



City of Fort Bragg

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

Summary Agenda - Final

Special Meetings

Tuesday, December 12, 2023

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 Committee

MEETING CALLED TO ORDER

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

ZOOM WEBINAR INVITATION

1. APPROVAL OF MINUTES

- 1A. [23-429](#) Approve Minutes of July 11, 2023
Attachments: [VFBM 07112023](#)
- 1B. [23-434](#) Approve Minutes of August 8, 2023
Attachments: [VFBM 08082023](#)
- 1C. [23-438](#) Approve Minutes of October 10, 2023
Attachments: [VFBM 10102023](#)
- 1D. [23-404](#) Approve Minutes of November 14, 2023
Attachments: [VFBM 11142023](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [23-452](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts
- 3B. [23-454](#) Receive Oral Update From VFB Special Events Subcommittee

- 3C. [23-453](#) Review Visit Fort Bragg Membership Status Application and Direct Staff to Publicize the Open Seats and Application Materials to Appoint New (or Returning) Members in January 2024

Attachments: [12122023 Membership Report](#)
[Att 3 - VFB Committee Application](#)
[Att 2 - VFB Protocols](#)

4. **MATTERS FROM COMMITTEE / STAFF**

ADJOURNMENT

STATE OF CALIFORNIA)
)ss.
 COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on December 7, 2023.

 Amber Weaver, Administrative Assistant



City of Fort Bragg

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

Text File

File Number: 23-429

Agenda Date: 12/12/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of July 11, 2023



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 provided updates on Google analytic 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 event 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, and 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.



City of Fort Bragg

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

Text File

File Number: 23-434

Agenda Date: 12/12/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1B.

Approve Minutes of August 8, 2023



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, August 8, 2023

9:30 AM Town Hall, 363 N. Main Street and Via Video Conference

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

Chair Rafanan called the meeting to order at 9:36 AM.

ROLL CALL

Present: 5 - Alison DeGrassi, Debra DeGraw, Jason Hurst, Marcia Rafanan and Barbara Bruce

Absent: 3 - Tess Albin-Smith, Lia Morsell and Jamie Peters-Connolly

1. APPROVAL OF MINUTES

1A. [23-265](#) Approve Minutes of May 9, 2023 Special Meeting Visit Fort Bragg

These Committee Minutes were approved as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Ron White, and Anne Maureen McKeating.

3. CONDUCT OF BUSINESS

3A. [23-258](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh of The Idea Cooperative gave an update on this item. Site traffic is steady. On the promotion calendar for this month is the Fort Bragg Photo Collection-Beach Bragg Photo Contest campaign.

Public Comment: Anne Maureen McKeating

Discussion: There was discussion about First Friday being a year round activity in the Downtown Business District.

3B. [23-260](#) Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz, presented on this item. Magic Market will be on October 28, 2023. This event will be free to vendors who want to participate. Non profits are invited to assist with the Winter Wonderland and photos with Santa happening on the first weekend of December.

Public Comment: None.

Discussion: None.

3C. [23-263](#) Receive Report and Provide Direction to Staff Regarding VFB FY 23/24 Budget

Administrative Analyst Cristal Munoz, presented on this item. She stated that the main focus of the funds for this committee is to spend them on shoulder-season events.

The funds were allocated as follows:

1. Magic Market \$5000
2. Winter Wonderland \$3600
3. Holiday Decor \$5000
4. Street Lights \$6000
5. Whale Festival \$4500
6. Buskers \$900

Public Comment: Megan Caron

Discussion: There was much discussion on how the funds would be best allocated. Rafanan suggested that the wooden cutouts be brought back to Guest House Museum lawn.

4. MATTERS FROM COMMITTEE / STAFF

Administrative Analyst Cristal Munoz, reported that she had attended Art in the Gardens where she was able to speak to vendors and Circus Mecca about participating in the upcoming Magic Market. She is looking for volunteers for Magic Market. DeGraw added that Visit Mendocino County will be participating in Magic Market. The Noyo Harvest Festival will be September 16 and 17, the Wonton and Clam Chowder cook-off will be Saturday September 16th only. This event will benefit the Humane Society and the Noyo Harbor District.

