



City of Fort Bragg

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

Meeting Agenda 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

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

ZOOM WEBINAR INVITATION

This meeting is being presented in a hybrid format, both in person at Town Hall and via Zoom.

You are invited to a Zoom webinar.

When: Apr 11, 2023 09:30 AM Pacific Time (US and Canada)

Topic: Visit Fort Bragg Committee

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/84407432931>

Or Telephone: : +1 669 444 9171 or +1 720 707 2699

Webinar ID: 844 0743 2931

To speak during public comment portions of the agenda via zoom, please join the meeting and use the raise hand feature when the Chair or Acting Chair calls for public comment on the item you wish to address. Written public comments may be submitted to [Insert name/email address/address here].

1. APPROVAL OF MINUTES

1A. [23-086](#) Approve Minutes of February 14, 2023

Attachments: [VFBM 02142023](#)

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

Attachments: [VFBM 03142023](#)



City of Fort Bragg

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

Text File

File Number: 23-086

Agenda Date: 4/11/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of February 14, 2023



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, February 14, 2023

9:30 AM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 9:34 AM.

ROLL CALL

Present: 5 - Tess Albin-Smith, Alison DeGrassi, Jason Hurst, Lia Morsell and Marcia Rafanan

Absent: 3 - Debra DeGraw, Jamie Peters-Connolly and Barbara Bruce

1. APPROVAL OF MINUTES

1A. [23-038](#) Approve Minutes of December 8, 2022

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.

1B. [23-039](#) Approve Minutes of January 12, 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

Rose Heart Saner

3. CONDUCT OF BUSINESS

3A. [23-045](#) Receive Update from Idea Cooperative

Tom Kavanaugh of The Idea Cooperative gave a monthly update. On the promotion calendar is The Whale Festival and Restaurant Week that will be happening on the same week in March. Monthly site traffic for visitfortbragg.com has gone down some, but eNewsletter subscribers continue to grow. The shoulder season video reach campaign has had 78% viewed in full results. The whale festival and restaurant week will be promoted in the Sacramento Print Magazine and Online Newsletter for the months of February and March.

Public Comment: None.

Discussion: There was much discussion among committee members and staff about the upcoming items on the promotion calendar. Site traffic may be lower than last year for this same

timeframe because of so much snow this year.

3B. [23-046](#) Receive Oral Update from VFB Special Events Subcommittee

Administrative Analyst, Cristal Munoz gave a monthly update on the Visit Fort Bragg Special Events Subcommittee. The subcommittee has partnered up with The Mendocino Coast Chamber of Commerce for the Whale Festival. This year there will be a "Wine Walk" in the Central Business District. About a dozen different wineries will be setting up for wine tasting at various different businesses downtown. The welcome station will be at the Old Rec Gym.

Public Comment: None.

Discussion: There was discussion about who is part of this committee as some of the present committee members are interested in participating in this committee.

4. MATTERS FROM COMMITTEE / STAFF

Committee member, Marcia Rafanan shared about the new Arts and Culture Subcommittee. She will be meeting with Vice Mayor Godeke today at 4:30 PM via Zoom for the first time. Committee member Lia Morsell gave kudos to The Idea Cooperative for their amazing graphics presented for the upcoming events.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 10:19 AM.



City of Fort Bragg

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

Text File

File Number: 23-100

Agenda Date: 4/11/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1B.

Approve Minutes of March 14, 2023



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, March 14, 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 9:36 AM.

ROLL CALL

Present: 6 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Lia Morsell, Marcia Rafanan and Jamie Peters-Connolly

Absent: 1 - Jason Hurst

1. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

2. CONDUCT OF BUSINESS

2A. [23-070](#) Receive Update from Idea Cooperative

Tom Kavanaugh of The Idea Cooperative gave a monthly update. Visitfortbraggca.com site traffic has increased tremendously from January 2023 to February 2023 and is on trend to be even higher for March. The shoulder season video reach campaign did really well with thousands of views. Melissa Holberton of The Idea Cooperative gave a detailed update about Restaurant Week and Whale Fest happening at the same time this year. There will also be a Wine Walk happening this year in the Downtown Business District. The Google Ad Campaign for Whale Fest got great click rates. A Fort Bragg Whale Festival Ad was published on page 3 of the March issue of Sacramento Magazine.

Public Comment: None.

Discussion: There was discussion about how successful Restaurant Week has been in past years. Looking forward they will want to discuss if combining the events was a success and they want to continue to do it this way for future years. There was also discussion about future festivals.

2B. [23-071](#) Receive Oral Update from VFB Special Events Subcommittee

Debra De Graw of the Visit Fort Bragg Special Events subcommittee gave an update about the different activities happening during the Fort Bragg Whale Festival. The VFB Special Events subcommittee will be meeting on March 15, 2023 to discuss and coordinate for the upcoming Whale Festival.

Public Comment: None.

Discussion: There was discussion about street closures downtown for the Downtown Wine Walk.

3. MATTERS FROM COMMITTEE / STAFF

Co-Chair Rafanan mentioned the new Local Art and Culture Sub Committee that she is Co-Chairing along with Vice Mayor Godeke. They would like to plan an event and are looking for support from the Visit Fort Bragg Committee. Committee member Peters-Connolly mentioned several programs in California that the VFB Committee might want to look into. These programs include Indigenous Tourism and Kidifornia.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 10:30 AM.



City of Fort Bragg

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

Text File

File Number: 23-108

Agenda Date: 4/11/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Oral Update from Idea Cooperative on Visit Fort Bragg Efforts



City of Fort Bragg

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

Text File

File Number: 23-115

Agenda Date: 4/11/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3B.

Receive Oral Update from VFB Special Events Subcommittee