



City of Fort Bragg

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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: 6 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi, 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

Tom Kavanagh from The Idea Cooperative gave a marketing update. Tom shared the latest promotional calendar updates. They wrapped up the Gift Guide for the second year and it was successful in driving visitors to the website. The Winter Visit Campaign is currently going on and they have implemented a new tactic which is to have Google display advertising. They also sent out two Enewsletters which promoted the Downtown Wonder and Gift Guide and had good opening rates. Tom also mentioned that they are working with Google analytic experts to target lookalike audiences outside of Mendocino. The next promotion will be Restaurant week which will be March 14-18, 2022. They will be traveling to Fort Bragg in a couple of weeks to take some photographs of the dishes some of the restaurants will serve for Restaurant Week.

Public Comment was received from:

*None

Discussion:

There was some discussion about repeat visitors and surveying the local merchants if they were able to track an increase of online sales due to the Gift Guide. There is a newly formed Restaurant Association in the county and Alison will help connect Melissa 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 gave an oral update on the current members of this committee. This committee can be made up of 5-7 members of the community and 2 appointed City Council Members. Both Alison De Grassi and Debra De Graw's terms have ended on 12/31/2021 and Nicole Caito-Urbani is stepping down from the committee which leaves three openings on the committee. The Committee received four applications for review.

Public Comment was received from:

* Debra De Graw and Jacob Patterson

Discussion:

There were some questions asked to the applicants 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 the City Manager Sarah McCormick and Administrative Analyst Cristal Munoz reported that the Visit Fort Bragg Committee has spent \$4,500 in this fiscal year. Staff would like direction from the committee to plan and allocate these resources for the remaining fiscal year. The three categories that were presented were updates to kiosks, signage, and special events. Sarah McCormick also presented about the Blue Economy event that will facilitate discourse around our coastal resources and the economy.

Public Comment was received from:

*None

Discussion:

There was a significant amount of discussion about each category and how they would want to allocate the remaining funds. It was suggested that the committee take a look at doing a Fort Bragg Cultural festival and events that would encourage two or more nights to stay in town. To make direct funds donations to the Historical Society and to have monthly block parties. These events could also happen on Saturdays to create a more welcoming atmosphere downtown and with live music.

Recommendation:

The committee recommended that 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 gave an oral update for information purposes regarding the 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