ADJOURNMENT

Chair Rafanan adjourned the meeting at 10:34 AM.



City of Fort Bragg

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

Text File

File Number: 23-438

Agenda Date: 12/12/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1C.

Approve Minutes of October 10, 2023



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, October 10, 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 9:30 AM.

ROLL CALL

Committee Member Marcia Rafanan joined the meeting remotely at 10:08 AM. Committee Member Alison DeGrassi joined the meeting remotely. They were both informed by Chair Albin-Smith that they would not be able to vote on any action due to their location's not being noticed on the agenda.

Present: 7 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Lia Morsell, Marcia Rafanan, Jamie Peters-Connolly and Barbara Bruce

Absent: 1 - Jason Hurst

1. APPROVAL OF MINUTES

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Jacob Patterson.

3. CONDUCT OF BUSINESS

3A. [23-335](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh of The Idea Cooperative reported on this item. Historically, site analytics have had higher traffic for this time of year. The campaigns on the promotion calendar are Fort Bragg Beer which features the three local breweries and the Mural Art Walk. They have wrapped up The Beach Bragg Campaign and report that it was a success with over 500 entries.

Public Comment: Jenny Shattuck

Discussion: There was discussion about the city's social media and that being impartial about promoting the local businesses is important.

3B. [23-336](#) Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz, gave an update on this item. She mentioned Magic Market is in 17 days and she already has 70 vendors signed up. She is still looking for volunteers to help with the event.

Public Comment: None.

Discussion: There was discussion about what streets will be closed for the Magic Market Event.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 10:17 AM.



City of Fort Bragg

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

Text File

File Number: 23-404

Agenda Date: 12/12/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1D.

Approve Minutes of November 14, 2023



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, November 14, 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 9:30 AM

ROLL CALL

Staff Present: Administrative Analyst- Cristal Munoz, Administrative Analyst- Diana Sanchez, and Administrative Assistant- Amber Weaver.

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

Absent: Jason Hurst, Alison DeGrassi

NOTE: Barb Bruce arrived at 9:34AM, Marcia Rafanan left meeting at 10:05 PM

Present: 8 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Jason Hurst, Lia Morsell, Marcia Rafanan, Jamie Peters-Connolly and Barbara Bruce

1. APPROVAL OF MINUTES

None.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [23-397](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh from The Idea Cooperative presented on this item. He described that there was increased traffic to the Magic Market webpage. He also discussed the various marketing strategies such as the QR coded drink coasters which could be scanned and linked to all the local breweries. Kavanaugh reported followers on Instagram increased by 63 and Facebook by 139. Administrative Analyst Cristal Munoz thanked everyone who attended and noted the media interest.

Public Comment: Jenny Shattuck.

Discussion: Peters-Connolly thanked the City for joining the County's Harvest Mendocino to included Magic Market. More discussion on the larger attendance of this year's event and the momentum persist through upcoming projects including the Winter Wonderland Event at the

Guest House, Gift Guide, Restaurant Week, and bringing back Small Business Saturday.

3B. [23-398](#) Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz opened the discussion on the decision to make the Winter Wonderland Event as successful as Magic Market by way of pictures with Santa, crafts, music, and encouraged more food vendors to apply.

Public Comment: Jay Rosenquist and Jenny Shattuck

Discussion: The Committee discussed the need for more volunteers and the intent to encourage more traffic at the Guest House Museum in conjunction with Winter Wonderland.

4. MATTERS FROM COMMITTEE / STAFF

Chairperson Albin-Smith reported the Whale Run will take place. There was some discussion on which pamphlets should be present at the craft fair. Concerns about the limited budget prompted discussion on where the decorations/ lights should be prioritized in making the streets festive.

