



City of Fort Bragg

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Meeting Minutes Special Meetings

Thursday, May 12, 2022

4:00 PM

Via Video Conference

Visit Fort Bragg-Special Meeting

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 4:00PM.

ROLL CALL

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

Absent: 4 - Debra DeGraw, Barbara Bruce, Tonda Fochs and Jason Hurst

1. APPROVAL OF MINUTES

1A. [22-225](#) Approve Minutes of February 17, 2022

A motion was made by Morsell-Haye and seconded by DeGrassi that these Committee Minutes be approved. The motion was carried by the following vote:

Aye: 5 - Morsell-Haye, DeGrassi, Albin-Smith, Caron and Bennett.

Absent: 4 - DeGraw, Bruce, Hurst, Fochs.

1B. [22-210](#) Approve Minutes of April 28, 2022

A motion was made by Morsell-Haye and seconded by DeGrassi that these Committee Minutes be approved. The motion was carried by the following vote:

Aye: 5 - Morsell-Haye, DeGrassi, Albin-Smith, Caron and Bennett.

Absent: 4 - DeGraw, Bruce, Hurst, Fochs.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Shelley Green

3. CONDUCT OF BUSINESS

3A. [22-226](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh, from The Idea Cooperative gave an update on Visit Fort Bragg Efforts for the months of February 2022 to April 2022. There was much discussion about how the Winter Visit

Campaign, Restaurant Week and the Blue Economy Symposium have increased visitfortbraggca.com website traffic.

Public Comment: Shelley Green

Discussion: Committee Members were pleased with the amount of increased website traffic to the visitfortbraggca.com website as a result of the various campaigns.

3B. [22-227](#) Receive Update on Blue Economy Marketing From Idea Cooperative

There was an oral update about the upcoming Blue Economy Symposium. It was announced that it will be live streamed at several locations in town as well as on Facebook and on the City's Website.

Public Comment: Shelley Greene

Discussion: The Committee and staff were informed that posters with information about the Blue Economy Symposium were posted from Little River to Cleone on all Public Communication Boards. Postcards were also distributed to every teacher of the Fort Bragg and Mendocino School Districts.

3C. [22-228](#) Provide Direction to Staff Regarding Musician Budget Allocation Fiscal Year 21/22

An update was given regarding the \$500 music budget allocation. Musicians will be paid \$50 for two hours of performance.

Public Comment: None.

Discussion: There was discussion about how the intended use of these funds was for musicians to perform downtown on First Fridays.

3D. [22-229](#) Receive Update on City of Fort Bragg Transient Occupancy Tax (TOT)

A graph depicting the trends of Transient Occupancy Tax collected was presented showing increased dollar amounts for seven of the previous eight months.

Public Comment: None.

Discussion: Committee members noted that Transient Occupancy Tax trends decrease in the winter months, although The Idea Cooperative has been doing an excellent job of attracting tourism to the coast during all seasons.

4. MATTERS FROM COMMITTEE / STAFF

There was discussion about the next Visit Fort Bragg Committee Meeting, it was agreed that the regular Visit Fort Bragg Committee Meeting scheduled for May 26, 2022 be cancelled with the next regular meeting be set for June 23, 2022. It was suggested that a Doodle Poll be done to determine the best date and time be to hold future meetings.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 5:08 PM