



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda Special Meetings

Wednesday, February 14, 2024

9:30 AM

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

VISIT FORT BRAGG

MEETING CALLED TO ORDER

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

ZOOM WEBINAR INVITATION

This meeting is being presented in a hybrid format, both in person at Town Hall and via Zoom.

You are invited to a Zoom webinar.

When: Feb 14, 2024 09:30 AM Pacific Time (US and Canada)

Topic: VISIT FORT BRAGG

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/88937971406>

Or One tap mobile :

+16694449171,,88937971406# US

+17207072699,,88937971406# US (Denver)

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

+1 669 444 9171 US

Webinar ID: 889 3797 1406

International numbers available: <https://us06web.zoom.us/j/88937971406>

To speak during public comment portions of the agenda via zoom, please join the meeting and use the raise hand feature when the Chair or Acting Chair calls for public comment on the item you wish to address. Written public comments may be submitted to Amber Weaver, Administrative Assistant: aweaver@fortbragg.com

1. APPROVAL OF MINUTES

1A. [24-566](#) Approve Minutes of January 9, 2024

Attachments: [VFB Minutes 01-09-2024](#)



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Text File

File Number: 24-566

Agenda Date:

Version: 1

Status: Business

In Control: Special Meetings

File Type: Minutes

Agenda Number: 1A.

Approve Minutes of January 9, 2024



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Meeting Minutes Special Meetings

Tuesday, January 9, 2024

9:30 AM Town Hall, 363 N. Main Street and via video conference

Teleconference Location:
344 N. Barnes St. Ukiah CA 95470

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 9:32 AM

ROLL CALL

Present: 6 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Lia Morsell, Marcia Rafanan and Jamie Peters-Connolly

Absent: 2 - Jason Hurst and Barbara Bruce

1. APPROVAL OF MINUTES

1A. Approve Minutes of December 12, 2023

The minutes were approved by the committee as presented

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh of the Idea Cooperative presented the monthly update. There are approximately 5,000 users a month, which Kavanaugh noted is up about 20% year to year. The highest clicks are on (in order of frequency): Fort Bragg Food, Gift Guide, and the live camera feed at Noyo Harbor.

Public Comment: Roxanne Perkins.

Discussion: There was discussion on the idea of using local fish in our advertising and making the Fort Bragg Whale Run and Walk event a Boston qualifier.

3B. Receive Report and Consider Appointing New Visit Fort Bragg Committee Members

Administrative Analyst Cristal Munoz presented the applications on the current members of the Committee and reminded everyone there could be a maximum of seven (7) members of the community and two (2) appointed City Council Members. Jason Hurst resigned his seat.

Public Comment: None.

Discussion: The four (4) applicants which attended the meeting either online or in person, Debra DeGraw, Alison DeGrassi, Roxanne Perkins, and Cory Epperson, were allowed to introduce themselves and answer questions from the Committee. An additional applicant, Efstathios Pappas, did not attend the meeting and it was decided to invite him to attend on a subcommittee at a later date and did not vote on his application. After discussion, the applicants in attendance were taken to vote and the four (4) new committee members are: Debra DeGraw (returning), Alison DeGrassi (returning), Roxanne Perkins (new), and Cory Epperson (new).

3C. Receive Oral Report on Next Quarterly Merchant Meeting

Munoz stated the next Visit Fort Bragg meeting would be a special meeting since the day and time are being changed and will be determined after a poll has been circulated to the members. The Next Quarterly Merchant Meeting will be Saturday, February 3, 2024, 9-11am.

Public Comment: None.

Discussion: None.

4. MATTERS FROM COMMITTEE / STAFF

Open committee member discussion included the importance of updated and accurate information on the website for businesses, lodgings, and restaurants. In addition, Committee member DeGrassi thanked city staff and volunteers which contributed to the success of the winter events.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 10:20 AM



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File Number: 24-582

Agenda Date: 2/14/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Update from Idea Cooperative



FORT BRAGG

NORTH COAST CALIFORNIA 

Marketing Campaign Monthly Update

February 14, 2024

THE IDEA  COOPERATIVE
SONOMA COUNTY

Promotion Calendar 2023 > 2024

July > August

- The Great Fort Bragg Photo Collection - Beaches

August

- Shop Downtown
- Fall Events

September

- Wrap Beach Bragg
- Mural Walk
- Launch Fort Bragg Beer

October

- Fort Bragg Beer
- Visitor Profiles
- Magic Market

November > December

Objective – Holiday Merchant Support

- Winter Events
- **Gift Guide**

January 2024

Objective – Merchant Support/Shoulder Season Visitation
Restaurant Week

February > March

Objective – Merchant Support/Shoulder Season Visitation
Whale Fest (+ wine walk, beer fest, 10K, etc.)

