



City of Fort Bragg

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Meeting Minutes Special Meetings

Thursday, November 10, 2022

11:00 AM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Co-Chair Morsell-Haye called the meeting to order at 11:07 AM.

ROLL CALL

Present: 5 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Tonda Fochs and Jason Hurst

Absent: 4 - Alison DeGrassi, Debra DeGraw, Barbara Bruce and Megan Caron

1. APPROVAL OF MINUTES

1A. [22-567](#) Approve Minutes of October 13, 2022

A motion was made by Morsell-Haye, seconded by Albin-Smith, that the Staff Report be recommended for approval. The motion passed by the following vote:

Aye: 4 - Albin-Smith, Morsell-Haye, Bennett and Fochs

Absent: 4 - DeGrassi, DeGraw, Bruce and Caron

Abstain: 1 - Hurst

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Shelley Green.

3. CONDUCT OF BUSINESS

3A. [22-573](#) Receive Update from Idea Cooperative

Tom Kavanaugh of The Idea Cooperative gave a monthly update on the promotion calendar for the Visit Fort Bragg website. Site traffic is a little down as is to be expected. A new story went up on Arts and Culture Page. They are working on a shoulder season video reach campaign promoting a family day on the coast and also a couple's day in the outdoors. The 2022 Holiday Gift Guide is also in the works. The Winter Wonderland is coming right up.

Public Comment: None.

Discussion: There was discussion from committee members about whether Mountain Biking

could be a good winter attraction.

3B. [22-571](#) Receive Oral Update from VFB Special Events Subcommittee

Administrative Analyst, Cristal Munoz gave an update on the VFB Special Events Subcommittee. The Magic Market did really well, it doubled in size from last year and was a great event for all ages. The next event is the Winter Wonderland. The Historical Society is allowing us to set up at the Guest House Museum for photos with Santa and Mrs. Claus for this upcoming event. There will be a lighted truck parade, the tree lighting and activities for kids at Town Hall.

Public Comment: Jacob Patterson.

Discussion: Committee Members were very pleased with the outcome of the Magic Market. It was suggested that we start promoting this event sooner as to get more exposure and attendance for next year. There are still volunteers needed for the Winter Wonderland.

3C. [22-572](#) Receive Oral Update from Arts and Culture Subcommittee

Lia Wilson from the Arts and Culture Subcommittee gave an update about plans for directional signage for the downtown business district. There was also talk about putting plants in with the directional signs. Lighting is also something that is being looked at for the near future.

Public Comment: Shelley Green

Discussion: There was discussion among committee members about putting QR codes for the plants and for our walking map on the directional signage. There was also some discussion about downtown projects including the renovation of the public bathrooms by Town Hall.

3D. [22-574](#) Receive Report on Busking for First Fridays

Administrative Assistant, Cristal Munoz gave an update on Busking in the downtown area. The recommendation is that the Visit Fort Bragg (VFB) Committee will apply for a limited term permit for busking and the busker will carry that application with them. The limited term permit would only be valid for First Friday's and would be valid for one year. It was decided that the VFB Committee will apply for two limited term permits, one for the holiday season and one for First Friday's.

Public Comment: Jacob Patterson.

Discussion: There was discussion about whether there may be exceptions for busking during the holiday shopping season. It was explained by Assistant City Manager, Sarah McCormick that a separate limited term permit could be applied for just for the holiday season.

3E. [22-575](#) Review Visit Fort Bragg Membership Status Application and Direct Staff to Publicize the Open Seats and Application Materials to Appoint New (or Returning) Members in December 2022

This matter will be moved to the next regular Visit Fort Bragg Meeting on December 8, 2022.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Co-Chair Morsell-Haye adjourned at 12:03 PM.