



City of Fort Bragg

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Meeting Minutes Special Meetings

Thursday, December 8, 2022

11:00 AM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 11:00 AM.

ROLL CALL

Present: 5 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi and Jason Hurst

Absent: 3 - Debra DeGraw, Barbara Bruce and Tonda Fochs

1. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

2. CONDUCT OF BUSINESS

2C. [22-605](#) Receive Report and Consider Appointing New Visit Fort Bragg Committee Members

Chair Albin-Smith requested to move item 2C. to be the first item on Conduct of Business. Administrative Analyst, Cristal Munoz announced that there are three members of the Visit Fort Bragg Committee terming out and that they will be appointing new committee members today. The three members who are terming out are Nancy Bennett, Barb Bruce and Megan Caron. Their last day will be December 31, 2022. Nancy and Megan will not be reapplying. Barb Bruce has reapplied. There are three new applicants, Jamie Peters-Connolly, Efstathios Pappas and Lia Morsell. Each new applicant was given the opportunity to summarize why they want to be a part of the Visit Fort Bragg Committee. Reapplying candidate, Barb Bruce was not able to attend, however Cristal gave some highlights on why it would be wise to reelect Barb Bruce to the committee. Committee member, Nancy Bennett nominated Barb Bruce, Lia Morsell and Jamie Peters. Committee Member Jason Hurst seconded the motion.

The motion passed by a unanimous vote from all present committee members.

Public Comment: None.

Discussion: There were questions from current committee members for the new applicants as to what they would bring to this committee. There was discussion as to who should be appointed. Ultimately the above mentioned new Committee Members were nominated.

2A. [22-603](#) Receive Update from Idea Cooperative

Tom Kavanaugh, of The Idea Cooperative gave a monthly update on the current promotion calendar. The Gift Guide Campaign is going strong. Coming up will be the Winter Visit

Campaign. Tom went over site analytics, monthly site traffic is starting to climb. Tom shared a video of a family's day in Fort Bragg that will be a part of the shoulder season video reach campaign on digital TV.

Public Comment: Jamie Peters-Connolly, Estathios Pappas

Discussion: There was discussion among committee members and Tom about how the shoulder season video reach campaign's success rate would be measured. Also discussed were what platforms these videos will be running on.

2B. [22-604](#) Receive Oral Update from VFB Special Events Subcommittee

Administration Analyst, Cristal Munoz gave a monthly update. Cristal gave a brief summary of the success of the Winter Wonderland Event. There were photos with Santa at the Guest House Museum. There were also non-profit vendors at Town Hall which included musicians, food, and crafts for kids.

Public Comment: Lia Morsell, Jamie Peters-Connolly

Discussion: There was discussion about how great the Winter Wonderland Event had turned out. It was mentioned that the live music really livened up the event. The committee agreed that they would like to see this event continue to happen in the future.

3. MATTERS FROM COMMITTEE / STAFF

Administrative Analyst, Cristal Munoz announce that the next quarterly merchant meeting will be on January 14, 2023 from 9am to 11am at Town Hall. Cristal invited all committee members to attend. Sarah McCormick gave a special thanks to our outgoing Vice Mayor and Visit Fort Bragg Co-Chair, Jessica Morsell-Haye. Jessica thanked outgoing committee member Nancy Bennett and Megan Caron.

ADJOURNMENT

Co-Chair Morsell-Haye adjourned the meeting at 12:04 PM.