



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, June 15, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:03 PM

ROLL CALL

Present: 6 - Tess Albin-Smith, Jessica Morsell-Haye, Nicole Caito-Urbani, Alison DeGrassi, Debra DeGraw and Megan Caron

Absent: 3 - Nancy Bennett, Kelly Urbani-Freeland and Barbara Bruce

1. APPROVAL OF MINUTES

1A. [21-301](#) Approve Minutes of April 20, 2021

These Minutes were approved by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

*None

3. CONDUCT OF BUSINESS

3A. [21-291](#) Receive Update from Idea Cooperative on Visit Fort Bragg Campaign for Month of May - The Great Fort Bragg Photo Collection

City Manager Tabatha Miller introduced Tom Kavanagh and Melissa Holberton from The Idea Cooperative and they gave a brief update on the latest campaigns. The Great Fort Bragg Photo Collection ended in May and it brought in more engagement to the Visit Fort Bragg website along with more hits to the other pages on the website. Since this campaign has been so successful they would like to keep it going a little longer.

Discussion:

The committee discussed the images that were selected as finalist and those will be made in to postcards and be available for purchase in shops around town.

3B. [21-292](#) Receive Update from Idea Cooperative on Visit Fort Bragg Campaign for Month of June - Sustainability

Tom Kavanagh and Melissa Holberton from The Idea Cooperative gave a brief update on the current campaign which is focusing on Sustainability. Each week they will be focusing on a

different elements of nature in Fort Bragg. They would like to have visitors be stewards of the land when they come and visit. This new content is driving up engagement on the website.

Discussion:

The committee really liked this campaign and would like to see Otis P. Johnson Park featured more since this is a local park that has much beauty to offer. They would also to have current updates on the website about COVID-19 restrictions as these restrictions are loosening up.

3C. [21-300](#) Summary of the City of Fort Bragg Transient Occupancy Tax (TOT) Revenues

City Manager Tabatha Miller gave an oral report for information purposes regarding the City of Fort Bragg Bed Tax Revenues

Public Comment:

*None

Discussion:

This was just for informational purposes only.

4. MATTERS FROM COMMITTEE / STAFF

*Megan Caron made a suggestion to bring back Block Parties and have a Paul Bunyon Themed Block Party over the Labor Day weekend.

*City Manager Tabatha Miller announced she will be tabling at the 50th Anniversary event for Adventist Health Mendocino Coast on Sunday from 10 am to 1 pm.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 3:38 PM.