



# 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, February 3, 2022

4:00 PM

Via Video Conference

---

### Special Visit Fort Bragg

#### MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 4:05 PM

#### ROLL CALL

**Present:** 7 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi, Kelly Urbani-Freeland, Barbara Bruce and Megan Caron

**Absent:** 2 - Debra DeGraw and Jason Hurst

#### 1. APPROVAL OF MINUTES

1A. [22-044](#) Approve Minutes of September 30, 2021

A motion was made by Committee Member Nancy Bennett seconded by Committee Member Jessica Morsell-Haye that these Committee Minutes be approved.

#### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public comment from West of Sneakerwave Shop

#### 3. CONDUCT OF BUSINESS

3A. [22-048](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

The Idea Cooperative presented marketing update and the latest promotional calendar updates. The second year of the Gift Guide was successful in driving visitors to the website. The Winter Visit Campaign has been launched and they're implementing Google display advertising. Two E-newsletters promoting the Downtown Wonderland and Gift Guide and had excellent opening rates. Idea Cooperative is working with Google analytic experts to better target lookalike audiences outside of Mendocino. The next promotion will be Restaurant Week occurring March 14-18, 2022. The Idea Cooperative Team will be traveling to Fort Bragg in a couple of weeks to photograph and conduct interviews.

Public Comment was received from:

\*None

Discussion:

Discussion about repeat visitors and surveying the local merchants in order to track an increase of online sales due to the Gift Guide. There is a newly formed Restaurant Association in the County and Committee Member DeGrassi will help connect Idea Cooperative to this group. The committee would like to make sure that the inland Mendocino does not get left out from the social media marketing for Restaurant week.

**3B. [22-047](#)** Receive Report and Consider Appointing New Visit Fort Bragg Committee Members

Administrative Analyst Cristal Munoz presented report and stated there are three open committee seats and read written statement by applicant DeGraw who was unable to attend. VFB members discussed merits of four submitted applications.

Public Comment was received from:

\* Debra De Graw and Jacob Patterson

Discussion:

Applicants were asked questions and the committee discussed nominations. Debra De Graw, Alison De Grassi, and Tonda Fochs were unanimously approved by the committee.

A motion was made by Committee member Nancy Bennett, seconded by Committee member Megan Caron.

**Aye:** 7 - Albin-Smith, Morsell-Haye, Bennett, Caito-Urbani, DeGrassi, Bruce and Caron

**Absent:** 3 - DeGraw, Urbani-Freeland and Hurst

**3C. [22-045](#)** Receive Report and Provide Direction on Remaining Fiscal Budget for the Visit Fort Bragg Committee

Assistant to City Manager Sarah McCormick and Administrative Analyst Cristal Munoz presented report on remaining fiscal budget and list of recent VFB efforts in order for VFB to discuss, prioritize and allocate funding.

Public Comment was received from:

\*None

Discussion:

Significant discussion took place and many ideas put forth about each category and how they would want to allocate the remaining funds. Chair Albin-Smith suggested members create individual "wish list" and continue discussion to next meeting.

The committee requested staff bring back the item and include the suggestions from the committee to the proposed table.

**3D. [22-046](#)** Receive Update on City of Fort Bragg Transient Occupancy Tax (TOT)

Administrative Analyst Cristal Munoz presented City of Fort Bragg Transient Occupancy Tax (TOT) Revenues.

Public Comment:

\*None

Discussion:

This was just for informational purposes only

**4. MATTERS FROM COMMITTEE / STAFF**

None

**ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 5:37 PM