



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, May 9, 2023

9:30 AM

Town Hall, 363 N. Main Street
and Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 9:30 AM.

ROLL CALL

Present: 7 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Lia Morsell, Marcia Rafanan, Jamie Peters-Connolly and Barbara Bruce

Absent: 1 - Jason Hurst

1. APPROVAL OF MINUTES

1A. [23-143](#) Approve Minutes of April 11, 2023

A motion was made by Chair Albin-Smith and seconded by Co-Chair Rafanan, that the Minutes be recommended for approval. The Minutes were approved as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [23-144](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh and Tyler Young of The Idea Cooperative gave a monthly update. On the promotion calendar are the Summer Season Events, their will be a banner placed on the pergola by Town Hall highlighting summer events from May through September. The campaign for the Mendocino Film Festival includes an ad from Visit Fort Bragg as they are a major sponsor as well as having a social promo on the VFB page to give people a chance to win VIP passes. The next campaign will focus on Mountain Biking and will include a landing page specific to Mountain Biking.
Public Comment: None.

Discussion: There was discussion about whether the Salmon BBQ would be happening this year. It was mentioned that there will also be an Urchin Festival on the coast. There was also discussion about Visit Fort Bragg becoming the sponsor for First Friday's. There was discussion about promoting the Summer Season Events banner on social media.

3B. [23-145](#) Receive Oral Update from VFB Special Events Subcommittee

Administrative Analyst, Cristal Munoz gave an update on the Visit Fort Bragg Special Events

Subcommittee. There will be a Summer Kickoff Event on June 9, 2023 with live music, food trucks available and other activities.

Public Comment: None.

Discussion: There was discussion about a potential scavenger hunt put on by Art Explorers. There was also a suggestion about holding future events at CV Starr.

4. MATTERS FROM COMMITTEE / STAFF

There was a Coastal Trail walking audit for people to pitch in ideas about the trails. The Krenov School is having their opening for there show on May 12, 2023.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 10:35 AM.