interests should be considered when reviewing applications for membership.
   i. Lodging with representation from both large and small establishments; branded and not branded
   ii. Retail
   iii. Dining
   iv. Recreation/Attraction
   v. Art/Culture
   vi. Other

c. Members are not required to reside in Fort Bragg city limits.

d. Members may be nominated by City representatives and committee members. Members may be recommended to the committee by community members.

e. Potential members are required to complete the current VFB Committee Membership Interest form.

f. Members are required to complete the current VFB Committee Member Conflict of Interest Disclosure Form. The purpose of this form is to provide full transparency about committee members’ interest and affiliations. The forms will be reviewed by City staff.

g. New members must be approved by the City Council representatives on the Visit Fort Bragg Committee.

h. If committee membership is full, the committee may consider rotating members or increasing membership.

Four members’ terms expired at the end of 2019. Additionally, James Sant requested to step down from his seat with Visit Fort Bragg due to conflicts with his schedule. This brings the total number of open seats to five. Since the majority of the Committee seats are open (five out of seven), there is not a majority of members to review and vote on new members. The two councilmembers appointed to Visit Fort Bragg will instead appoint new members. Having the two councilmembers select the new members will solve the issue that the remaining membership would be less than a majority, and since Visit Fort Bragg is a public “Brown-Acted” committee, having Council involvement in the appointment of members is appropriate.

The protocols allow for members with currently-expiring seats to re-apply, and they are eligible for reappointment. Staff publicized the open seats via social media, press release and notice on the City website with a deadline of January 2, 2020. Due in part to the holidays falling in the application period, only one application was received during the initial opening. The City extended the deadline until January 13, and received a total of five application.

Attached to this report are the applications submitted for Visit Fort Bragg membership. The applicants were informed of the plan to appoint new members at the January 21, 2020 Visit Fort Bragg meeting, and should be available to answer questions from
councilmembers in order to determine appointments. Councilmembers may also allow existing or past members present ask questions of the applicants at their discretion.

**RECOMMENDATION:**

Staff recommends the councilmembers on the Visit Fort Bragg Committee review the applications and appoint new members to the Committee.

**ATTACHMENTS:**

1. Visit Fort Bragg Committee Protocols
2. Application – Nicole Cato-Urbani
3. Application – Alison De Grassi
4. Application – Debra De Graw
5. Application – Anne Maureen McKeating
6. Application – Kelley Urbani Freeland
1. Why would you like to be on the Visit Fort Bragg Committee? I've worked peripherally with the Committee over the past couple of years and was on the marketing company selection sub-committee. I would bring my experience of 1) living in the County for 25 years and 2) my current work experience with Visit Mendocino County.

2. Briefly describe your vision for Fort Bragg’s Tourism Economy over the next 3-5 years. Fort Bragg, like other tourist destinations in the county, as well as the County itself, faces an awareness struggle. In order to bring tourists to stay in Fort Bragg and boost the economy via TOT revenue, the City needs to undertake a concerted and long-term effort to raise awareness of the City and area. Fort Bragg has great potential with its ocean bluffs, world-renowned attractions, harbor, outdoor activities, and much more. Making potential visitors aware of what there is to do and see is key to getting them to stay.

3. What are some of your prior board/committee experiences? I serve at the pleasure of the Mendocino County Tourism Commission board and am on the Marketing Committee. For the past four years, I have sat on the board of S.P.A.C.E., the School of Performing Arts & Education in Ukiah, a nonprofit with which I have a 20+ year history.

4. What is your experience and expertise in strategic planning, budgeting and destination marketing? I have worked with Visit Mendocino County since June 1, 2011. I am currently the Director of Marketing & Media for the organization and coordinate all marketing activities for the organization as well as PR functions while staying within budget. Duties include, but are not limited to:
   - Coordinate marketing campaigns with marketing consultants and digital media buyers
   - Create timelines for marketing campaigns and execute them
   - Reporting to committees and board
   - Brand awareness research
   - Social media campaigns
   - Video and image library; fact checking
   - Website development
• Content development
• Consumer and stakeholder outreach
• PR press releases and FAM trips

