



City of Fort Bragg

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

Meeting Minutes Special Meetings

Tuesday, July 20, 2021

3:00 PM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:01PM.

ROLL CALL

Present: 7 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Alison DeGrassi, Debra DeGraw, Barbara Bruce and Megan Caron

Absent: 2 - Nicole Caito-Urbani and Kelly Urbani-Freeland

1. APPROVAL OF MINUTES

1A. [21-375](#) Approve Minutes of May 18, 2021

These Minutes were approved by a unanimous vote.

1B. [21-377](#) Approve Minutes of June 15, 2021

These Minutes were approved by a unanimous vote.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public comment from Jenny Shattuck was read into the record and public comments were heard from John Kriege and Jacob Patterson.

3. CONDUCT OF BUSINESS

3A. [21-376](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanagh from The Idea Cooperative gave an update on last month's progress with website and past and upcoming promotions. He gave an overview of the website analytics and the changes that are being made to the website to include about information about the statewide drought and the current water warning. For the next couple of months they are going to focus on growing the social media following. A monthly e-newsletter will be created and be distributed soon.

Discussion:

There was much discussion about the next campaign. The all women fishing vessel Princess and restaurant are not in the city limits but are in such a close proximity that they can be marketed. It was also suggested to highlight Redwood Ave too. A banner will be added to the website to alert visitors of the drought conditions that the city is in.

3B. [21-372](#) Update on the Great Fort Bragg Photo Collection

Tom Kavanagh from The Idea Cooperative gave an update on The Photo Collection campaign and announced the winners. These images will be made into post cards and displayed at Town Hall and various kiosks in town. The Photo Collection campaign will continue cause of its great success

Discussion:

There was much discussion about having these post cards available for local shops to sell. They will be given out to the businesses and they can decide to sell in their shops or gift them.

3C. [21-371](#) Oral Updates from City Staff

City Manager Tabatha Miller gave an oral update on the current drought conditions. The City is in a Stage 2 Water Warning and will be moving to Stage 3 if these conditions worsen. She introduced an idea that Mayor Norvell suggested to have a Artist in Residence at Town Hall. The Special Events committee can look into hosting an artist or other suggestions.

3D. [21-373](#) City of Fort Bragg Transient Occupancy Tax (TOT) Update

City Manager Tabatha Miller gave an oral report for information purposes regarding the City of Fort Bragg Bed Tax Revenues

Public Comment:

*None

Discussion:

This was just for informational purposes only.

4. MATTERS FROM COMMITTEE / STAFF

* Debra DeGraw made a comment that LED bistro lights would be a good way to attract more attention to the other downtown streets and away from Main Street.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:02 PM.