



City of Fort Bragg

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

Meeting Agenda Special Meetings

Thursday, September 8, 2022

11:00 AM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

ROLL CALL

PLEASE TAKE NOTICE

Due to state and county health orders and to minimize the spread of COVID-19, Committee Members and staff will be participating in this meeting via video conference. The Governor's executive Orders N-25-20, N-29-20, and N-15-21 suspend certain requirements of the Brown Act and allow the meeting to be held virtually.

The meeting will be live-streamed on the City's website at <https://city.fortbragg.com/> and on Channel 3. Public Comment regarding matters on the agenda may be made by joining the Zoom video conference and using the Raise Hand feature when the Chair calls for public comment. Any written public comments received after agenda publication will be forwarded to the Committee Members as soon as possible after receipt and will be available for inspection at City Hall, 416 N. Franklin Street, Fort Bragg, California, during normal business hours. All comments will become a permanent part of the agenda packet on the day after the meeting or as soon thereafter as possible, except those written comments that are in an unrecognized file type or too large to be uploaded to the City's agenda software application. Public comments may be submitted to Administrative Assistant Diana Sanchez, dsanchez@fortbragg.com.

ZOOM WEBINAR INVITATION

*You are invited to a Zoom webinar.
When: Sep 8, 2022 11:00 AM Pacific Time (US and Canada)
Topic: Visit Fort Bragg Committee*

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/87348384191>

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

*US: +1 669 444 9171 or +1 346 248 7799 (*6 mute/unmute, *9 raise hand)*

Webinar ID: 873 4838 4191

TO SPEAK DURING PUBLIC COMMENT PORTIONS OF THE AGENDA VIA ZOOM, PLEASE JOIN THE MEETING AND USE THE RAISE HAND FEATURE WHEN THE CHAIR OR ACTING CHAIR CALLS FOR PUBLIC COMMENT ON THE ITEM YOU WISH TO ADDRESS.

1. APPROVAL OF MINUTES

- 1A. [22-451](#) Approve Minutes of June 23, 2022
Attachments: [VFBM 06232022](#)
- 1B. [22-452](#) Approve Minutes of July 21, 2022
Attachments: [VFBM 07212022](#)
- 1C. [22-448](#) Approve minutes of August 11, 2022
Attachments: [Special VFBM 08112022](#)
- 1D. [22-450](#) Approve Minutes of August 18, 2022
Attachments: [Special VFBM 08182022](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [22-443](#) Receive Update from The Idea Cooperative
- 3B. [22-444](#) Receive Oral Update from VFB Special Events Subcommittee
- 3C. [22-445](#) Receive Oral Update from VFB Arts & Culture Subcommittee
- 3D. [22-446](#) Receive Oral Update from Staff Regarding Next Quarterly Downtown Meeting
Attachments: [Att 1. Save the Date Qtr Downtown Merchant Mtg Flyer](#)

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 September 2, 2022.

 Diana Sanchez, Administrative Assistant

NOTICE TO THE PUBLIC

DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *Such documents are also available on the City of Fort Bragg's website at <http://city.fortbragg.com> subject to staff's ability to post the documents before the meeting*

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).



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Text File

File Number: 22-451

Agenda Date: 9/8/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of June 23, 2022



City of Fort Bragg

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Meeting Minutes Special Meetings

Thursday, June 23, 2022

4:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 4:08 PM

ROLL CALL

Present: 7 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi, Debra DeGraw, Barbara Bruce and Megan Caron

Absent: 2 - Tonda Fochs and Jason Hurst

1. APPROVAL OF MINUTES

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was received by Jacob Patterson

3. CONDUCT OF BUSINESS

3A. [22-280](#) Discuss Allocation of Visit Fort Bragg Discretionary Budget For FY 22/23

A discussion was led by both Assistant City Manager Sarah McCormick and Administrative Analyst Cristal Munoz. They presented many of the ideas that the committee had suggested and in the context of the next calendar year. The goal was to help facilitate what events and projects will be priorities for the committee to achieve. This was meant to be an open conversation and to develop a budget for the next meeting.

Public Comment was received from:

Anne Maureen McKeating and Jenny Shattuck

Discussion:

The committee discussed all the ways they could use the discretionary budget for the fiscal year. They discussed allocating funding per quarter, assigning funding for the maintenance of the Holiday decorations and to continue with the shoulder season events like Magic Market and Winter Wonderland. They also discussed having events in the spring that will be on Saturdays so that visitors can participate. They also mentioned having more lights during the holiday season or having them displayed all year long. The committee expressed a desire to have staff find out more information about stringing bistro lights downtown.

