



City of Fort Bragg

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Meeting Minutes Special Meetings

Thursday, November 18, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:15 PM.

ROLL CALL

Present: 5 - Tess Albin-Smith, Nancy Bennett, Barbara Bruce, Megan Caron and Jason Hurst

Absent: 3 - Jessica Morsell-Haye, Alison DeGrassi and Debra DeGraw

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was received from:

Shelly Green

3. CONDUCT OF BUSINESS

3A. [21-596](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative gave a marketing update. He presented the promotional calendar that they been using for the last couple of months. The objectives and strategies they been using has been focused on growing followers and engagement. The latest e-newsletter was sent out about a fall visit and they have been noticing that these followers are very engaged with the content on the various social media platforms. Tom also shared his screen so we could see the graphics they have made for the various events like the Magic Market and way finding signage. He also announced they turned in an application for the Visit California Destination Marketing awards called the Poppy Awards.

Discussion:

There was some discussion about what data is collected from the visitors to town. Tom stated that they only have information relating to the website. City Manager Tabatha Miller stated that sales tax and Transient Occupancy Tax is one way to track visitors.

Public Comment was received from:

John Kriege and Shelly Green

3B. [21-600](#) Receive Update Regarding 2021 Holiday Gift Guide

Tom Kavanagh from The Idea Cooperative gave an update on this years Gift Guide. It is the second year that they are doing this and they are looking for more participation from the

merchants. They are looking for easier ways for people to purchase items from out of town and to reach more people through paid social and the e-newsletter. They will be distributing posters and tents soon. Since that last time the committee met they have increased the subscriber list significantly. There is also a contest for a free gift from the gift guide if they forward the e-newsletter to a friend.

Discussion:

There was some discussion about the what events will be going on the website. The annual events like the craft fairs that are held in town will be shared on the city's page and Facebook page. The committee would like to see more photos of downtown on the social media platforms and they will look for a local photographer that can help assist with this.

Public Comment was received from:

Jacob Patterson

- 3C.** [21-601](#) Receive Update from Special Event Ad-Hoc Committee Regarding Outdoor Market, Santa's Photo Booth, Window Display Contest and Discuss Outstanding Event Logistics

Special Events Subcommittee gave an update on Photos with Santa on December 11th. They have secured a Santa but are still looking for another one. The idea is to set up a tent on Laurel Street and have a couple of non-profit vendors sale hot chocolate and wreaths. up inside. Arguelles Photography has accepted to be the photographers for the event.

Public Comment:

None

Discussion:

There was much discussion about how to name the event. They agreed on Downtown Wonderland as it is a more general and more inclusive. Musicians are confirming with Chair Albin-Smith and she is working on the list for the committee. The window decorating contest has 36 storefronts that have accepted to participate and the judges will be Tabatha, Lindy and Bernie.

- 3D.** [21-597](#) Receive Update on City of Fort Bragg Transient Occupancy Tax (TOT)

City Manager Tabatha Miller gave an oral update for information purposes regarding the City of Fort Bragg Bed Tax Revenues. They continue to be record breaking results.

Public Comment:

None

Discussion:

This was just for informational purposes only

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:22 PM