5. **What does success for this Committee look like to you?**
   • Hiring the right marketing consultant to develop a strategic plan with long-term goals and objectives
   • Requiring regular reporting with KPIs clearly defined
   • Utilizing research on which to base marketing decisions
   • Leveraging a relationship with VMC to take advantage of FAM visits to the area
   • Raise in TOT revenue to the City of Fort Bragg due to increased overnight visitation
Visit Fort Bragg Committee members are required to comply with the requirements of the City's Conflict of Interest Code adopted pursuant to California Government Code § 87300 et seq., the Political Reform Act (California Government Code § 81000 et seq.), the regulations promulgated by the Fair Political Practices Commission (Title 2, § 18110 et seq. of the California Code of Regulations), California Government Code § 1090 et seq., and any other ethics laws applicable to the performance of services performed on behalf of Visit Fort Bragg.

A Visit Fort Bragg Committee member may not perform services for any other person or entity that, pursuant to any applicable law or regulation, would result in a conflict of interest or would otherwise be prohibited with respect to the Visit Fort Bragg Committee member's obligations pursuant to his or her role as a Visit Fort Bragg Committee member. The Visit Fort Bragg Committee member agrees to cooperate fully with City and to provide any necessary and appropriate information requested by City or any authorized representative concerning potential conflicts of interest or prohibitions concerning Consultant's obligations assignments or tasks undertaken by the VFB Member pursuant to this Agreement.

Please disclose below all memberships, affiliations, financial relationships and roles that may influence or may be influenced by City of Fort Bragg tourism efforts. Disclosures are for informational purposes and are not intended to disqualify a member from participation in Visit Fort Bragg promotional efforts. However, relationships should be disclosed by the member before participating in a related-party discussion.

Visit Mendocino County, the County's tourism promotion agency

Alison de Grassi 1/14/20 ALISON DE GRASSI

Signature Date Print name

Please return this form to:
Scott Perkins, Senior Planner
City of Fort Bragg
416 N Franklin Street, Fort Bragg, CA 95437
Name: Anne Maureen McKeating
Company: Larry Spring Museum
Mailing Address:
Email:
Cell:

Why would you like to be on the Visit Fort Bragg Committee?
I think that the working class appeal of the town is being overlooked and would like to help in celebrating our roots.

Briefly describe your vision of Fort Bragg's Tourism Economy over the next 3-5 years
I see Fort Bragg as a type of insider secret. The type of place that takes time to reveal itself. There is no question that the town's natural setting has a huge appeal, however, it would be great to see tourists stay longer to uncover the town's sometimes hidden charms.

Board Experience
I was President of the Board at Gallery 44, a member-driven Toronto Gallery that ran programs and exhibitions of lens-based work.
I was on the board of PARC which is a drop in center for people dealing with poverty, mental health and addiction issues.
I am ED of the Larry Spring Museum which recently received 501c3 status. We have a 4-person board

Expertise
I have well over 2 decades of experience in the event, design and advertising industry as a producer and project manager. The agencies that I worked with had international status and I was responsible for commissioning and administering art production (photography, illustration and other craft industries).

Recently my colleagues produced this video that went viral. I look at it as inspiration: https://www.youtube.com/watch?v=0_dmrveP2zg

What does success look like?
For me, success for this Committee is the ability to work with what we have rather than a projection of what we think the middle class tourist wants.

Note:
I am Canadian and can only legally spend a limited amount of time in the US. I am currently applying for a visa to stay longer. If you were to decide that I am a fit for the committee, I would sometimes have to attend meetings via Skype or conference calls. I would make it work.
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I am ED of the Larry Spring Museum a 501(c)3 that fund raises.

Signature: [Signature]
Date: Jan 9/2020
Print name: [Print name]

Please return this form to:
Scott Perkins, Senior Planner
City of Fort Bragg
416 N Franklin Street, Fort Bragg, CA 95437
1. Why would you like to be on the Visit Fort Bragg Committee?

I would like to continue the good work that the committee has done so far, and continue lending my institutional knowledge where it can help.

I care about the local economy, community and the role that tourism has in bringing outside dollars into the City of Fort Bragg.

