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Finance and Administration
Tuesday, December 8, 2009
City Hall

The Finance and Administration Committee met in special session on the above date, at the hour of 3:00 p.m. at the City Hall Conference Room and the following items were discussed.

ROLL CALL

Members present: Committee Members Doug Hammerstrom and Dan Gjerde.
Staff present: Assistant to the City Manager Gary Garcia, Housing & Economic Development Coordinator Jennifer Owen (Item 1 only), and City Clerk Cindy VanWormer.

APPROVAL OF MINUTES – The minutes of September 3, 2009 were approved as received.

RECEIVE/FILE FORT BRAGG PROMOTION COMMITTEE MINUTES – The minutes of August 6, 2009, September 3, 2009, and October 1, 2009 were received and filed.

PUBLIC COMMENTS

CONDUCT OF BUSINESS

1. Review Letter from Rural Communities Housing Development Corporation Requesting New Loan Funds from the Redevelopment Agency in the Amount of \$175,000 and Provide Direction to Staff

Housing & Economic Development Coordinator Owen briefly reviewed the letter from Rural Communities Housing Development Corporation (RCHDC) noting that they have an existing \$50,000 loan for rehabilitation of the units but require additional funds to complete the work. Public comment on this item was received from: Bruce Alfano, Executive Director/CEO and Wade Reynolds, Project Manager, from RCHDC.

Discussion: The following was noted during discussion of this item:

- A number of tasks have not been completed yet and while there is some funding available from HOME and project reserves, there is a need for additional funding to finish the project.
- The money is needed for the Cypress Ridge apartment complex.
- The loan will be for a 55 year period.
- Some of the unexpected costs include a \$5,000 physical needs analysis and \$60,000-\$70,000 to reconstruct Unit 37.
- Committee Members and RCHDC representatives discussed various subsidy mechanisms.
- At the completion of this project the roof will be repaired, there will be new fencing, all health/safety issues will be addressed, and the sewer and water issues will be repaired.
- RCHDC distributed spreadsheets showing project costs and funding sources for Phase I and II of the project.
- At this time the Redevelopment Agency has no specific plans for expending the Redevelopment Housing Funds.

The Committee recommended approval of the loan; this item will go on the January 11, 2010 agenda for Redevelopment Agency action.

2. Discuss Statewide Ballot Measure for State Parks Access Pass and Provide Direction to Staff

Committee Member Gjerde noted that he requested this item on the agenda as State Parks are in a precarious position. This proposal will get State Parks funding out of the state general fund. Public comment on this item was received from: Carolyn Cathey, George Cathey, Marilyn Boese, and Stan Anderson of Mendocino Area Parks Association.

Discussion: The following was noted during discussion of this item:

- 85% of the money collected through vehicle registration will go to State Parks and the remaining 15% to other agencies such as California Department of Forestry.
- There are 19 state parks in the Mendocino district, which is one of 19 districts in the State Parks system.
- The parks in the Mendocino District fall in the upper third in three categories: 1) amount of state parkland under state park administration; 2) number of visitors; and 3) amount of money generated.
- Other states, such as Oregon, using a similar funding mechanism.
- It will take several years to take care of the maintenance backlog, estimated at \$1 billion. A letter from CalTrans saying trail through MacKerricher State Park would be a scenic trail only because the pavement isn't being maintained to CalTrans standards was referenced as an example of maintenance issues.
- The \$18 fee per vehicle would be an amount that would allow State Parks to become independent from the state general fund and allow for maintenance. There is no sunset clause but there will be clauses stating that the state cannot take the money for other purposes.
- The initiative won't cancel camping fees, just day use fees.
- Mendocino Area Parks Association representatives stated that they did not know of any other initiatives going on the ballot that would impose a surcharge on Vehicle License Fees.
- Gjerde supported endorsing the initiative and also sending a letter regarding the local state parks director making unilateral decisions. Committee Member Hammerstrom felt that this issue should be discussed as a separate topic in the future.

The Committee recommended support of the resolution and directed staff to format the resolution and forward to the Committee and City Manager; this item will come forward to the full City Council on January 11th.

