



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, November 12, 2024

3:30 PM

Town Hall 363 N. Main Fort Bragg CA and VIA
Teleconference

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.

ZOOM WEBINAR INVITATION

This meeting is being presented in a hybrid format, both in person at Town Hall and via Zoom.

You are invited to a Zoom webinar.

When: Nov 12, 2024 03:30 PM Pacific Time (US and Canada)

Topic: VISIT FORT BRAGG COMMITTEE

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/89183958755>

Or Telephone:

*+1 669 444 9171 (*6 mute/ unmute, *9 raise hand)*

Webinar ID: 891 8395 8755

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. Written public comments may be submitted to Public Information Coordinator Amber Weaver: aweaver@fortbragg.com

1. APPROVAL OF MINUTES

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

Attachments: [VFB MINS 10-08-2024](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS



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Text File

File Number: 24-1015

Agenda Date: 11/12/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of Visit Fort Bragg Committee October 8, 2024.



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Meeting Minutes Special Meetings

Tuesday, October 8, 2024

3:30 PM Town Hall, 363 N. Main St. and Via Video Conference

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:40 PM

ROLL CALL

Present: Tess Albin-Smith, Marcia Rafanan, Debra De Graw, Lia Morsell, Jamie Peters-Connolly, Cory Epperson, Barb Bruce, and Roxanne Perkins

Absent: Allison DeGrassi

City Staff: Captain Thomas O'Neal, Cristal Munoz, and Amber Weaver

1. APPROVAL OF MINUTES

1A. Approve Minutes of Visit Fort Bragg Committee August 13, 2024

These Committee Minutes were approved as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment: None.

3. CONDUCT OF BUSINESS

3A. Receive Presentation on Holiday Lights Static Parade

Captain O'Neal led the discussion on the advantages of hosting a static truck light parade this year. The non-profit that previously organized the event is unable to participate, which means city staff would need to manage it. Due to limited personnel and challenges with the encroachment permit needed to close down Main Street, the City cannot support a large moving parade. Captain proposed the static parade solution to maintain the parade tradition while ensuring the best and safest practices are followed.

Public Comment: None.

Discussion: Captain O'Neal addressed the committee's questions. When inquired about generators for the truck lights, he suggested that local shops might help with extension cords. The committee members expressed a strong preference for the parade option.

3B. Receive Update from Idea Cooperative

Tom Kavanaugh gave the presentation on behalf of the Idea Cooperative, and commented on the next level events including Bike Race, Music Festival, and Showcase events.

Public Comment: None.

Discussion: Discussion involved events in the harbor and traffic control.

3C. Receive Oral Update from VFB Special Events Subcommittee

Munoz led the discussion about the upcoming Magic Market, set for October 26, 2024, from 11 AM to 4 PM. The event will feature six food trucks, 86 vendors, circus performers, corn-hole games, and a variety of costume contests for pets, kids, and more. Albin-Smith suggested hosting a tree decorating contest.

Public Comment: None.

Discussion: None.

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:47 PM



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File Number: 24-1007

Agenda Date: 11/12/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Update from Idea Cooperative

Marketing Campaign Monthly Update

November 12, 2024

FORT BRAGG
NORTH COAST CALIFORNIA 



Promotion Calendar 2024 > 2025

Strategy Update

Integrated Communications Strategy Draft v1

Additions:

New Events

- Bike Race
- Music Event

Hotelier Engagement and Interaction

Visitation-Focused/Hotel Partner Promotions

- Room With A Brew
- Winter Visit
- Whale Fest
- Visit Sustainably

Pop Up Visitor Center

Adjustments:

Strategic Marketing Plan & Promotions Calendar

Merchant Supporting Events

- Holiday Shopping Season, Fort Bragg Food Month

Ongoing Paid Media

Home Page and E-newsletter format

Continue

- Distinctive & Differentiating Place Branding Identity
- Build Follower Value
- Build Site Traffic Value