2. Briefly describe your vision for Fort Bragg’s Tourism Economy over the next 3-5 years.

Building upon the efforts so far, I see us continuing to make the off season a time for visitors to escape and unplug from their busy lives. By creating an atmosphere in town that speaks for itself, the visitors will spread the word for us. I see a town that cares about the authentic experience but also in helping to make the town look festive and beautiful. A place that visitors want to return to, and a place for locals to thrive.

3. What are some of your prior board/committee experiences?

Visit Fort Bragg Committee Member, term ended December 31, 2019; Mendocino County Tourism Commission, one-year appointment- Vice-Chair 2015-2016; CEO, Mendocino Coast Chamber/County Film Commissioner 2002-2015 (FBPC Contract Admin for the City overseeing Visit Fort Bragg/Fort Bragg Promotion Committee); Film Liaisons In California Statewide, Board of Directors-Membership Chair, 2013-2015; Arts Council of Mendocino County -BOD 2004

4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

Before my current position managing the retail shops for NCBC, I was the CEO for the Mendocino Coast Chamber of Commerce and Visitor Center. I was a part of our strategic planning each year, careful spending of our budget, and promoting our area to the outside world. We also engaged with 10,000 visitors a year - 2002-2015. Top questions were about Glass Beach, Whale Watching, Skunk Train, and seeing Redwoods.

5. What does success for this Committee look like to you?

I believe that we have made some great progress so far, a walking map for downtown, a coordinated look with the artwork on the map and the new banners, repairs to the street posts for festive lights. These little things are just as important as the marketing and promotional campaign that our new agency is working on. I think that growth in TOT will come out of those efforts and help to make the town thrive. That is success to me.
VISIT FORT BRAGG COMMITTEE
MEMBER CONFLICT OF INTEREST DISCLOSURE FORM

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I am currently the Volunteer Treasurer on the Re-elec Dan 
Sjerve for 4th District Supervisor.

The Brewery has partnerships with the Beachcomber, we
have guests stay there and we support fundraising efforts
of many local non-profits.

Signature: ___________________________ Date: 1-2-2020
Print name: DEBRA DEGRAN

Please return this form to:
Scott Perkins, Senior Planner
City of Fort Bragg
416 N Franklin Street, Fort Bragg, CA 95437
APPLICATION

Name: Kelley Urbani Freeland
Company: Big River Realty / Strength Wraps
Mailing Address: 
Email Address: 
Phone Number: 

1. Why would you like to be on the Visit Fort Bragg Committee?

I want to help this community grow economically, preserve its history of being a bustling fishing and logging town, and expose its untouched natural beauty.

I left Southern California to give my daughter the same wonderful community experience that I had growing up. Now I have the opportunity to be an integral part of creating that environment.

2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years

Tourism has to keep thriving for our community to have economic health. Creating an upscale environment where people can participate in numerous outdoor activities, shop downtown, stop for a bite to eat in a quaint "farm to table" restaurant, or relax on seaside benches and watch the waves crash. All of this is available, but if we do not provide excellent advertising, then we will not grow! I want to see the “story” of Fort Bragg become something people travel here to touch, see, and feel. A place where bloggers can’t wait to write about and people can’t wait to experience for themselves.

3. What are some of your prior board/committee experiences?

I have not served on a committee before.

4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

Over the past 12 years I have built and developed global markets for distributing my fitness product, Strength Wraps. In that time I have created and executed numerous successful digital marketing campaigns. I’ve designed and overseen all marketing material including print and digital media. I also spent 10 years traveling the world attending expositions, all of which I have organized, planned, and budgeted for.

I would love the opportunity to bring my skills back to my hometown to help Fort Bragg flourish!
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N/A

Signature

12.31.19  
Kelley Urban Freeland

Please return this form to:
Scott Perkins, Senior Planner
City of Fort Bragg
416 N Franklin Street, Fort Bragg, CA 95437
1. Why would you like to be on the Visit Fort Bragg Committee?
   I love our community and I want to see it thrive.

2. Briefly describe your vision for Fort Bragg’s Tourism Economy over the next 3-5 years.
   I would love to see more events/festivals available to tourists. I see our tourism growing because of our unique area.

3. What are some of your prior board/committee experiences?
   I’ve helped w/ pre/school (childrens garden) fundraisers and Redwood School. I’ve worked w/ the events crew visit FB for the last few months. I planned employee events for Fountain Grove Inn.

