



# 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, February 14, 2023

9:30 AM

Via Video Conference

---

### Visit Fort Bragg

#### MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 9:34 AM.

#### ROLL CALL

**Present:** 5 - Tess Albin-Smith, Alison DeGrassi, Jason Hurst, Lia Morsell and Marcia Rafanan

**Absent:** 3 - Debra DeGraw, Jamie Peters-Connolly and Barbara Bruce

#### 1. APPROVAL OF MINUTES

1A. [23-038](#) Approve Minutes of December 8, 2022

A motion was made by Chair Albin-Smith and seconded by Co-Chair Rafanan, that the Minutes be recommended for approval. The Minutes were approved as presented.

1B. [23-039](#) Approve Minutes of January 12, 2023

A motion was made by Chair Albin-Smith and seconded by Co-Chair Rafanan, that the Minutes be recommended for approval. The Minutes were approved as presented.

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

Rose Heart Saner

#### 3. CONDUCT OF BUSINESS

3A. [23-045](#) Receive Update from Idea Cooperative

Tom Kavanaugh of The Idea Cooperative gave a monthly update. On the promotion calendar is The Whale Festival and Restaurant Week that will be happening on the same week in March. Monthly site traffic for visitfortbragg.com has gone down some, but eNewsletter subscribers continue to grow. The shoulder season video reach campaign has had 78% viewed in full results. The whale festival and restaurant week will be promoted in the Sacramento Print Magazine and Online Newsletter for the months of February and March.

Public Comment: None.

Discussion: There was much discussion among committee members and staff about the upcoming items on the promotion calendar. Site traffic may be lower than last year for this same

timeframe because of so much snow this year.

**3B. [23-046](#)** Receive Oral Update from VFB Special Events Subcommittee

Administrative Analyst, Cristal Munoz gave a monthly update on the Visit Fort Bragg Special Events Subcommittee. The subcommittee has partnered up with The Mendocino Coast Chamber of Commerce for the Whale Festival. This year there will be a "Wine Walk" in the Central Business District. About a dozen different wineries will be setting up for wine tasting at various different businesses downtown. The welcome station will be at the Old Rec Gym.

Public Comment: None.

Discussion: There was discussion about who is part of this committee as some of the present committee members are interested in participating in this committee.

**4. MATTERS FROM COMMITTEE / STAFF**

Committee member, Marcia Rafanan shared about the new Arts and Culture Subcommittee. She will be meeting with Vice Mayor Godeke today at 4:30 PM via Zoom for the first time. Committee member Lia Morsell gave kudos to The Idea Cooperative for their amazing graphics presented for the upcoming events.

**ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 10:19 AM.