Promotional Calendar

- Holiday Shopping
- Winter Visit
- Mendo Wine
- Fort Bragg Food Month
- Whale Fest
- Blues Fest
- Visit Sustainably
- Bike Race
- Specials & Deals

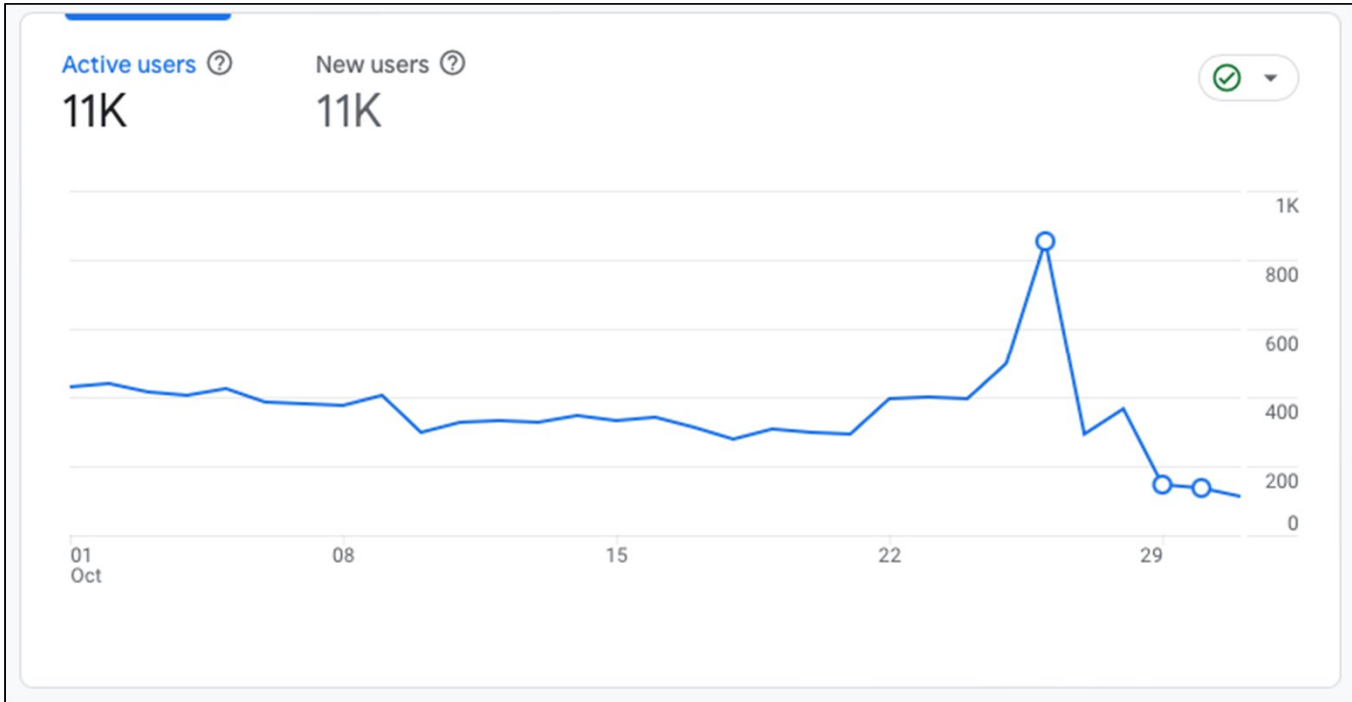
MONTHLY SITE TRAFFIC

Google Analytics

- September 2024 – 8.3 K
- October 2024 – 9.9K

October – 2024 (2023 – 10K)

