



# City of Fort Bragg

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## Meeting Minutes Special Meetings

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Tuesday, November 14, 2023

9:30 AM

Town Hall, 363 N. Main Street  
and Via Video Conference

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### Visit Fort Bragg Committee

#### MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 9:30 AM

#### ROLL CALL

Staff Present: Administrative Analyst- Cristal Munoz, Administrative Analyst- Diana Sanchez, and Administrative Assistant- Amber Weaver.

**Present:** 6- Tess Albin-Smith, Marcia Rafanan , Debra DeGraw, Lia Morsell, Jamie Peters-Connolly

**Absent:** Jason Hurst, Alison DeGrassi

**NOTE:** Barb Bruce arrived at 9:34AM, Marcia Rafanan left meeting at 10:05 PM

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

#### 1. APPROVAL OF MINUTES

None.

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

None.

#### 3. CONDUCT OF BUSINESS

##### **3A. [23-397](#)** Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh from The Idea Cooperative presented on this item. He described that there was increased traffic to the Magic Market webpage. He also discussed the various marketing strategies such as the QR coded drink coasters which could be scanned and linked to all the local breweries. Kavanaugh reported followers on Instagram increased by 63 and Facebook by 139. Administrative Analyst Cristal Munoz thanked everyone who attended and noted the media interest.

Public Comment: Jenny Shattuck.

Discussion: Peters-Connolly thanked the City for joining the County's Harvest Mendocino to included Magic Market. More discussion on the larger attendance of this year's event and the momentum persist through upcoming projects including the Winter Wonderland Event at the

Guest House, Gift Guide, Restaurant Week, and bringing back Small Business Saturday.

**3B. [23-398](#)** Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz opened the discussion on the decision to make the Winter Wonderland Event as successful as Magic Market by way of pictures with Santa, crafts, music, and encouraged more food vendors to apply.

Public Comment: Jay Rosenquist and Jenny Shattuck

Discussion: The Committee discussed the need for more volunteers and the intent to encourage more traffic at the Guest House Museum in conjunction with Winter Wonderland.

**4. MATTERS FROM COMMITTEE / STAFF**

Chairperson Albin-Smith reported the Whale Run will take place. There was some discussion on which pamphlets should be present at the craft fair. Concerns about the limited budget prompted discussion on where the decorations/ lights should be prioritized in making the streets festive.

Public Comment: Jenny Shattuck and Jacob Patterson

**ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 10:30 AM