3. Review Proposed Resolution Supporting Exploration Effort for a Parks, Recreation, Open Space and Agricultural Conservation Entity and Provide Direction to Staff

Committee Member Gjerde summarized the issue and noted that the resolution is worded so that the community group could look at the entire county or specific district areas. The thought is that consolidation or a better revenue stream would allow for better parks, recreation, open space and agricultural conservation services throughout the County.

Public comment on this item was received from: Stan Anderson.

Discussion: The following was noted during discussion of this item:

- Fort Bragg doesn't have the same issues as other cities because recreation services are provided by the Mendocino Coast Recreation and Park District (MCRPD).
- The former MCRPD Director, Bruce Irwin, attended several of the meetings regarding this issue.
- The City would not have to forgo property tax money for this study as it is being proposed that a Community Development Block Grant (CDBG) be obtained to pay for it.
- Committee Member Hammerstrom expressed concern with combining recreation, open space and agricultural conservation into one resolution as each function is very different. He stated that he didn't see the pressures on open space in Mendocino County as there are in Sonoma County and noted that agricultural support requires something different than the preservation strategy of open space.
- Gjerde noted that the people attending the meetings have been broad based so the coalition approach was to include everything.

- Assistant to the City Manager Garcia noted that directing staff to work with the community group regarding parks and recreation might be better directed at MCRPD as City staff wouldn't have the perspective on what MCRPD is doing for the Fort Bragg area. The Committee discussed the resolution and suggested changing item #2 in the resolved section to "Support/encourage MCRPD to work with said community group and participate in and/or contribute to the tasks listed herein."
- Gjerde stated that he believes the outcome of these meetings will be that two additional districts will be formed, and that MCRPD would remain as it is.
- Hammerstrom stated that he didn't support purchasing agricultural lands as he believes that the problem isn't that there is no land available but that no one is interested in pursuing agriculture in the County. He also stated that he doesn't perceive a pressing need for open space.

The Committee directed staff to rework the resolution as discussed and return it for further discussion at the next Finance/Administration Committee meeting.

4. Matters from Committee Members/Staff

ADJOURNMENT

The meeting was adjourned at 4:20 p.m.

**Fort Bragg Promotion Committee
November 5, 2009
Fort Bragg City Hall Conference Room**

The Fort Bragg Promotion Committee (FBPC) met in regular session on November 5, 2009, at the hour of 3:04 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: Community Development Director Marie Jones and Administrative Secretary Mary Tobak.

APPROVAL OF MINUTES – Minutes of October 1, 2009 Regular Meeting

Minutes were accepted as presented.

TREASURER'S REPORT

Knoerdel reported that Expenditure Summary Reports will now be regularly included with Agenda packets. Knoerdel and Tobak explained the report layout.

SUBCOMMITTEE REPORTS

- A. Advertising:** Public Relations Consultant Bruce Lewis summarized his activities; his report was distributed.
- B. Web:** Marketing Consultant Sarah Bodnar summarized her activities and encouraged others to use and interlink with the social networking sites. She stated the website blog is now the best source of information regarding what is available in Fort Bragg. The blog is updated approximately three times per week. She is also setting up accounts on other social networking sites.
- Jensen reported on the expanded Business Directory on the InTownLive website and keeping it up to date.
- C. First Fridays:** Jensen reported she is working with Zaida. A letter will be mailed to the art galleries in an effort to get downtown businesses to take on some responsibilities; the art galleries are at the heart of this event.
- D. Marketing Support:** Report to be covered under Web Report.
- E. City Decorations:** Knoerdel stated she will cover this report in Conduct of Business, Item 2.

PUBLIC COMMENTS ON NON-AGENDA ITEMS

Ruth Sparks of Heritage Days Committee stated the Heritage Days Committee is updating the 1987 Historical Building Code. She referenced a recent article in the Fort Bragg Advocate News about why people come to Fort Bragg and stated there are a lot of reasons other than those listed in the article. She offered to FBPC a DVD on local architecture by Maryann Henley which is being shown on local Channel 3. Sparks paid to have the DVD made and gave her permission for FBPC to use on the website.

Pam Amante, representing the Mendocino County Lodging Association, stated the Fort Bragg Fire Department is organizing the Holiday Lights Parade.

