



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Minutes Special Meetings

Tuesday, July 7, 2020

3:00 PM

Town Hall, 363 N. Main Street, Fort Bragg

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:11 PM.

ROLL CALL

Present: 7 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Nicole Caito-Urbani, Alison DeGrassi, Debra DeGraw and Robert Pinoli

Absent: 2 - Anne Maureen McKeating and Kelly Urbani-Freeland

1. APPROVAL OF MINUTES

1A. [20-787](#) Approve Minutes of January 28, 2020

A motion was made by Committee Member Debra DeGraw seconded by Committee Member Robert Pinoli that these Committee Minutes be approved.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

* None

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

City Manager Tabatha Miller gave the oral report regarding the contract with The Idea Cooperative. The Idea Cooperative has been very agreeable and understanding during these uncertain times. The new website is set to be debut, and it will be necessary to keep them involved in order to make updates to the website, especially in these hard economic times. The Idea Cooperative has provided two quotes. V1 quote is for \$10,000 and V2 quote of \$25,000. They both would extend the contract through the end of October. The higher quote would provide additional analytics, promotional newsletter and a giveaway. Items from each quote can be moved around to accommodate the item they wish to keep. The City Manager also provided some feedback from City Council to the committee that they would like Visit Fort Bragg committee to reduced funding going forward.

Discussion:

There was extensive discussion about the two options and which would be the best. The committee discussed what would be best for the time being and the importance of adjusting the message while the Shelter in Place order continues. These times are difficult and there visitors who are coming to our town will need to have updates as to which businesses are open. The committee agreed to present Council with the V1 quote of \$10,000.

Public Comment was received from:

* Johanna Jensen spoke about the importance of using this platform to send a good and thoughtful message. Also to encourage for more opportunities for people to move here rather than a focus on tourism.

3B. [20-786](#) Update on New Visit Fort Bragg Website

This presentation was for information only.

4. MATTERS FROM COMMITTEE / STAFF

None*

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:26 PM.