3B. [22-279](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative gave a marketing update. He recapped their current promotions what they are working next. He explained that they will now be going into a new contract and will continue using their strategy of growing followers and keeping the promotions that were successful. They will also focus on more storytelling of local community members that will lead into promotions. Summertime is usually a busy time of year he wanted to keep up with engagement and will be sending out a E-newsletter that will highlight the Great Fort Bragg Photo collection. He also described the upcoming events for the next fiscal year and provided analytics about the site visitations.

Public Comment from:

Anne Maureen Mckeating, Jaime Peters and Jenny Shattuck

Discussion: Committee Members discussed and shared the ideas for upcoming stories that the Idea Cooperative can do. The committee also made suggestions to add to things to do on the website like the Borrow-A-Buddy Program from the Mendocino Coast Humane Society. The Sea and Do sweepstakes was discussed and proved to be a good value for the money spent. They also discussed the Blue Economy Symposium and the great success along with the website that was created.

3C. [22-290](#) Discussion and Committee Direction on Frequency and Preferred Date and Time for Regular Visit Fort Bragg (VFB) Committee Meetings

A discussion was led by Administrative Analyst Cristal Munoz on when to select the next date and time of the Visit Fort Bragg Committee. A Doodle Poll was sent out to the committee and had concluded that the most voted time would be the third Thursday at 10am.

Public Comment was received from:

None.

Discussion:

The committee discussed various options and if they would like to meet in person. The committee did not have a quorum and did not make any decisions.

3D. [22-299](#) Receive Report and Provide Direction on Next Quarterly Merchant Meeting

No discussion took place.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 5:24 PM



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Text File

File Number: 22-452

Agenda Date: 9/8/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1B.

Approve Minutes of July 21, 2022



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Meeting Minutes Special Meetings

Thursday, July 21, 2022

3:00 PM

Via Video Conference

Visit Fort Bragg-Special Meeting

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:05 PM

ROLL CALL

Present: 8 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi, Debra DeGraw, Megan Caron, Tonda Fochs and Jason Hurst

Absent: 1 - Barbara Bruce

1. APPROVAL OF MINUTES

1A. [22-351](#) Approve Minutes of May 12, 2022

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [22-330](#) Receive Update From Idea Cooperative

Tom Kavanaugh from The Idea Cooperative gave a presentation on current and upcoming promotions. They will be adding 30-60 second promotional videos on youtube. The visitfortbraggca.com website now has the Blue Economy Symposium videos available for streaming on the website. They will also be starting the Fort Bragg Photo Favorites Contest with a chance to win prizes for participants.

Public Comment: None.

Discussion: There was some discussion from the committee and staff about potential prizes for the Fort Bragg Photo Favorites Contest. It was also suggested that The Idea Cooperative reconnect with the Mendocino Coast Chamber of Commerce located here in Fort Bragg.

3B. [22-337](#) Discussion and Committee Direction on Frequency and Preferred Date and Time for Regular Visit Fort Bragg (VFB) Committee Meetings

A discussion was led by Administrative Analyst Cristal Munoz about preferred dates and times for the Visit Fort Bragg Committee Meetings. Current working sub committee's as well as adding new sub committee's was also discussed.

Public Comment: None.

Discussion: It was decided that the Visit Fort Bragg Committee Meetings will take place on the 2nd Thursday of every month beginning in August.

4. MATTERS FROM COMMITTEE / STAFF

An announcement was made about the welcome reception that will be held prior to the next City Council Meeting on July 25, 2022 for the new Chief of Police, followed by the swearing in at the beginning of the City Council Meeting. Also discussed was the possibility of having downtown events for Labor Day Weekend. It was also mentioned that the Town Hall bathroom renovation is in the works. Lastly, the committee was asked to help find a place for the Marching Lumberjacks from Cal Poly Humboldt to camp on the Sunday before the Labor Day Weekend parade which will be held on Monday September 5, 2022.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 3:56 PM.



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Text File

File Number: 22-448

Agenda Date: 9/8/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1C.