4. What is your experience and expertise in strategic planning, budgeting and destination marketing?
   I’ve owned & operated La Tre Clothing for the last 15 yrs. At one time we had three locations: Fort Bragg, Ukiah & Healdsburg. We currently have two locations & are expanding to an online store.

5. What does success for this Committee look like to you?
   A thriving community is a place where people love to visit and repeatedly come back to visit. I want to see all the commercial spaces filled and the streets full of happy people. Tourism is the future to our economy and we need to get people here who can spend money along with participating in all the free wonderful
attractions our lovely coast has to offer.
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______________________________
Signature

______________________________
Date

______________________________
Print name

Please return this form to:
Scott Perkins, Senior Planner
City of Fort Bragg
416 N Franklin Street, Fort Bragg, CA 95437
Receive Report and Establish Visit Fort Bragg Sub-Committees
COUNCIL COMMITTEE ITEM SUMMARY REPORT

Meeting Date: January 21, 2020
To: Visit Fort Bragg Committee
From: Scott Perkins, Senior Planner
Agenda Item Title: Sub-Committees

BACKGROUND AND OVERVIEW:

Past iterations of the Visit Fort Bragg Committee have established sub-committees. Sub-committees accomplish the following goals:

*Increase Decision-Making Efficiency*
The Visit Fort Bragg Committee generally meets once every two months. Oftentimes, there are questions or decisions that come up between meetings that should not or cannot wait for the next full committee meeting. Additionally, the full committee is subject to the Brown Act, which means a majority of the committee cannot make decisions unless the forum is open to the public (among other requirements). Sub-committees consist of four or fewer committee members so that they may email, respond to questions and make decisions on an iterative basis. These groups meet on an as-needed basis, and often complete tasks via email.

*Allows Outside Participation*
Sub-committees in the past have invited outside individuals who have an expertise in a field to participate on sub-committees. For example, a website sub-committee may include a web development professional who is not on the full Visit Fort Bragg Committee. This allows the inclusion of individuals who can help the overall Visit Fort Bragg initiative without requiring them commit to full committee membership.

*Encourages Interest Area Participation*
Some committee members may be more interested in certain aspects of Visit Fort Bragg. Sub-committees allow these individuals to key in on topics and projects most interesting to them.
**Focused Budget Control**
In the past, sub-committees have generally controlled the relevant Visit Fort Bragg budget line items specific to their project. For example, the special events subcommittee has kept a keen eye on the special events budget line item within the overall Visit Fort Bragg budget.

Visit Fort Bragg Committee members are not required to participate in sub-committees. Additionally, committee members may participate on more than one sub-committee. Staff recommends the formation of the following sub-committees, but the full Visit Fort Bragg Committee may add or subtract from this list as necessary:

**Special Events and Decorations:** This sub-committee has worked on a wide range of projects including the downtown Christmas tree lighting, holiday decorations, walking maps, and Restaurant Week. In the coming year, this group will provide input on the City’s fireworks celebration and any future block parties.

**Marketing and Advertising:** This group would become more involved with the City’s relationship with The Idea Cooperative, our contracted marketing firm. The firm is currently developing brand positioning concepts to present to Visit Fort Bragg. The sub-committee would work with them on the direction of the brand positioning, social media presence and any future advertising buys.

**Website:** The Visit Fort Bragg website needs a good deal of work, and The Idea Cooperative will begin providing guidance once their brand positioning concepts are complete. The website sub-committee would work with City IT staff to implement changes to the website to help it stay fresh.

**RECOMMENDATION:**

Staff recommends the Visit Fort Bragg Committee assign sub-committees for the upcoming year.

**ATTACHMENTS:**

None.
Receive Report on Visit Fort Bragg Project Status and Schedule a Special Meeting to Review Marketing Concepts
COUNCIL COMMITTEE ITEM SUMMARY REPORT

Meeting Date: January 21, 2020
To: Visit Fort Bragg Committee
From: Scott Perkins, Senior Planner
Agenda Item Title: Status of ongoing projects

BACKGROUND AND OVERVIEW:

The following summarizes the recent activities of Visit Fort Bragg since the last committee meeting in November.

