



City of Fort Bragg

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

Meeting Agenda Special Meetings

Tuesday, February 14, 2023

9:30 AM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

PLEASE TAKE NOTICE

Due to state and county health orders and to minimize the spread of COVID-19, Committee Members and staff will be participating in this meeting via video conference. The Governor's executive Orders N-25-20, N-29-20, and N-15-21 suspend certain requirements of the Brown Act and allow the meeting to be held virtually.

The meeting will be live-streamed on the City's website at <https://city.fortbragg.com/> and on Channel 3. Public Comment regarding matters on the agenda may be made by joining the Zoom video conference and using the Raise Hand feature when the Chair calls for public comment. Any written public comments received after agenda publication will be forwarded to the Committee Members as soon as possible after receipt and will be available for inspection at City Hall, 416 N. Franklin Street, Fort Bragg, California, during normal business hours. All comments will become a permanent part of the agenda packet on the day after the meeting or as soon thereafter as possible, except those written comments that are in an unrecognized file type or too large to be uploaded to the City's agenda software application. Public comments may be submitted to Diana Sanchez, dsanchez@fortbragg.com.

ZOOM WEBINAR INVITATION

<https://us06web.zoom.us/j/88536644657>

TO SPEAK DURING PUBLIC COMMENT PORTIONS OF THE AGENDA VIA ZOOM, PLEASE JOIN THE MEETING AND USE THE RAISE HAND FEATURE WHEN THE CHAIR OR ACTING CHAIR CALLS FOR PUBLIC COMMENT ON THE ITEM YOU WISH TO ADDRESS.

1. APPROVAL OF MINUTES

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

Attachments: [VFBM 12082022](#)

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

Attachments: [VFBM 01122023](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

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

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

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

STATE OF CALIFORNIA)
)ss.
COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on February 10, 2023.

Cristal Munoz, Administrative Analyst

NOTICE TO THE PUBLIC

DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *Such documents are also available on the City of Fort Bragg’s website at <http://city.fortbragg.com> subject to staff’s ability to post the documents before the meeting*

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).



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Text File

File Number: 23-038

Agenda Date: 2/14/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 1A.

Approve Minutes of December 8, 2022



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Meeting Minutes Special Meetings

Thursday, December 8, 2022

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: 5 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi and Jason Hurst

Absent: 3 - Debra DeGraw, Barbara Bruce and Tonda Fochs

1. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

2. CONDUCT OF BUSINESS

2C. [22-605](#) Receive Report and Consider Appointing New Visit Fort Bragg Committee Members

Chair Albin-Smith requested to move item 2C. to be the first item on Conduct of Business. Administrative Analyst, Cristal Munoz announced that there are three members of the Visit Fort Bragg Committee terming out and that they will be appointing new committee members today. The three members who are terming out are Nancy Bennett, Barb Bruce and Megan Caron. Their last day will be December 31, 2022. Nancy and Megan will not be reapplying. Barb Bruce has reapplied. There are three new applicants, Jamie Peters-Connolly, Efstathios Pappas and Lia Morsell. Each new applicant was given the opportunity to summarize why they want to be a part of the Visit Fort Bragg Committee. Reapplying candidate, Barb Bruce was not able to attend, however Cristal gave some highlights on why it would be wise to reelect Barb Bruce to the committee. Committee member, Nancy Bennett nominated Barb Bruce, Lia Morsell and Jamie Peters. Committee Member Jason Hurst seconded the motion.

The motion passed by a unanimous vote from all present committee members.

Public Comment: None.

Discussion: There were questions from current committee members for the new applicants as to what they would bring to this committee. There was discussion as to who should be appointed. Ultimately the above mentioned new Committee Members were nominated.

2A. [22-603](#) Receive Update from Idea Cooperative

Tom Kavanaugh, of The Idea Cooperative gave a monthly update on the current promotion calendar. The Gift Guide Campaign is going strong. Coming up will be the Winter Visit

Campaign. Tom went over site analytics, monthly site traffic is starting to climb. Tom shared a video of a family's day in Fort Bragg that will be a part of the shoulder season video reach campaign on digital TV.

Public Comment: Jamie Peters-Connolly, Estathios Pappas

Discussion: There was discussion among committee members and Tom about how the shoulder season video reach campaign's success rate would be measured. Also discussed were what platforms these videos will be running on.

2B. [22-604](#) Receive Oral Update from VFB Special Events Subcommittee

Administration Analyst, Cristal Munoz gave a monthly update. Cristal gave a brief summary of the success of the Winter Wonderland Event. There were photos with Santa at the Guest House Museum. There were also non-profit vendors at Town Hall which included musicians, food, and crafts for kids.

Public Comment: Lia Morsell, Jamie Peters-Connolly

Discussion: There was discussion about how great the Winter Wonderland Event had turned out. It was mentioned that the live music really livened up the event. The committee agreed that they would like to see this event continue to happen in the future.

3. MATTERS FROM COMMITTEE / STAFF

Administrative Analyst, Cristal Munoz announce that the next quarterly merchant meeting will be on January 14, 2023 from 9am to 11am at Town Hall. Cristal invited all committee members to attend. Sarah McCormick gave a special thanks to our outgoing Vice Mayor and Visit Fort Bragg Co-Chair, Jessica Morsell-Haye. Jessica thanked outgoing committee member Nancy Bennett and Megan Caron.

ADJOURNMENT

Co-Chair Morsell-Haye adjourned the meeting at 12:04 PM.



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Text File

File Number: 23-039

Agenda Date: 2/14/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 1B.

Approve Minutes of January 12, 2023



City of Fort Bragg

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Phone: (707) 961-2823
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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: 6 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Barbara Bruce, Jason Hurst and Marcia Rafanan

Absent: 3 - Tonda Fochs, Lia Morsell and 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.



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File Number: 23-045

Agenda Date: 2/14/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Update from Idea Cooperative



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Text File

File Number: 23-046

Agenda Date: 2/14/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3B.

Receive Oral Update from VFB Special Events Subcommittee