



# City of Fort Bragg

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## Meeting Minutes Special Meetings

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Tuesday, January 28, 2020

3:00 PM

Town Hall, 363 N. Main Street, Fort Bragg

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### Visit Fort Bragg Committee Special Meeting

#### MEETING CALLED TO ORDER

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

#### ROLL CALL

Present: Jessica Morsell-Haye, Lindy Peters, Scott Perkins, Tabatha Miller, Nancy Bennett, Robert Pinoli, Allison De Grassi, Nicole Caito-Urbani and Cristal Muñoz

Absent: Kelly Urbani Freeland and Anne Maureen McKeating

#### 1. APPROVAL OF MINUTES

1A. [20-574](#) Approve Minutes of November 19, 2019

A motion was made by Committee Member Nancy Bennett seconded by Committee Member Robert Pinoli that these Committee Minutes be approved. The motion carried by a unanimous vote.

#### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

\* None

#### 3. CONDUCT OF BUSINESS

3A. [20-591](#) Appoint New Members to the Visit Fort Bragg Committee: Nicole Caito-Urbani, Alison De Grassi, Debra De Graw, Anne Maureen McKeating, and Kelly Urbana-Freeland

The unanimous decision was made by the committee to approve all five applicants to the five available seats on the committee. The new appointees that were present were Allison De Grassi who is also a member of Visit Mendocino and Niki Caitio-Urbani a local business owner.

3B. [20-592](#) Receive Report and Establish Visit Fort Bragg Sub-Committees

Senior Planner Scott Perkins gave an overview of the Visit Fort Bragg subcommittees. The main subcommittees are the marketing sub-committee and special events sub-committee. This allows for more efficiency with the decision-making since the Visit Fort Bragg committee

only meets every other month. These subcommittees are subject to the Brown Act. In addition, these subcommittees allow outside participation from experts that can provide technical expertise. It also encourages the members of the Visit Fort Bragg Committee to be a part of projects that demonstrate their passion. Subcommittees also have the ability to keep budget in sight since they can authorize expenditures and move more quickly than the collectively could.

Discussion:

\* The committee discussed that there can be up to four members but they cannot exceed a quorum. The committee discussed which sub-committee they would like to join and it was decided that the Marketing and Advertising sub-committee will be made up of Anne Maureen McKeating, Alison De Grassi, Robert Pinoli, Lindy Peters and Jessica Morsell-Haye. The Special Events sub-committee will have Debra De Graw, Nicole Caito-Urbani, and Nancy Bennet. Website designed and updates will be in house by the Information Technology department, however the committee members can monitor the website and provided oversight of what is being posted.

Public Comment:

\*None

**3C. [20-593](#)** Receive Report on Visit Fort Bragg Project Status

Senior Planner Scott Perkins gave the oral report on Restaurant Week, which will be held on March 9-15th. It will be a three-course meal at a price point of \$29. Megan Demitz will be distributing materials to restaurants and getting their feedback about participation in this event. This is prior to Fort Bragg's Whale Festival and hoping to bring the tourist that are visiting the other local festivals. Megan is working with The Idea Cooperative to publicize on social media, local radio stations and have created a microsite that can provide previews of the menus from the participating restaurants. In addition will establish a link to the existing website. Also use the standard artwork through out to create a theme and so that customers can feel that they are a part of a larger event.

In addition, Senior Planner Scott Perkins gave an overview of the social media accounts and analytics information that was provided by The Idea Cooperative. The Idea Cooperative took them over all accounts in January. They also started developing strategic positions and concepts that were derived from stakeholder workshop and their involvement with the community that can provide a brand and mission statement for Visit Fort Bragg.

Discussion:

\* The Committee discussed providing Visit Mendocino County all this information so they can cross collateralize the promotion of these events. They also enjoyed the artwork that was presented for Restaurant Week.

**3D. [20-594](#)** Oral Discussion on Taste of Mendocino Event in Berkeley on April 18, 2020

City Manager Tabatha Miller gave the oral report regarding the Taste of Mendocino Event on April 18, 2020 and that Visit Fort Bragg should have a presence at it. It will take place at the Country Club in El Cerrito. Alisson De Grassi also spoke about this event and her experience

putting it on. She states that it brings in target audience and is very successful and great opportunity for Fort Bragg to participate.

Discussion:

\* The Committee discussed that they would like to have local food and wine vendors to go with them and potentially have giveaway items with the Visit Fort Bragg brand. To make sure to a table that reflects the sense of Fort Bragg. An inexpensive way to get attention from a larger audience to Visit Fort Bragg.

Direction:

\* The committee gave direction that Visit Fort Bragg should reserve a table to attend the Taste of Mendocino.

Public Comment was received from:

\* Jamie Peters spoke about her experience attending Taste of Mendocino for 5 years.  
\* Tom Kavanagh from The Idea Cooperative would be happy to help with this and would like to know what kind of exposure the city will be getting from the this event without attending the event.

**3E. [20-595](#) Receive Presentation from The Idea Cooperative on Brand Positioning Concepts, and Provide Direction for Finalizing a Concept**

Tom Kavanagh from The Idea Cooperative gave a PowerPoint presentation on the branding and strategic planning for Visit Fort Bragg's marketing implementation.

Discussion:

\* There was discussion regarding the presentation:

- It captured the stakeholder meeting well.
- The Idea Cooperative has a goal to evolve the marketing environment and bring some adjustments to express more the identity.
- Jessica Morsell-Haye stated she liked the storytelling behind the images that are shared on social media.
- Nicole Caito-Urbani stated that she feels this is a tourist town but is aware that many people have second homes here and they do not think of themselves as tourist.
- Robert Pinoli liked the first mantra and not second one.
- The Idea Cooperative will take this feedback and tighten up the first mantra.

Public Comment:

\* Jamie Peters spoke that she loved where you are taking this and much happier with what she is seeing today.

\* Kate Hawthorn and believes they did a great job capturing the essence of what is going on in Fort Bragg with the community and nature. Important to add the Redwood to final mantra.

#### **4. MATTERS FROM COMMITTEE / STAFF**

Senior Planner Scott Perkins wants to make sure Alison gets Restaurant Week information for the Taste of Mendocino. Sub-committee will meet to make the all the decisions for the look of the table.

City Manager Tabatha would like to distribute stickers for Restaurant Week.

Robert Pinoli thanked Scott and Tabatha for the hard work keeping this all-together much appreciated.

**ADJOURNMENT**

Chair Morsell-Haye adjourned the meeting at 4:26 PM.