Visit Fort Bragg Committee

MEETING CALLED TO ORDER

ROLL CALL

PLEASE TAKE NOTE


The meeting will be live-streamed on the City’s website at city.fortbragg.com and on Channel 3. Public Comment regarding matters on the agenda may be made in any of the following ways: (1) By joining the Zoom video conference, (2) Through the City’s online eComment agenda feature, (3) Emailed to Administrative Assistant Cristal Munoz, cmunoz@fortbragg.com, or (4) Written comments delivered through the drop-box for utility payments to the right of the front door at City Hall, 416 N. Franklin Street.

To speak during Public Comment portions of the agenda via Zoom, click on the following link to register to attend on Tuesday afternoon:

https://zoom.us/j/93128134634?pwd=OHN5cjBHenFlanMvMHBmUkdNdUMxUT09

Members of the public will remain in the Zoom waiting room until it is time for them to speak. The meeting moderator will allow users in one at a time. Public comment for this meeting will be limited to three minutes per person.

1. APPROVAL OF MINUTES

1A. 20-787 Approve Minutes of January 28, 2020

Attachments: VFBM 01282020

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS
3A. **20-785**  
Consider Alternative Proposals from the Idea Cooperative for Temporary Continuation of Marketing Firm Services, Make Recommendation to City Council, and Discuss Recommendation for a Longer-term Approach to the Visit Fort Bragg Promotional Efforts  

**Attachments:**  
- 07072020 Continue Marketing Services  
- Att 1 - Proposal v1  
- Att 2 - Proposal v2

3B. **20-786**  
Update on New Visit Fort Bragg Website

---

### 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 July 2, 2020.

Cristal Munoz, 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 upon making reasonable arrangements with the City Clerk for viewing same 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 January 28, 2020
Visit Fort Bragg Committee Special Meeting

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:03 PM.

ROLL CALL

Present: Jessica Morsell-Haye, Lindy Peters, Scott Perkins, Tabatha Miller, Nancy Bennett, Robert Pinoli, Allison De Grassi, Nicole Caito-Urbani and Cristal Muñoz

Absent: Kelly Urbani Freeland and Anne Maureen McKeating

1. APPROVAL OF MINUTES

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

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

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

* None

3. CONDUCT OF BUSINESS

3A. 20-591 Appoint New Members to the Visit Fort Bragg Committee: Nicole Caito-Urbani, Alison De Grassi, Debra De Graw, Anne Maureen McKeating, and Kelly Urbana-Freeland

The unanimous decision was made by the committee to approve all five applicants to the five available seats on the committee. The new appointees that were present were Allison De Grassi who is also a member of Visit Mendocino and Niki Caitio-Urbani a local business owner.

3B. 20-592 Receive Report and Establish Visit Fort Bragg Sub-Committees

Senior Planner Scott Perkins gave an overview of the Visit Fort Bragg subcommittees. The main subcommittees are the marketing sub-committee and special events sub-committee. This allows for more efficiency with the decision-making since the Visit Fort Bragg committee
only meets every other month. These subcommittees are subject to the Brown Act. In addition, these subcommittees allow outside participation from experts that can provide technical expertise. It also encourages the members of the Visit Fort Bragg Committee to be a part of projects that demonstrate their passion. Subcommittees also have the ability to keep budget in sight since they can authorize expenditures and move more quickly than the collectively could.

Discussion:
* The committee discussed that there can be up to four members but they cannot exceed a quorum. The committee discussed which sub-committee they would like to join and it was decided that the Marketing and Advertising sub-committee will be made up of Anne Maureen McKeating, Alison De Grassi, Robert Pinoli, Lindy Peters and Jessica Morsell-Haye. The Special Events sub-committee will have Debra De Graw, Nicole Caito-Urbani, and Nancy Bennet. Website designed and updates will be in house by the Information Technology department, however the committee members can monitor the website and provided oversight of what is being posted.