Approve minutes of August 11, 2022



City of Fort Bragg

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Meeting Minutes Special Meetings

Thursday, August 11, 2022

11:00 AM

Via Video Conference

Visit Fort Bragg-Special Meeting

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 11:05 AM

ROLL CALL

Present: 7 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi, Debra DeGraw, Megan Caron and Jason Hurst

Absent: 2 - Barbara Bruce and Tonda Fochs

1. APPROVAL OF MINUTES

1A. [22-385](#) Approve Minutes of June 23, 2022

Postponed due to viewing issues on Legistar Software

1B. [22-404](#) Approve Minutes of July 21, 2022

Postponed due to viewing issues on Legistar Software

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Jacob Patterson

Written Comment: Jamie Peters Connelly

3. CONDUCT OF BUSINESS

3A. [22-386](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh from The Idea Cooperative gave an update on the current marketing campaign for the VisitFortBraggCa.com website. The Great Fort Bragg Photo Favorites Contest will end on August 31, 2022. The July Newsletter went out with The Great Fort Bragg Photo Favorites Contest as the main focus. The Alleyway Art Project website is under construction. The focus will be on the murals around town along with information about the Artist. This website will include a walking mural map. A new Art and Culture Page will be launched this fall.

Public Comment: Jacob Patterson

Discussion: There was discussion about the amount of time that visitors spend on the VFB website pages and the viewing rates. They also discussed the murals that are currently in the process. There was concern about the locks on the Pudding Creek Trestle. It was suggested that it be brought up to the Public Works Committee and /or City Council.

There was a brief discussion about how to improve Restaurant Week and the possibility of involving the Chamber of Commerce.

3B. [22-397](#) Oral Update From Special Event Sub Committee

Committee Member Nancy Bennett gave an update about the plans for the Magic Market for October. They plan to add vendors and expand the area of the event. They would like to include non-profit organizations this year. An estimated budget was presented by Administrative Analyst, Cristal Munoz.

Public Comment: Jacob Patterson

Discussion: There was discussion on how the budget compares to previous budgets for this event. It was noted that the Bistro Lights had been set as a main priority for budget spending. A Special Meeting was scheduled for August 18, 2022 at 11AM to approve the budget. Adding additional subcommittees such as an Arts and Culture Committee were also discussed.

3C. [22-410](#) Discussion and Committee Direction on Frequency and Preferred Date and Time for Regular Visit Fort Bragg (VFB) Committee Meetings

The next regular meeting will be September 8, 2022 at 11AM.

Public Comment: None.

Discussion: After much discussion about the date and times of future meetings the meeting referenced above was agreed on.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 11:51 AM



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Text File

File Number: 22-450

Agenda Date: 9/8/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1D.

Approve Minutes of August 18, 2022



City of Fort Bragg

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Meeting Minutes Special Meetings

Thursday, August 18, 2022

11:00 AM

Via Video Conference

Visit Fort Bragg-Special Meeting

MEETING CALLED TO ORDER

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

ROLL CALL

Present: 8 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi, Debra DeGraw, Barbara Bruce, Megan Caron and Jason Hurst

Absent: 1 - Tonda Fochs

1. CONDUCT OF BUSINESS

[22-414](#)

Receive Report and Provide Direction to Staff Regarding VFB FY 22/23 Budget

The budget for the three shoulder season events were presented. All of the shoulder season events were approved which included the Magic Market, Winter Wonderland, and the Undefined Spring Block Party. There were three options presented for the bistro lighting. The committee decided to go with option one of the bistro lighting options.

Public Comment: Jamie Peters

Discussion: There was much discussion about the options presented for the shoulder season events and the bistro lighting.

2. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 11:35 AM



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Text File

File Number: 22-443

Agenda Date: 9/8/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Update from The Idea Cooperative



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Text File

File Number: 22-444

Agenda Date: 9/8/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3B.

Receive Oral Update from VFB Special Events Subcommittee



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Text File

File Number: 22-445

Agenda Date: 9/8/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3C.

Receive Oral Update from VFB Arts & Culture Subcommittee



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Text File

File Number: 22-446

Agenda Date: 9/8/2022

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3D.

Receive Oral Update from Staff Regarding Next Quarterly Downtown Meeting

Save the Date!!

*The Quarterly
Downtown Community
Meet UP*

**Saturday Morning
October 8th 9am - 11am**

**Come Meet Fellow Merchants,
Businesses and Property Owners!**

**& Learn About Downtown
Revitalization Efforts!**

*Town Hall, 363 N Main Street
Coffee, Tea & Pastries Provided*