Richard Strom of Visit Mendocino stated there had been a meeting with State Parks and enough donations have been received to keep bathrooms open for three months. He will be approaching Mendocino County in regard to this issue. Jones stated the City of Fort Bragg is installing a port-a-potty at Pudding Creek Beach and Glass Beach headlands, but State Parks is unable to maintain them.

CONDUCT OF BUSINESS

1. Consider Approval of Funds for Video Contest Prizes and Budget Line Item Source (Amount: \$250)

Lewis stated there has been no response to the article; Tobak has received no response. Jensen stated they need to do more outreach. The deadline is November 19, 2009. Knoerdel stated the funds are to come from the Print Advertising Line Item.

Moved by Jensen, seconded by Bell, to approve \$250 from Print Advertising Line Item for Video Contest prizes.

**VOTE: Ayes: Ariosta, Bell, Jensen and Knoerdel.
Absent: Zaida (Leave of Absence)**

2. Consider Approval of Purchases for City Decorations (Amount Not to Exceed \$1,565)

Knoerdel summarized the items she wants to purchase for a total of \$1,429. No tree ornaments will be purchased this year. There is not a significant difference in price between on-line sources and Costco. The items she purchases are commercial quality and help create a uniform look around the City.

Moved by Jensen, seconded by Bell, to approve \$1,429 for purchasing City decorations.

**VOTE: Ayes: Ariosta, Bell, Jensen and Knoerdel.
Absent: Zaida (Leave of Absence)**

3. Receive Recommendations from Subcommittee and Consider Recommendation to Finance and Administration Committee Regarding Selling Business Listings to Businesses With Fort Bragg Zip Code But Outside City Limits

Ariosta stated the subcommittee met and summarized the proposal to make the same type of listing that is available to businesses within the City limits available for purchase by businesses with the Fort Bragg zip code but not within the City limits. The income would go to the FBPC budget. The added cost for the webmaster is minimal, unless a great number of requests are received. Selling the advertisement space in the Business Listing means Public Service Announcements cannot be used to inform the public of the opportunity.

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

- The FortBragg.com website is paid for with Transient Occupancy Tax funds and sales tax from City merchants; if a business is not contributing to these taxes, the benefit of advertising on the website should not be made available to other businesses unless they have a Fort Bragg zip code.
- Business license fees are based partly on how much a business anticipates earning; a similar sliding scale could be used rather than charging a flat fee.
- All businesses within the City limits are paying a higher fee and sales tax; FBPC is giving back to the business in the City by limiting the Business Directory to businesses within the City limits.
- Citizens do not know there is a difference between businesses within or outside the City limits; they just see that the directory is incomplete.
- Merchants within the City limits might complain about the inclusion of competitors who are outside the City limits.

FBPC was in agreement to move forward with this item as recommended.

Tobak was directed to place this item on the Finance and Administration Committee Pending Agenda.

4. Consider Approval of Funds for Trade Show Participation and Creation of Fulfillment Piece and Budget Line Item Source (Amount Not to Exceed \$1,300)

Ariosta summarized the proposal. She stated FBPC should not miss this opportunity to promote Fort Bragg just because the new branding project has not been completed. She suggested using the Prosperity Special email distribution list to find out if any merchants would be interested in partnering with FBPC by contributing something that could be attached to a postcard.

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

Fort Bragg Promotion Committee

November 5, 2009

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- Various options were suggested regarding how to provide a Fort Bragg contribution for distribution during the trade shows.
- Limit participation to the show or shows that already represent the greater number of tourists visiting Fort Bragg.
- Objection was expressed that members of the Mendocino County Business Improvement District (BID) also have to pay the participation fee.
- Fort Bragg is already well-represented through other Mendocino County materials to be distributed
- FBPC could send someone to one or more of the shows.

Moved by Jensen, seconded by Bell, to not approve funds for trade show participation and creation of fulfillment piece.

VOTE: Ayes: Bell, Jensen and Knoerdel.

Nays: Ariosta.

Absent: Zaida (Leave of Absence)

Tobak was directed to agendize for the December meeting a discussion to consider sending a Committee member to the trade shows.

