



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, May 14, 2024

3:30 PM Town Hall, 363 N. Main Street and Via Video Conference

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:31 PM

ROLL CALL

Present: -4 Cory Epperson, Roxanne Perkins, Tess Albin-Smith, Marcia Rafanan

Staff Present: Administrative Analyst- Cristal Munoz, Administrative Assistant- Amber Weaver

Roll call was not taken due to the absence of an in-person quorum

1. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was made by Ron White.

2. CONDUCT OF BUSINESS

2A. Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from the Idea Cooperative delivered the presentation and noted site traffic spikes in conjunction with campaigns. Subscribers are currently up 15% and there is an increase in Instagram followers. Upcoming event is the Mendocino Film Festival. More emphasis is being placed on hotels and lodging.

Public Comment: None.

Discussion: Remarks were made regarding the campaign to involve Little River Airport with the Committee. The importance of volunteers and how to recruit them was also discussed and a recommendation was made to clarify time commitment as a way to encourage participation. The importance of the Committee being clear about offering free advertising to business owners was discussed.

2B. Receive Oral Update from the VFB Special Events Subcommittee

Cristal Munoz presented the Oral Update from the Visit Fort Bragg subcommittee. First Friday will be held on June 7, 2024 from 4-8 pm on Laurel Street with shopping, arts and crafts, live music, and food.

Restaurants and shops have been encouraged to stay open late. Volunteers are still needed. Munoz also reminded everyone of upcoming events including Paul Bunyan Days, Kelp Festival, and fireworks display.

Public Comment: None.

Discussion: Albin-Smith suggested a chalk art contest or some other new activity.

3. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting to order at 4:10 PM