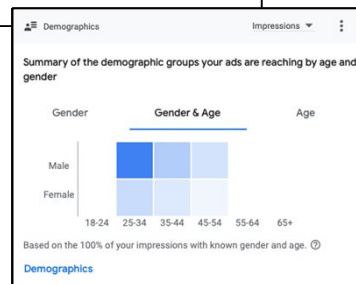
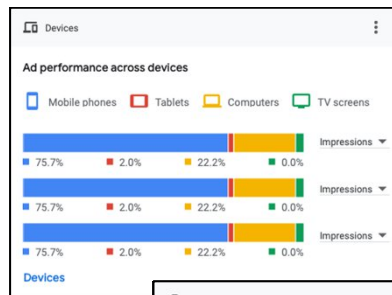
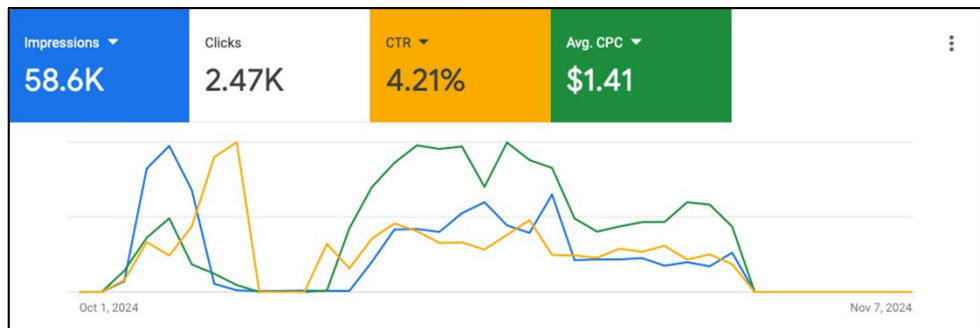
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<input checked="" type="checkbox"/>	3 /room-with-a-brew/	1,600
<input checked="" type="checkbox"/>	4 /events/	1,160
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<input type="checkbox"/>	6 /about-fort-bragg/	510
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<input type="checkbox"/>	10 /plan-your-trip/stay/camping/	367



Room With A Brew

Craft Beer Month Campaign

- **Brewery Specials** – Throughout October
- **Room With A Brew**
- **Oktoberfest** – On October 5
- **Page Views:** 1,600
- **Google Ads:** \$3470, 2,470 clicks
- **Paid Social:** \$183, 265 clicks



Amount	Transaction ID	Date	Ad account
\$183.69	862199910384271-8628820810568775	Oct 31, 2024, 6:20 AM	20133560
Subtotal: \$183.69 Tax: \$0.00	Payment method: Visa - 7928	Reference number: XHNYZGQKZ	Status: Paid

Ad set name	Results	Amount	Ad set ID
Post: "Have a few beers on the house..."	1,038	\$9.59	6588249752994
Totals	1,038 (Impressions)	\$9.59	

Ad set name	Results	Amount	Ad set ID
Instagram Post	22,831	\$174.10	6588249752994
Totals	22,831 (Impressions)	\$174.10	

Boosted Facebook post

Post engagements

Have a few beers on the house 🍺🍻. To celebrate Fort Bragg Craft Beer...

835 Reach

46 Post engagements

\$9.59 Spent of \$200.00

Completed • Oct 22 • Created by Melissa Carey Holberton

Boost again

View results

Boosted Instagram post

Boosted Instagram media

11,648 Reach

265 Link clicks

\$179.96 Spent at \$20.00 per...

October is Craft Beer Month in Fort Bragg. It's also your chance to have a few beers on the house when you book a room at participating hotels. Here's how it works:

- **Book a room at one of the hotels listed below** using the online links and telephone numbers provided. Be sure to mention or use the promo code: **RoomWithA BrewMonth**. The only restrictions are you must book in the month of October for a stay no later than November 5, 2024.
- **All check-ins, you'll receive two vouchers for two beers** valid at any of the five incredible craft breweries located in downtown Fort Bragg. Vouchers must be redeemed no later than November 5, 2024.