5. Receive Update from Staff Regarding City Economic Development Activities

Jones summarized the proposed distribution use of the Community Development Block Grant (CDBG) that was to have been directed by the Economic Development Action Committee (EDAC), stressing that the funds were originally for the activities of EDAC and projects must stay within the scope of the grant.

- \$3,000 for the Preserve America project;
- \$5,000 for West Company to use for economic development training for businesses;
- \$5,000 for FBPC to use for a "Shop Local" campaign;
- \$3,000 for a Business Round Table series.

Jones summarized the committees involved with economic development in Fort Bragg. She stated the Community Development Advisory Board (CDAB) was formed to provide input for the downtown streetscape project and is no longer needed. EDAC was formed to replace CDAB but participation has waned over the past year and the committee is no longer active. Community Development Committee (CDC) consists of the Mayor and Vice-Mayor, and will make a recommendation regarding EDAC; the recommendation will then go to City Council for determination.

The ensuing discussion focused on local merchants interested in actively helping with a "Shop Local" campaign, and other economic development projects.

MATTERS FROM STAFF AND COMMITTEE MEMBERS

- A. Jensen reported on a Diners Guide she found and would like FBPC to fund a similar guide for Fort Bragg. She also reported on a meeting with Jay Gordon, a Willits resident who writes about Mendocino region travel opportunities for the San Francisco Examiner. He will be conducting a workshop on photography in Fort Bragg.
- B. Tobak announced that there will be no City staff to attend the December 3rd FBPC meeting and requested to reschedule the meeting for December 10th.
- C. Ariosta announced that musician Greg Brown will perform at Cotton Auditorium on Wednesday, November 11, 2009.

ADJOURNMENT

The meeting was adjourned at 4:55 p.m.

PREPARED BY: C. VanWormer for FAC

DOCUMENT REVIEWED BY:

- Finance Manager _____
- City Attorney _____
- City Clerk _____

RESOLUTION NO. ____-2010

RESOLUTION OF THE FORT BRAGG CITY COUNCIL SUPPORTING THE EXPLORATION EFFORT FOR A PARKS AND RECREATION CONSERVATION ENTITY

WHEREAS, Parks and Recreation provide for the protection of natural and cultural resources, preserve spaces to enjoy nature, preserve habitat for plant and animal species, and promote educational opportunities; and

WHEREAS, Parks and Recreation facilities provide a place where residents, visitors, families and neighbors can connect thereby strengthening community image and sense of place, and increasing cultural unity; and

WHEREAS, Parks and Recreation facilities promotes health and wellness, increase wellbeing, reduce crime and build safer communities; and

WHEREAS, Parks and Recreation services directly support more productive workforces, enhance the desirability of locations for business and families, and stimulate tourism revenues to increase a total community development model; and

WHEREAS, Parks and Recreation services foster human development, helping young people develop and grow into healthy adults, and helping adults continue to live longer; and

WHEREAS, agencies in Mendocino County are straining to provide Parks and Recreation services in that many unincorporated rural areas are deficient in services thereby forcing residents to overwhelm services in incorporated areas; and

WHEREAS, Mendocino County is a beautiful rugged county which could be decimated by future development if lands are not properly protected and managed; and

WHEREAS, Parks and Recreation services should be expanded, preserved and protected to ensure the greatest benefit to Mendocino County residents and visitors alike; and

WHEREAS, the formation of new Parks and Recreation Conservation Districts could provide for the expansion, preservation and management of these vital resources for future generations; and

WHEREAS, further exploration and research must be conducted to establish the viability of future Parks and Recreation Conservation Districts.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby:

1. Support the established community group working toward future Parks and Recreation Conservation Districts and the current tasks before them:
 - a. To inventory and access existing resources in Mendocino County;
 - b. To explore a structural model with regards to county-wide or regional structures;
 - c. To research mechanisms for funding and sustainability;
 - d. To survey community needs and voter attitudes;
 - e. To research a future voter proposition toward the creation of one or more Districts.

The above and foregoing Resolution was introduced by Councilmember _____, seconded by Councilmember _____, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the ___ day of ___, 2010, by the following vote:

- AYES:**
- NOES:**
- ABSENT:**
- ABSTAIN:**

DOUG HAMMERSTROM,
Mayor

ATTEST:

Cynthia M. VanWormer, CMC
City Clerk