April

Objective – Shoulder Season Visitation

Fort Bragg Mountain Biking
TV – Fort Bragg Stories

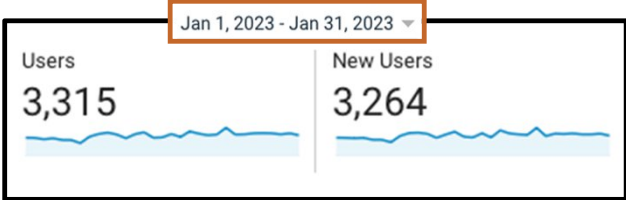
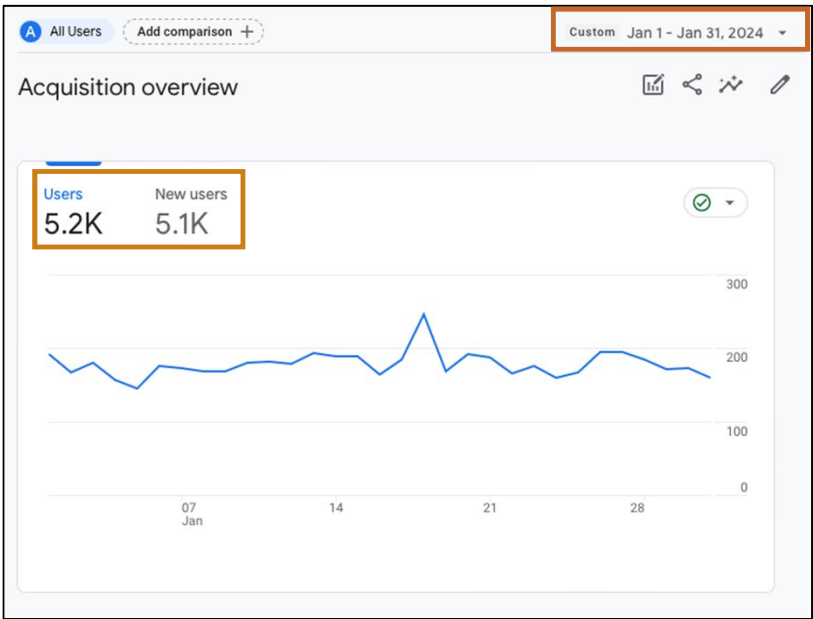
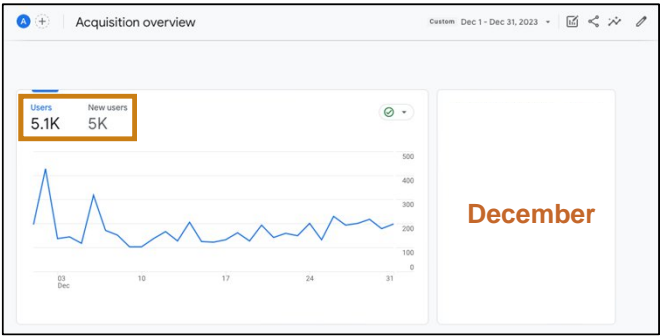
May

- **Book Early** (feature event weekends)
- **Summer Season Events**
- **Mendocino Film Festival**

June

- **Stay Sustainably**
- **Getting To Fort Bragg**

MONTHLY SITE TRAFFIC
Google Analytics




Page path and screen class	Views	Users
	16,301 100% of total	5,319 100% of total
1 /	5,010	2,056
2 /events/	914	581
3 /whalefest/	775	542
4 /glass-beach/	480	395
5 /about-fort-bragg/	436	357
6 /crab-wine-festival-2024/	377	299
7 /plan-your-trip/stay/hotels/	303	206
8 /plan-your-trip/play/coastal-activities/	298	233
9 /plan-your-trip/	275	212
10 /hike-the-redwoods-in-the-rain/	217	117
11 /plan-your-trip/play/shopping/	216	167
12 /plan-your-trip/stay/camping/	212	160
13 /plan-your-trip/eat-drink/eat/	210	143
14 /our-stories/	183	146
15 /winter-visit/	164	116
16 /whale-fest-wine-walk/	152	88
17 /fort-bragg-coastal-trail/	135	122
18 /the-family/	133	107
19 /plan-your-trip/play/beaches/	126	93
20 /plan-your-trip/travel-tips/what-to-pack/	124	110
21 /thank-you/	123	105
22 /adventurist/	122	109
23 /c-v-starr-center/	110	100
24 /telstar-charters/	91	85
25 /the-naturalist/	91	75


