



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 16, 2024

3:30 PM

Town Hall, 363 N.Main Street and Via Video
Conference

VISIT FORT BRAGG

MEETING CALLED TO ORDER

Councilmember Albin-Smith called the meeting to order at 3:37 PM

ROLL CALL

Present (In person): -3 Cory Epperson, Roxanne Perkins, Debra DeGraw

Present (Webinar): -2 Tess Albin-Smith, Alison DeGrassi

Absent: -3 Marcia Rafanan, Barb Bruce, Lia Morsell

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

2. CONDUCT OF BUSINESS

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

Tom Kavanaugh of The Idea Cooperative have a monthly update. It was noted that these presentations are added to the agenda packet and website following the meeting so the committee members and the public can have access to the data contained therein.

Public Comment: None.

Discussion: Kavanaugh informed the Committee that he was currently working with the City Manager to improve hotel outreach and maximize search engine optimization. DeGraw asked if the committee may have access to the Transient Occupancy Tax numbers.

2B. Receive Oral Update From VFB Special Events Subcommittee

Cristal Munoz and Tess Albin-Smith presented updates from the VFB subcommittee.

Public Comment: None.

Discussion: Discussion ensued as committee members discussed the pros and cons of streamlining the musical acts into one designated area to control sound and quality, versus splitting the musical acts up in order to bring traffic to multiple sites and businesses. Cory Epperson suggested providing a dance area.

2C. Receive Oral Update on Bistro Lighting

Administrative Analyst Cristal Munoz presented information on upgrading bistro lighting in order

to highlight more streets with businesses.

Public Comment: None.

Discussion: Several potential locations were discussed, but no formal decision was made pending further analysis of electrical sources and performance considerations.

ADJOURNMENT

Councilmember Albin-Smith adjourned the meeting at 5:00 PM