



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, April 11, 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 9:33 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. [23-086](#) Approve Minutes of February 14, 2023

The minutes were approved by the committee as presented.

1B. [23-100](#) Approve Minutes of March 14, 2023

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [23-108](#) Receive Oral Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh, of The Idea Cooperative gave an update on the promotion calendar. Site traffic has been increasing due to the Whale Festival Campaigning. For the April Campaign they will be focusing on the Arts and Culture Campaign. The Visit Fort Bragg Committee is the sole sponsor of the Mendocino Film Festival. Melissa and Tyler of the Idea Cooperative have also been working on a social media restructure.

Public Comment: Jay, Jacob Patterson.

Discussion: There was discussion about how great the Idea Cooperative is putting together the pages and ads. It was noted by committee member Bruce that she has not seen much activity on Instagram. Also mentioned was that craft breweries should be added to the wine/spirits category since Fort Bragg will soon have three craft breweries. Committee members discussed in depth on how the best way to communicate among staff and The Idea Cooperative for advertising events within the city limits.

3B. [23-115](#) Receive Oral Update from VFB Special Events Subcommittee

Committee member De Graw gave an update of upcoming events. There are plans for an end of spring/kickoff summer event in the beginning of June.

Public Comment: Jacob Patterson, Jenny Shattuck.

Discussion: There was discussion about upcoming First Friday's. Also discussed was the possibility promoting events that include Canna Tourism.

4. MATTERS FROM COMMITTEE / STAFF

The Quarterly Merchant Meeting will take place Saturday April 15 at Town Hall from 9 AM TO 11 AM, everyone is welcome.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 10:26 AM.