PARTICIPATING HOTELS

To be eligible, be sure to use the Book A Brew links or phone numbers below and mention the promotion or use the promo code: **RoomWithA BrewMonth**. You must book in the month of October for a stay no later than November 5, 2024.

Hotel Name	Phone	Book Now - Weekdays	Book Now - Weekends
The Beachcomber Motel	Call: 707-944-9102	BOOK NOW - WEEKDAYS	BOOK NOW - WEEKENDS
Noyo Harbor Inn	Call: 707-944-9102	BOOK NOW - WEEKDAYS	BOOK A ROOM
Surf & Sand Lodge	Call: 707-944-9102	BOOK NOW - WEEKDAYS	BOOK NOW - WEEKENDS
The Beach House Inn	Call: 707-944-9102	BOOK NOW - WEEKDAYS	BOOK NOW - WEEKENDS
Harbor Light Lodge	Call: 707-944-9102	BOOK NOW - WEEKDAYS	BOOK NOW - WEEKENDS
Emerald Dolphin Inn & Motel	Call: 707-944-9102	BOOK NOW - WEEKDAYS	BOOK A ROOM

FORT BRAGG CRAFT BEER MONTH

SEPTEMBER EMAIL

- 6,895 Sends
- 3,261 Total Opens
- 440 Total Clicks
- 32% Opens
- 3.4% Click Rate

Top links clicked

https://visitfortbraggca.com/plan-your-trip/stay/hotels/	97 (22.0%)
https://visitfortbraggca.com/room-with-a-brew/	95 (21.6%)
https://visitfortbraggca.com/festival-of-lights/	55 (12.5%)
https://www.instagram.com/overtimebrewing	29 (6.6%)
https://visitfortbraggca.com/fort-braggs-magic-market/	26 (5.9%)
https://visitfortbraggca.com/plan-your-trip/play/shopping/	25 (5.7%)
https://visitfortbraggca.com/plan-your-trip/eat-drink/eat/	24 (5.5%)
https://www.facebook.com/fortbraggca/	22 (5.0%)
https://visitfortbraggca.com	22 (5.0%)
https://visitfortbraggca.com/plan-your-trip/play/hike/	21 (4.8%)
https://visitfortbraggca.com/events/fort-bragg-beer/	18 (4.1%)

FORT BRAGG


NORTH COAST CALIFORNIA

Newsletter

View this email in your browser

FORT BRAGG
THE CITY OF FORT BRAGG PRESENTS

ROOM WITH A BREW





Have a few beers on the house when you book a room at participating hotels.


To celebrate Fort Bragg Craft Beer Month, several local hotels have a special offer. Book a room during Craft Beer Month (ends October 31) and get special discounts along with two beers at local breweries.

LEARN MORE & BOOK A ROOM

MEET THE BREWERIES


 As the name suggests, Overtime started as a passion project from a handful of beer lovers who started brewing after work at their day jobs.

 North Coast Brewing was doing small, local craft brews before small local craft brews got so big.

 The taproom at Tall Guy has an open, easy, comfy feel, with delicious food available from local food trucks and restaurants.

UPCOMING LOCAL EVENTS

October 24, Beer Month Ends 01



Magic Market
Saturday, October 26 - 11 AM to 4 PM
Fort Bragg's favorite fall festival returns. Come celebrate Halloween and all things magical in Downtown Fort Bragg. Parts of Laurel and Franklin Street will be closed to traffic and open to local vendor booths and fall festivities.

EXPLORE

Mendocino Coast Botanical Gardens' Festival of Lights
Each Friday, Saturday, and Sunday November 24 – December 17 from 5PM – 7PM
The 13th annual Festival of Lights will happen rain or shine every Friday, Saturday, and Sunday from November 24 through December 17 at the Mendocino Coast Botanical Gardens. The doors open at 5PM and last entry is at 7PM.

