



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, March 14, 2023

9:30 AM Town Hall, 363 N. Main Street and Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 9:36 AM.

ROLL CALL

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

Absent: 1 - Jason Hurst

1. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

2. CONDUCT OF BUSINESS

2A. [23-070](#) Receive Update from Idea Cooperative

Tom Kavanaugh of The Idea Cooperative gave a monthly update. Visitfortbragg.com site traffic has increased tremendously from January 2023 to February 2023 and is on trend to be even higher for March. The shoulder season video reach campaign did really well with thousands of views. Melissa Holberton of The Idea Cooperative gave a detailed update about Restaurant Week and Whale Fest happening at the same time this year. There will also be a Wine Walk happening this year in the Downtown Business District. The Google Ad Campaign for Whale Fest got great click rates. A Fort Bragg Whale Festival Ad was published on page 3 of the March issue of Sacramento Magazine.

Public Comment: None.

Discussion: There was discussion about how successful Restaurant Week has been in past years. Looking forward they will want to discuss if combining the events was a success and they want to continue to do it this way for future years. There was also discussion about future festivals.

2B. [23-071](#) Receive Oral Update from VFB Special Events Subcommittee

Debra De Graw of the Visit Fort Bragg Special Events subcommittee gave an update about the different activities happening during the Fort Bragg Whale Festival. The VFB Special Events subcommittee will be meeting on March 15, 2023 to discuss and coordinate for the upcoming Whale Festival.

Public Comment: None.

Discussion: There was discussion about street closures downtown for the Downtown Wine Walk.

3. MATTERS FROM COMMITTEE / STAFF

Co-Chair Rafanan mentioned the new Local Art and Culture Sub Committee that she is Co-Chairing along with Vice Mayor Godeke. They would like to plan an event and are looking for support from the Visit Fort Bragg Committee. Committee member Peters-Connolly mentioned several programs in California that the VFB Committee might want to look into. These programs include Indigenous Tourism and Kidifornia.

ADJOURNMENT

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