



City of Fort Bragg

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Meeting Minutes Special Meetings

Thursday, January 12, 2023

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: 8 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Barbara Bruce, Barbara Bruce, Jason Hurst, Lia Morsell and Marcia Rafanan

Absent: 1 - Jamie Peters-Connolly

1. APPROVAL OF MINUTES

1A. [22-655](#) Approve Minutes of November 10, 2022

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

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [22-652](#) Receive Verbal Update from Idea Cooperative

Tom Kavanaugh, of The Idea Cooperative gave a monthly update. Coming up on the Promotion Calendar is Restaurant Week. It was decided that Restaurant Week will take place from March 19 through March 25, 2023. The Visit Fort Bragg Page site traffic remained steady in 2021 and 2022. The campaigns have driven site traffic up. E-Newsletters have been sent out to email subscribers. The Shoulder Season Video Reach Campaign will be coming out in the next month. The goal this year is to keep a consistent level of engagement on the site.

Public Comment: None.

Discussion: There was discussion about the open rate on E-Newsletters that have been sent out. A few other family friendly places in the city limits were suggested for the family day video. There was much discussion about when Restaurant Week should take place.

3B. [22-656](#) Receive Oral Report on Next Quarterly Merchant Meeting

Administrative Analyst, Cristal Munoz gave an update about the Next Quarterly Merchant Meeting which will take place on Saturday, January 14, 2023 at Town Hall from 9 AM to 11 AM.

There will be an update for the Downtown Merchants about upcoming upgrades to our Downtown area. The next quarterly meeting will be April 15, 2023.

Public Comment: None.

Discussion: All committee members were invited to attend.

3C. [22-657](#) Discussion and Committee Direction on Preferred Date and Time for Regular Visit Fort Bragg (VFB) Committee Meetings

Administrative Analyst, Cristal Munoz proposed several different time options for the preferred date and time for the Regular Visit Fort Bragg Committee Meetings. Ultimately, it was decided that the Regular Visit Fort Bragg Committee Meetings be held the second Tuesday of every month at 9:30 AM. The next regular scheduled meeting will be on Tuesday, February 14, 2023.

Public Comment: None.

Discussion: There was much discussion back and forth about dates and times until all committee members were able to come up to a consensus.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 11:57 AM.