Public Comment:
*None

3C. 20-593 Receive Report on Visit Fort Bragg Project Status

Senior Planner Scott Perkins gave the oral report on Restaurant Week, which will be held on March 9-15th. It will be a three-course meal at a price point of $29. Megan Demitz will be distributing materials to restaurants and getting their feedback about participation in this event. This is prior to Fort Bragg’s Whale Festival and hoping to bring the tourist that are visiting the other local festivals. Megan is working with The Idea Cooperative to publicize on social media, local radio stations and have created a microsite that can provide previews of the menus from the participating restaurants. In addition will establish a link to the existing website. Also use the standard artwork through out to create a theme and so that customers can feel that they are a part of a larger event.

In addition, Senior Planner Scott Perkins gave an overview of the social media accounts and analytics information that was provided by The Idea Cooperative. The Idea Cooperative took them over all accounts in January. They also started developing strategic positions and concepts that were derived from stakeholder workshop and their involvement with the community that can provide a brand and mission statement for Visit Fort Bragg.

Discussion:
* The Committee discussed providing Visit Mendocino County all this information so they can cross collateralization the promotion of these events. They also enjoyed the artwork that was presented for Restaurant Week.

3D. 20-594 Oral Discussion on Taste of Mendocino Event in Berkeley on April 18, 2020

City Manager Tabatha Miller gave the oral report regarding the Taste of Mendocino Event on April 18, 2020 and that Visit Fort Bragg should have a presence at it. It will take place at the Country Club in El Cerrito. Alisson De Grassi also spoke about this event and her experience
putting it on. She states that it brings in target audience and is very successful and great opportunity for Fort Bragg to participate.

**Discussion:**

* The Committee discussed that they would like to have local food and wine vendors to go with them and potentially have giveaway items with the Visit Fort Bragg brand. To make sure to a table that reflects the sense of Fort Bragg. An inexpensive way to get attention from a larger audience to Visit Fort Bragg.

**Direction:**

* The committee gave direction that Visit Fort Bragg should reserve a table to attend the Taste of Mendocino.

**Public Comment was received from:**

* Jamie Peters spoke about her experience attending Taste of Mendocino for 5 years.
* Tom Kavanagh from The Idea Cooperative would be happy to help with this and would like to know what kind of exposure the city will be getting from the this event without attending the event.

3E. **20-595** Receive Presentation from The Idea Cooperative on Brand Positioning Concepts, and Provide Direction for Finalizing a Concept

Tom Kavanagh from The Idea Cooperative gave a PowerPoint presentation on the branding and strategic planning for Visit Fort Bragg's marketing implementation.

**Discussion:**

* There was discussion regarding the presentation:
  
  - It captured the stakeholder meeting well.
  - The Idea Cooperative has a goal to evolve the marketing environment and bring some adjustments to express more the identity.
  - Jessica Morsell-Haye stated she liked the storytelling behind the images that are shared on social media.
  - Nicole Caio-Urbani stated that she feels this is a tourist town but is aware that many people have second homes here and they do not think of themselves as tourist.
  - Robert Pinoli liked the first mantra and not second one.
  - The Idea Cooperative will take this feedback and tighten up the first mantra.

**Public Comment:**

* Jamie Peters spoke that she loved where you are taking this and much happier with what she is seeing today.
* Kate Hawthorn and believes they did a great job capturing the essence of what is going on in Fort Bragg with the community and nature. Important to add the Redwood to final mantra.

4. **MATTERS FROM COMMITTEE / STAFF**

Senior Planner Scott Perkins wants to make sure Alison gets Restaurant Week information for the Taste of Mendocino. Sub-committee will meet to make the all the decisions for the look of the table.

City Manager Tabatha would like to distribute stickers for Restaurant Week.
Robert Pinoli thanked Scott and Tabatha for the hard work keeping this all-together much appreciated.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:26 PM.
Consider Alternative Proposals from the Idea Cooperative for Temporary Continuation of Marketing Firm Services, Make Recommendation to City Council, and Discuss Recommendation for a Longer-term Approach to the Visit Fort Bragg Promotional Efforts
Meeting Date: July 7, 2020
To: Visit Fort Bragg Committee
From: Tabatha Miller, City Manager

Agenda Item Title: Temporary Continuation of Marketing Firm Services

BACKGROUND AND OVERVIEW:

The City’s contract with the Idea Cooperative was scheduled to end on June 30, 2020. We have extended that contract to July 31, 2020 with no increase in the fees paid. The Idea Cooperative is working on what started as a website update and has turned into developing a new website. Agreeing to finish this larger project at no additional cost, is the reason for the contract extension.