Campaigns


JANAURY E-NEWSLETTER


- 5,338 Deliveries (+ 68)
- 2,731 Total Opens 272 Total Clicks


URL	Total clicks	Unique clicks
https://fortbraggfood.com/	232 (85.3%)	156 (84.8%)
https://fortbraggfood.com	19 (7.0%)	13 (7.1%)
https://www.facebook.com/fortbraggca/	8 (2.9%)	6 (3.3%)
https://www.instagram.com/visitfortbraggca/	7 (2.6%)	5 (2.7%)
https://visitfortbraggca.com	6 (2.2%)	4 (2.2%)

15
out of 17
Best practices met 

Skimmability 1 out of 3


Links & CTAs 3 out of 3

Awesome


Text & Visuals 3 out of 3

Great work

Typography 8 out of 8

Lookin' good

RESTAURANT
24

WEEK

FORT BRAGG
CALIFORNIA




Restaurant Week 2024!


It's that tasty time of year again here in Fort Bragg. The Fifth Annual Fort Bragg Restaurant Week is set for Friday, January 2 through Sunday, February 4. The food lover's festivities will be happening throughout downtown and Noyo Harbor, so join us Fort Bragg for Restaurant Week and experience the North Coast culinary scene in all its flavors.

Go To Restaurant Week


Here are just a few of the many Fort Bragg restaurants serving up some awesome flavors for Restaurant Week.




Casa Del Sol:
Bay scallops with curry coconut sauce, rice and sautéed vegetables




The Pub at North Coast Brewing Company:
Lobster Roll Special: Warm buttered lobster tossed in a house-made citrus caper aioli, served on a soft Italian roll, with pub fries and pickle spear




Cowlick's Ice Cream:
Three scoop ice cream flight with waffle wedge cookies




Drop In Donut:
Donut of choice with purchase of 8oz Black Oak drip coffee



Noyo River Grill:
Dungeness crab fettuccini with wild mushroom cream sauce



Noyo Fish Company:
Fish and chips + clam chowder



Mendocino Cookie and Coffee:
Muffin, pastry or scone of choice with small fresh brewed organic coffee

Campaigns



RESTAURANT WEEK SOCIAL




PAID SOCIAL/SOCIAL ADS



- Reach: 23,678
- Clicks: 699
- Spend: \$140

BOOSTED POSTS

- Reach: 10,636
- Clicks: 175
- Post Engagements: 446
- Spend: \$100

 <p>Website promotion Dec 26, 2023 • Created b... Website visitors The fifth annual Fort Bragg...</p>	Completed	2,789 Reach	241 Link clicks	\$34.94 Spent at \$5.00 per day
 <p>Website promotion Dec 26, 2023 • Created b... Website visitors Save the Date for Restaura...</p>	Completed	5,884 Reach	125 Link clicks	\$34.96 Spent at \$5.00 per day

<p>Boosted Facebook post</p>  <p>Post engagements Restaurant Week continues through the weekend. Visit...</p>	4,606 Reach	446 Post engagements	\$25.00 Spent of \$25.00
<p>Completed • Jan 19 • Created by Melissa Carey Holberton Boost again View results</p>			
<p>Boosted Instagram media</p>  <p>Boosted Instagram media</p>	2,328 Reach	74 Link clicks	\$34.98 Spent at \$5.00 per...
<p>Completed • Jan 13 • Created by Melissa Carey Holberton Boost again View results</p>			
<p>Boosted Facebook post</p>  <p>Link clicks Welcome in to Fort Bragg Restaurant 2024. The foodi...</p>	3,702 Reach	101 Link clicks	\$40.00 Spent of \$40.00

<p>Website promotion</p> <p>Jan 5 • Created ...</p>  <p>Website visitors It's that tasty time of year again! Joi...</p>	Completed	8,659 Reach	222 Link clicks	\$34.96 Spent at \$5.00 per day
<p>Website promotion</p> <p>Jan 5 • Created ...</p>  <p>Website visitors It's that tasty time of year again! Joi...</p>	Completed	6,346 Reach	111 Link clicks	\$34.97 Spent at \$5.00 per day

