



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, November 12, 2024

3:18 PM Hall 363 N. Main Fort Bragg CA and VIA Teleconference

VISIT FORT BRAGG

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 4:04 PM

ROLL CALL

Present: Tess Albin-Smith, Marcia Rafanan, Debra DeGraw, Lia Morsell, Cory Epperson, Barb Bruce, Alison DeGrassi, and Roxanne Perkins

Absent: Jamie Peters-Connolly

City Staff: Cristal Munoz and Amber Weaver

Note: Marcia Rafanan joined the meeting at 3:46 PM

1. APPROVAL OF MINUTES

1A. [24-1015](#) Approve Minutes of Visit Fort Bragg Committee October 8, 2024.

These Committee Minutes were approved as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment: Ron White.

3. CONDUCT OF BUSINESS

3A. [24-1007](#) Receive Update from Idea Cooperative

Tom Kavanaugh gave the presentation on behalf of the Idea Cooperative, and discussed promoting the City of Fort Bragg as a great holiday destination by combining the efforts from previous events in order to maintain brand identity and utilize destination marketing techniques.

Public Comment: Jay.

Discussion: None.

3B. [24-1008](#) Receive Oral Update from VFB Special Events Subcommittee

Munoz provided an update on our recent Magic Market event, extending gratitude to the vendors, volunteers, committee members, and attendees for their invaluable support. Their contributions played a key role in making this year's event even bigger than last year's. Vendors

did report sales were down overall, and this is most likely attributed to the economy. Winter Wonderland will be the next big event, including the Silent Auction for decorated trees at Town Hall, the lighted truck parade, musicians, pictures with Santa, and more.

Public Comment: None.

Discussion: None.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:27 PM