



City of Fort Bragg

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

Meeting Minutes Special Meetings

Thursday, June 23, 2022

4:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 4:08 PM

ROLL CALL

Present: 7 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi, Debra DeGraw, Barbara Bruce and Megan Caron

Absent: 2 - Tonda Fochs and Jason Hurst

1. APPROVAL OF MINUTES

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was received by Jacob Patterson

3. CONDUCT OF BUSINESS

3A. [22-280](#) Discuss Allocation of Visit Fort Bragg Discretionary Budget For FY 22/23

A discussion was led by both Assistant City Manager Sarah McCormick and Administrative Analyst Cristal Munoz. They presented many of the ideas that the committee had suggested and in the context of the next calendar year. The goal was to help facilitate what events and projects will be priorities for the committee to achieve. This was meant to be an open conversation and to develop a budget for the next meeting.

Public Comment was received from:

Anne Maureen McKeating and Jenny Shattuck

Discussion:

The committee discussed all the ways they could use the discretionary budget for the fiscal year. They discussed allocating funding per quarter, assigning funding for the maintenance of the Holiday decorations and to continue with the shoulder season events like Magic Market and Winter Wonderland. They also discussed having events in the spring that will be on Saturdays so that visitors can participate. They also mentioned having more lights during the holiday season or having them displayed all year long. The committee expressed a desire to have staff find out more information about stringing bistro lights downtown.

3B. [22-279](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative gave a marketing update. He recapped their current promotions what they are working next. He explained that they will now being going into a new contract and will continue using their strategy of growing followers and keeping the promotions that were successful. They will also focus on more storytelling of local community members that will lead into promotions. Summertime is usually a busy time of year he wanted to keep up with engagement and will be sending out a E-newsletter that will highlight the Great Fort Bragg Photo collection. He also described the upcoming events for the next fiscal year and provided analytics about the site visitations.

Public Comment from:

Anne Maureen Mckeating, Jaime Peters and Jenny Shattuck

Discussion: Committee Members discussed and shared the ideas for upcoming stories that the Idea Cooperative can do. The committee also made suggestions to add to things to do on the website like the Borrow-A-Buddy Program from the Mendocino Coast Humane Society. The Sea and Do sweepstakes was discussed and proved to be a good value for the money spent. They also discussed the Blue Economy Symposium and the great success along with the website that was created.

3C. [22-290](#) Discussion and Committee Direction on Frequency and Preferred Date and Time for Regular Visit Fort Bragg (VFB) Committee Meetings

A discussion was led by Administrative Analyst Cristal Munoz on when to select the next date and time of the Visit Fort Bragg Committee. A Doodle Poll was sent out to the committee and had concluded that the most voted time would be the third Thursday at 10am.

Public Comment was received from:

None.

Discussion:

The committee discussed various options and if they would like to meet in person. The committee did not have a quorum and did not make any decisions.

3D. [22-299](#) Receive Report and Provide Direction on Next Quarterly Merchant Meeting

No discussion took place.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 5:24 PM