Top Posts

Organic Social – January

Followers:

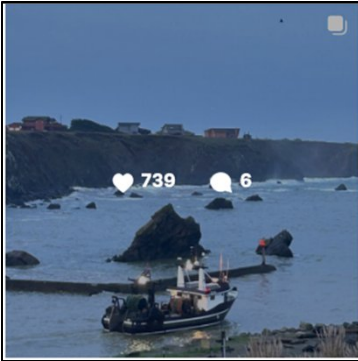
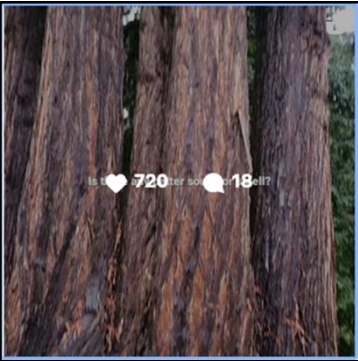
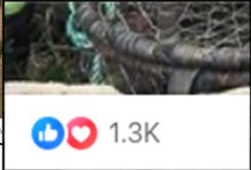
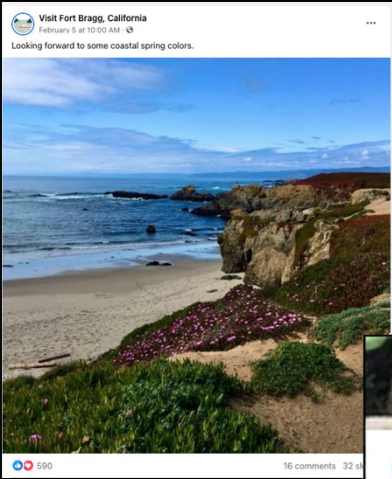
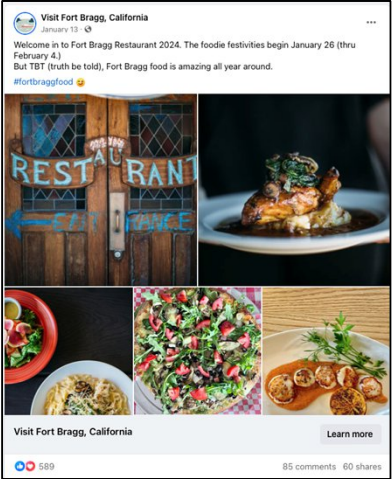
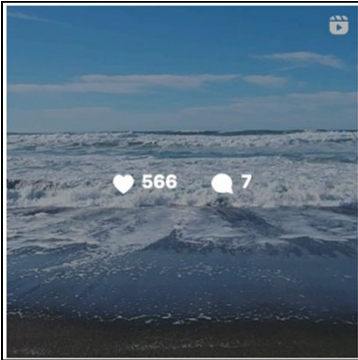
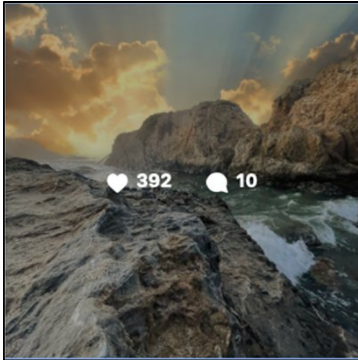
Facebook : 69.6 (+ 300)

Instagram: 22.1 (+ 100)

Reach:

Facebook : 189.6K (+), Engagement: 8.3K (+)

Instagram: 19.9 (+) , Engagement: 5.4K (-)



Whale Fest 2024

- Whale Run 5k and 10k and Fun Walk
- Downtown Wine Walk
- Rotary Club's Beef Fest
- Symphony of the Redwoods
- Town Hall Craft Fair
- Noyo Center Whale Events & Exhibits
- Mendocino Park Educational Activities

Banner Ads (last year):

- 2.5 Million Impressions
- 39,000 Clicks
- 274 Conversions (newsletter sign-ups)
- Click Through Rate: 1.56%
- Cost Per Click \$0.11

This Year:

- Same Spend
- Targeting Wine, Beer + Runners/Fitness





Questions?

Comments?



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File Number: 24-583

Agenda Date: 2/14/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3B.

Receive Oral Update from VFB Special Events Subcommittee