Public Comment: Jenny Shattuck and Jacob Patterson

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 10:30 AM



City of Fort Bragg

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

Text File

File Number: 23-452

Agenda Date: 12/12/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Update from Idea Cooperative on Visit Fort Bragg Efforts



City of Fort Bragg

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

Text File

File Number: 23-454

Agenda Date: 12/12/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3B.

Receive Oral Update From VFB Special Events Subcommittee



City of Fort Bragg

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

Text File

File Number: 23-453

Agenda Date: 12/12/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3C.

Review Visit Fort Bragg Membership Status Application and Direct Staff to Publicize the Open Seats and Application Materials to Appoint New (or Returning) Members in January 2024



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

Meeting Date: December 12, 2023
To: Visit Fort Bragg Committee
From: Cristal Munoz, Administrative Analyst
Agenda Item Title: Visit Fort Bragg Committee Membership

BACKGROUND AND OVERVIEW:

The Visit Fort Bragg Committee (VFB) is comprised of five to seven members of the public and two Councilmembers, appointed in terms of continuity. The table below shows the current membership and terms of service:

Member	Sector	Term
Marcia Rafanan	Councilmember	Mayor Appointment
Tess Albin-Smith	Councilmember	Mayor Appointment
Jamie Peters-Connolly	Recreation/Attraction	24 months – expires 12/31/24
Barb Bruce	Other	24 months – expires 12/31/24
Lia Morsell	Art/Culture	24 months – expires 12/31/24
Debra DeGraw	Dinning/Retail	24 months – expires 12/31/23
Alison de Grassi	Recreation/Attraction	24 months – expires 12/31/23
Jason Hurst	Lodging	24 months – expires 12/31/23

Three members’ terms will expire at the end of 2023. On December 5, 2023, staff opened seats via social media, press releases, and on the City website. Staff also contacted the individuals that will be termed out by the end of the year and see if they would like to reapply. The VFB protocols allow past members to reapply. Applications will close on December 22, 2023, at 5 pm.

After we receive, applications and we will redact the personal information. Applicants will be contacted and if and if they are selected, they will be invited to the January 9, 2024 meeting and asked to answer some questions.

Staff recommends VFB review the applications and ask questions of candidates to determine appointments. The VFB protocols are also attached to guide decision-making (Attachment 2 -VFB Protocols).

STAFF RECOMMENDATION:

Review submitted applications and appoint new members to VFB, or provide direction to staff regarding the recruitment/appointment process of VFB members.

ATTACHMENTS:

1. Visit Fort Bragg Committee Application
2. Visit Fort Bragg Committee Protocols (Reviewed December 8, 2022)

FORT BRAGG

NORTH COAST CALIFORNIA



Visit Fort Bragg Committee Application

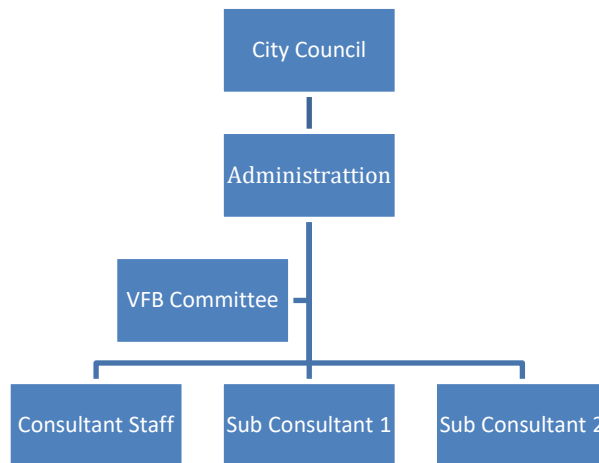
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

The City of Fort Bragg is currently seeking committed, inspired big-picture thinkers to help bring the mission to life. Applicants should represent some aspect of Fort Bragg’s Tourism Economy with a focus on the lodging industry.

Board Commitment: Currently meetings will be held monthly. Meetings are regularly scheduled for the second Tuesday of every month at 9:30 am.

