



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, July 11, 2023

9:30 AM 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 9:35 AM.

ROLL CALL

Present: 5 - Tess Albin-Smith, Lia Morsell, Marcia Rafanan, Jamie Peters-Connolly and Barbara Bruce

Absent: 3 - Alison DeGrassi, Debra DeGraw and Jason Hurst

1. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

2. CONDUCT OF BUSINESS

2A. [23-221](#) Receive Update from Idea Cooperative on Visit Fort Bragg Campaign

Tom Kavanaugh of The Idea Cooperative gave an update on the promotion calendar. Kavanaugh summarized the last 12 months of the promotional calendar and summarized the upcoming 12 months of the promotional calendar. He updated on google analytic stats for site traffic and presented on the different campaigns going on, including the Mountain Biking Campaign and the Seasonal Events Campaign.

Public Comment: Jay Rosenquist

Discussion: There was discussion about the upcoming Winesong events not being on the May through September Seasonal Events Campaign. Kavanaugh agreed to add it to the calendar for the 2nd weekend in September. Rafanan announced there will be a Wonton and Clam Chowder cook off in the North Harbor on September 16 and 17 at the Cap'n Flints Parking lot, everyone is invited.

2B. [23-222](#) Discussion and Committee Direction on Visit Fort Bragg Discretionary Budget

Administrative Analyst, Cristal Munoz presented on this item.

Public Comment: Juliana Sanchez, Jacob Patterson

Discussion: There was much discussion on how the funds could be allocated. Items of interest were the Summer Kick-off Event, an Art Walk Map, a Historic Walk, the Magic Market, Franklin Street lighting, Holiday Decor, the Whale Festival and Winter Wonderland.

2C. [23-223](#) Receive Oral Report on Next Quarterly Merchant Meeting

Administrative Analyst, Cristal Munoz spoke about the quarterly merchant meeting this Saturday July 15, 2023 at 9AM.

Public Comment: None.

Discussion: It was noted that Munoz goes door to door to many of the businesses distributing reminders to encourage participation.

3. MATTERS FROM COMMITTEE / STAFF**ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 10:47 AM.