In April, 2020, the City Council directed staff to make approximately $1.4 million in General Fund budget reductions, that would be fully in place by July 1, 2020. Included in the reductions was placing a freeze on all Measure AA/AB Transient Occupancy Tax (TOT) allocations. This includes the 1% TOT that had been allocated to finance the Visit Fort Bragg Promotional efforts.

I was concerned about simply going dark on social media at the same time we are rolling out our new website and just as we reopened the economy and need that boost locally. I asked the Idea Cooperative to provide two proposals (attached) to provide services through October, 2020 – one for $10,000 and one for $25,000 as a comparison. Providing limited services for four months isn’t a solution but it does band aid losing the investment in the VFB Promotional Campaign and provide time to see how the virus and the economy develop.

The first proposal provides for promotion of the new website, ongoing social media presence (albeit scaled down) and on-call website services to just update and correct listings. The cost is $10,000 for four months. The second proposal provides the previously listed services plus development of a larger scale promotion to celebrate the new website, a sweepstakes or other promotion to drive sign up for the VFB Newsletter/email list, followed by an email newsletter, Google Analytics to track visits to business links and two new stories for the website in the fall.
**RECOMMENDED ACTION:**

Staff and City Council would like feedback and recommendations on:

1) The two proposals from the Idea Cooperative for short-term ongoing services, and
2) Consideration for the future of the Visit Fort Bragg Promotional efforts – where do we go from here?

**ATTACHMENTS:**

1. Idea Cooperative Campaign Extension v1
2. Idea Cooperative Campaign Extension v2
Project Overview - Proposal Option 1

Working from a budget of $10,000 over four months (July > October, 2020), The Idea Cooperative will maintain social media activity for Visit Fort Bragg with a focus on several initiatives.

- **Organic Social Media**
  - Announce and promote traffic to the new website
  - Maintaining existing destination-themed social media
  - Include site content (stories, experiences, etc.)

- **Website Maintenance**
  - Email to business community for site accuracy and encourage sharing
  - Ongoing resources to make necessary changes

### July 2020

- E-newsletter to local audience for accuracy and encourage engagement with and sharing of the new site
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes

<table>
<thead>
<tr>
<th>Hours</th>
<th>Rate</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Management &amp; Execution</td>
<td>14</td>
<td>$1400</td>
</tr>
<tr>
<td>Art Direction</td>
<td>2</td>
<td>$300</td>
</tr>
<tr>
<td>Copywriting</td>
<td>2</td>
<td>$300</td>
</tr>
<tr>
<td>Interactive Development (email and website)</td>
<td>8</td>
<td>$1000</td>
</tr>
<tr>
<td>Admin/Project Management</td>
<td>4</td>
<td>$400</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>$3400</td>
</tr>
</tbody>
</table>

### August > October 2020

- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Rate</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Management &amp; Execution</td>
<td>10</td>
<td>$1000</td>
</tr>
<tr>
<td>Art Direction</td>
<td>1</td>
<td>$150</td>
</tr>
<tr>
<td>Copywriting</td>
<td>1</td>
<td>$150</td>
</tr>
<tr>
<td>Interactive Development (website)</td>
<td>4</td>
<td>$500</td>
</tr>
<tr>
<td>Admin/Project Management</td>
<td>4</td>
<td>$400</td>
</tr>
<tr>
<td><strong>MONTHLY TOTAL</strong></td>
<td></td>
<td>$2200</td>
</tr>
<tr>
<td><strong>X3</strong></td>
<td></td>
<td><strong>$6600</strong></td>
</tr>
</tbody>
</table>

**PROJECT TOTAL: $10,000**

Authorization To Proceed: ___________________________  Date: __________________

Notes:
- Does not include hard costs associated with travel and the creation of presentation materials. These will be billed separately.
- This estimate is based on a preliminary understanding of services to be delivered. If any aspect of the project changes, this estimate will be subject to revision or addendum. This estimate does not include CA sales tax, if applicable.
Project Overview - Proposal Option 2

Working from a budget of $25,000 over four months (July > October, 2020), The Idea Cooperative will maintain social media activity for Visit Fort Bragg with a focus on several initiatives.