This Committee is subject to the Ralph M. Brown Act. Members are expected to fully comply with all applicable laws and regulations related to the Brown Act. (assistance with adherence to the Brown Act will be provided by City staff). As the Committee is subject to the “Brown Act”, information on this application is subject to the CA Public Records Act and related regulations.

The Committee is comprised of 5-7 community members serving staggering terms of 2 years.



Applications are due Friday, December 22, 2023. To submit an application or for more information please contact Cristal Munoz at cmunoz@fortbragg.com or (707) 961-2823 x103.

Only completed applications will be brought forward to the Visit Fort Bragg Committee for consideration. Supplemental information supporting the application is welcome.

APPLICATION

Name:

Company:

Mailing Address:

Email Address:

Phone Number:

- 1. Why would you like to be on the Visit Fort Bragg Committee?**
- 2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**
- 3. What are some of your prior board/committee experiences?**
- 4. What is your experience and expertise in strategic planning, budgeting and destination marketing?**
- 5. What does success for this Committee look like to you?**

Visit Fort Bragg Committee Protocols

Created January 17, 2018

Amended November 19, 2019

Reviewed December 8, 2022

I. Purpose

The purpose of these protocols is to provide rules and procedures for conducting all Visit Fort Bragg Committee meetings, operations and performance of duties. Visit Fort Bragg is an advisory committee to the City of Fort Bragg; the project manager and VFB are supervised by City staff from the Community Development Department.

The purpose of the Visit Fort Bragg (VFB) Committee is to promote Fort Bragg, California as a travel and retail destination for the expressed purpose of increasing spending within the city, generating additional tax revenues from increased travel and retail spending and sustaining and expanding tourism and retail income and employment within Fort Bragg.

II. Members

- a. The VFB shall be composed of up to 9 members—7 from the community and 2 councilmembers.
- b. Members should represent a cross section of the Fort Bragg tourism sector. Ideally (but not mandatory) the Committee would be comprised of a cross-section of the sectors below. Achieving a diversity of interests should be considered when reviewing applications for membership.
 - i. Lodging with representation from both large and small establishments; branded and not branded
 - ii. Retail
 - iii. Dining
 - iv. Recreation/Attraction
 - v. Art/Culture
 - vi. Other
- c. Members are not required to reside in Fort Bragg city limits.
- d. Members may be nominated by City representatives and committee members. Members may be recommended to the committee by community members.
- e. Potential members are required to complete the current VFB Committee Membership Interest form.
- f. Members are required to complete the current VFB Committee Member Conflict of Interest Disclosure Form. The purpose of this form is to provide full transparency about committee members' interest and affiliations. The forms will be reviewed by City staff.
- g. New members must be approved by the City Council representatives on the Visit Fort Bragg Committee.
- h. If committee membership is full, the committee may consider rotating members or increasing membership.

III. Sub-Committees

All VFB committee members will be encouraged to join a subcommittee or ad hoc committee. This is not mandatory.

Members of sub-committees are not limited to VFB committee members. Sub-committees can include community members or any other person outside the VFB committee. Examples of sub-committees could include Special Events, Marketing, Website, etc.

IV. Meetings

- a. All regular meetings shall be scheduled, agenzized, conducted and posted in accordance with the City’s public meeting noticing procedures and sent to all committee members.
- b. VFB will hold bi-monthly meetings, unless rescheduled. Each meeting will be on a regular schedule at a date and time convenient to the majority of members unless otherwise noted.
- c. The regular meeting place of VFB shall be at the City of Fort Bragg Town Hall located at 363 N. Main Street or other public place as agreed.
- d. A special meeting of the VFB may be called by the Project Manager or by a majority vote of the members or by City staff.
- e. Each member of the VFB is expected to attend all regular meetings. If any member misses three consecutive meetings, that member may be eligible for removal from office with a majority vote of the Committee.

V. Financial

- a. The committee may recommend expenditures to the project manager and to City staff for consideration and discussion.

VI. Voting

- a. Voting will be subject to Brown Act voting procedures.

VII. Amendments

- a. These protocols may be amended at any time by a majority vote of the committee.