Special Events

The Special Events sub-committee has been busy. After assisting in the coordination of the Fort Bragg tree lighting ceremony and overseeing the decorations on light posts downtown, the sub-committee released a Request for Proposals to hire a coordinator to run Restaurant Week for Visit Fort Bragg. The sub-committee interviewed two qualified candidates and hired Meagan Demitz of SideStreet Consulting to coordinate the event. Ms. Demitz has substantial experience with event planning and production.

After a kick-off meeting last week, Ms. Demitz is beginning her outreach to local restauranteurs for participation in the event. Pending feedback from our restaurant industry, the event will take place in mid-March (possibly March 11 through March 15), and participating restaurants will offer a prix fixe menu to customers that will include an appetizer, entrée and dessert for $30 per person. Ms. Demitz has also met with The Idea Cooperative about promoting the event. The Idea Cooperative will be creating a “look” for the event that will integrate the existing Visit Fort Bragg branding on promotions, menus and surveys. The Idea Cooperative will also be promoting the event through the Visit Fort Bragg social media pages, and developing a “micro site” webpage where event guests can see who is participating, details of the event and menus.
The Idea Cooperative’s contract with the City began on December 20, 2019. The Idea Cooperative’s scope of work includes an audit of existing materials, creating a strategic positioning concept, developing analytics and an integrated marketing strategy, development of creative concepts, production of creative materials, and social media management. Since beginning at the end of December, The Idea Cooperative has begun managing Visit Fort Bragg’s social media accounts. A review of our Visit Fort Bragg social media data is included as an attachment to this report. Additionally, the firm has developed to strategic positioning concepts for review by the Visit Fort Bragg Committee. A special meeting will be scheduled in order for The Idea Cooperative to visit and present these concepts to the group as a whole.

A positioning concept is a strategic messaging “big idea” for the brand, distilled from the work done in their audit of existing materials and stakeholder workshop The Idea Cooperative held in mid-December. The positioning concept sometimes (but not always) reveals a working tag line for the brand. It also includes a mantra that summarizes the concept in language that will help determine the tone of voice for brand messaging moving forward.

Once approved, the positioning concept provides a strategic and creative foundation for all the work we do moving forward, to make sure work product is always holding true to what makes the City meaningful to people. Staff will work with the Visit Fort Bragg Committee at today’s meeting to schedule a special meeting for The Idea Cooperative to present two draft positioning concepts to the whole committee. This meeting can hopefully occur the week of January 27 through January 31.

As part of The Idea Cooperative’s scope of work, they began work last week on the Visit Fort Bragg website by tasking their Search Engine Optimization (SEO) expert to review the analytics available on the website. Once we receive an audit of our existing position, The Idea Cooperative will begin recommending changes to the website based on the analytics and the outcome of the brand positioning concept meeting to come.

**RECOMMENDATION:**

Staff recommends the Visit Fort Bragg Committee determine a time to hold a special meeting to review positioning concepts from The Idea Cooperative.

**ATTACHMENTS:**

1. Visit Fort Bragg Social Media Data
Instagram Highlights
- Current posting cadence: 2-3 posts per week (grid) with up to 10 stories
- Sundays are best day to post followed by Thursdays and Fridays with an average of 6.5k followers on IG throughout the day
- 3-6pm is optimal time for posting with an average of 2.7k of our followers on IG

Instagram Demographic Breakdown
- Location: Sacramento, Fort Bragg, San Francisco
- 54% Women 44% Men
- Largest Demo: 25-34, 18-24, 35-44
- Male followers trend younger with majority 18-34

Facebook Insights
- Posting cadence is identical to Instagram (same content). Sunday morning 9-10am and Monday Saturday 6-7pm are optimal posting times.
- Following is more heavily female and a little older than Instagram. The older demographic 55-65+ followers are most highly engaged (folks who like, share, comment). Something to build on.
- Location: Sacramento, Chico, Fort Bragg, Yuba City, Oroville, Redding, Santa Rosa, Stockton
- Past paid content (boosted posts) with a typical budget of $10/day for 3-5 days, around $.05 per engagement.

Facebook Followers By Age

Facebook Engagement By Age