



City of Fort Bragg

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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

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ROLL CALL

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

Absent: 1 - Barbara Bruce

1. APPROVAL OF MINUTES

This was approved

1A. Approve Minutes of December 12, 2023

The minutes were approved by the committee as presented

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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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BERNIE NORVELL, MAYOR

DIANA SANCHEZ, City Clerk

IMAGED (_____)