



City of Fort Bragg

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

Meeting Minutes Special Meetings

Thursday, November 18, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:15 PM.

ROLL CALL

Present: 7 - Tess Albin-Smith, Nancy Bennett, Nicole Caito-Urbani, Kelly Urbani-Freeland, Barbara Bruce, Megan Caron and Jason Hurst

Absent: 3 - Jessica Morsell-Haye, Alison DeGrassi and Debra DeGraw

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was received from:

Shelly Green

3. CONDUCT OF BUSINESS

3A. [21-596](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative presented marketing update and the current promotional calendar. The objectives and strategies are focused on growing followers and engagement. The latest e-newsletter and followers are very engaged with the content on the various social media platforms. Graphics for the Magic Market and way finding signage were shared. Kavanagh also announced submission of an application for the Visit California Destination Marketing awards called the Poppy Awards.

Discussion:

There was discussion about what data is collected from the visitors to town. Tom stated that they only have information relating to the website. City Manager Tabatha Miller stated that sales tax and Transient Occupancy Tax is another way to track visitors.

Public Comment was received from:

John Kriege and Shelly Green

3B. [21-600](#) Receive Update Regarding 2021 Holiday Gift Guide

Tom Kavanagh presented 2021 Gift Guide.

Posters and table tents are being printed and will be delivered soon. An incentive contest for a free gift from the gift guide if they forward the e-newsletter to a friend.

Discussion:

Discussion regarding events promoted on VFB website. Currently the larger, annual events are website and smaller events are promoted through the city's page and Facebook page. The committee requested more photos of downtown on the social media platforms and they will look for a local photographer that can help assist with this.

Public Comment was received from:

Jacob Patterson

- 3C. [21-601](#)** Receive Update from Special Event Ad-Hoc Committee Regarding Outdoor Market, Santa's Photo Booth, Window Display Contest and Discuss Outstanding Event Logistics

Special Events Subcommittee gave an update on Photos with Santa on December 11th. The Santa role has been confirmed, but are still looking for a second back-up Santa. A tent on Laurel Street will be erected, non-profit vendors will sell hot chocolate and wreaths. Arguelles Photography has committed as the photographer for the event.

Public Comment:

None

Discussion:

Discussion regarding name of the event. Agreement on Downtown Wonderland as it is a more general and more inclusive. Musicians are confirming with Chair Albin-Smith and she is working on the list for the committee. The window decorating contest has 36 storefronts that have accepted to participate and the judges will be Tabatha, Lindy and Bernie.

- 3D. [21-597](#)** Receive Update on City of Fort Bragg Transient Occupancy Tax (TOT)

City Manager Tabatha Miller presented the City of Fort Bragg Bed Tax Revenues.

Public Comment:

None.

Discussion:

For informational purposes only.

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:22 PM