- Launch campaign to promote website and e-newsletter sign-up by prospective visitors
- Organic Social Media
  - Maintaining existing destination-themed social media
  - Include site content (stories, experiences, etc.)
- Website Maintenance
  - Email to business community for site accuracy and encourage sharing
  - Ongoing resources to make necessary changes
- Creating new, original story content for the website
- One e-newsletter to the Destination Target once the list is sufficiently populated
- Website SEO optimization and Google Analytics implementation for site tracking

July 2020

- Development of Website Launch Campaign with promotion to incent site visitation and e-newsletter sign-up via social sweepstakes
- SEO and Google Analytics recommendations presented and installed on site
- E-newsletter to local audience for accuracy and encourage engagement with and sharing of the new site
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes

<table>
<thead>
<tr>
<th>Hours</th>
<th>Rate</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Management &amp; Execution</td>
<td>12</td>
<td>$1,200</td>
</tr>
<tr>
<td>Art Direction</td>
<td>12</td>
<td>$1,800</td>
</tr>
<tr>
<td>Copywriting</td>
<td>8</td>
<td>$1,200</td>
</tr>
<tr>
<td>Interactive Strategy &amp; Site Analytics</td>
<td>8</td>
<td>$1,000</td>
</tr>
<tr>
<td>Interactive Development (email and website)</td>
<td>16</td>
<td>$2,000</td>
</tr>
<tr>
<td>Admin/Project Management</td>
<td>12</td>
<td>$1,200</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$8,400</strong></td>
</tr>
</tbody>
</table>

August 2020

- Launch and maintain Website Launch Campaign and e-newsletter promotion
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes

<table>
<thead>
<tr>
<th>Hours</th>
<th>Rate</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Management &amp; Execution</td>
<td>12</td>
<td>$1,200</td>
</tr>
<tr>
<td>Art Direction</td>
<td>10</td>
<td>$1,500</td>
</tr>
<tr>
<td>Copywriting</td>
<td>8</td>
<td>$1,200</td>
</tr>
<tr>
<td>Interactive Development (website)</td>
<td>8</td>
<td>$1,000</td>
</tr>
<tr>
<td>Admin/Project Management</td>
<td>12</td>
<td>$1,200</td>
</tr>
<tr>
<td><strong>MONTHLY TOTAL</strong></td>
<td></td>
<td><strong>$6,100</strong></td>
</tr>
</tbody>
</table>

September 2020

- Finalize launch campaign and promote winners
- Create one new original story for the website
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes

<table>
<thead>
<tr>
<th>Hours</th>
<th>Rate</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Management &amp; Execution</td>
<td>12</td>
<td>$1,200</td>
</tr>
<tr>
<td>Art Direction</td>
<td>8</td>
<td>$1,200</td>
</tr>
</tbody>
</table>
Copywriting | 8 | $150 | $1,200
Interactive Development (site & email) | 4 | $125 | $500
Admin/Project Management | 12 | $100 | $1,200

MONTHLY TOTAL | $5,300

October 2020
- Develop and send one e-newsletter to Destination list gathered during promotion
- Create one new original story for the website
- Consistent destination-themed social media, including new site content
- Interactive development resources to address requested/necessary site changes.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Rate</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>$100</td>
<td>$1,200</td>
</tr>
<tr>
<td>8</td>
<td>$150</td>
<td>$1,200</td>
</tr>
<tr>
<td>8</td>
<td>$150</td>
<td>$1,200</td>
</tr>
<tr>
<td>4</td>
<td>$125</td>
<td>$500</td>
</tr>
<tr>
<td>11</td>
<td>$100</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

MONTHLY TOTAL | $5,200

4 MONTH PROJECT TOTAL: $25,000

Authorization To Proceed: __________________________ Date: ________________

Notes:
Does not include hard costs associated with travel and the creation of presentation materials. These will be billed separately.
This estimate is based on a preliminary understanding of services to be delivered. If any aspect of the project changes, this estimate will be subject to revision or addendum. This estimate does not include CA sales tax, if applicable.
Update on New Visit Fort Bragg Website