EXPLORE

EAT & DRINK

HOTELS

SHOP

HIKES

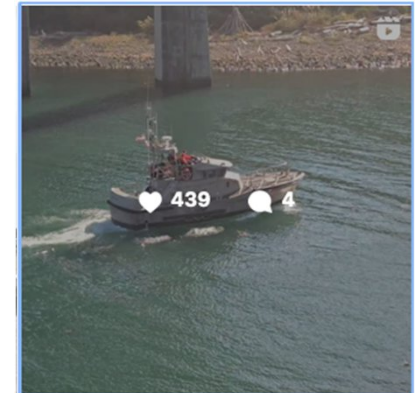
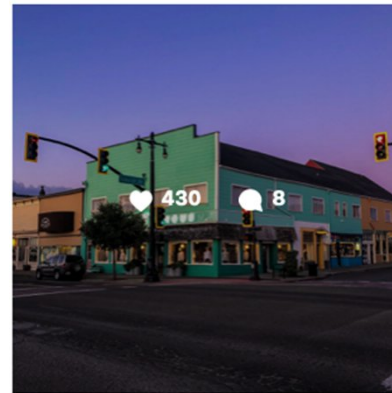
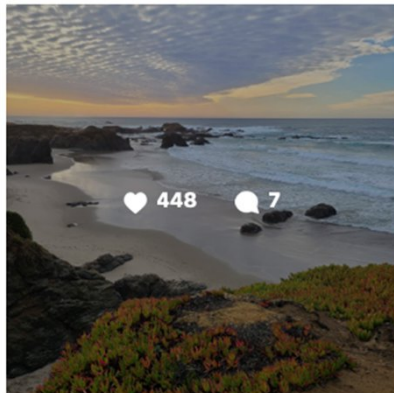
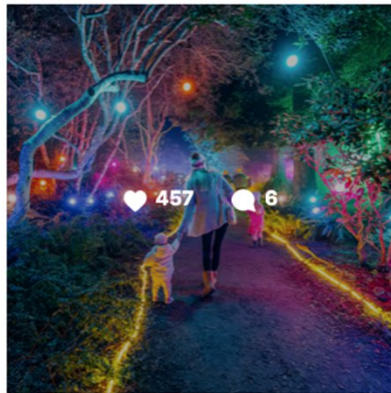
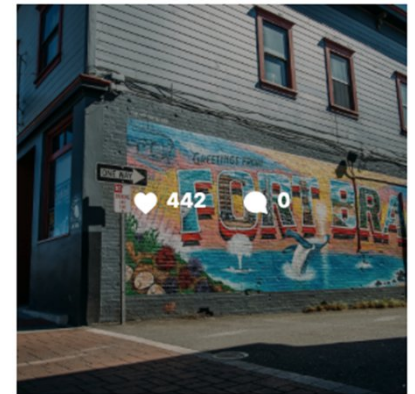
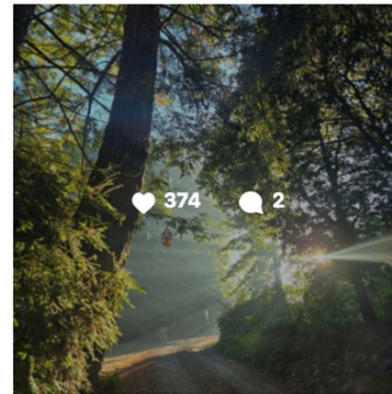
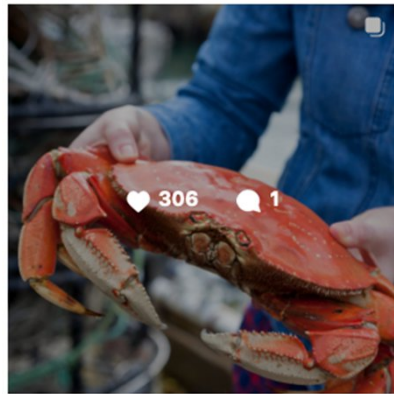
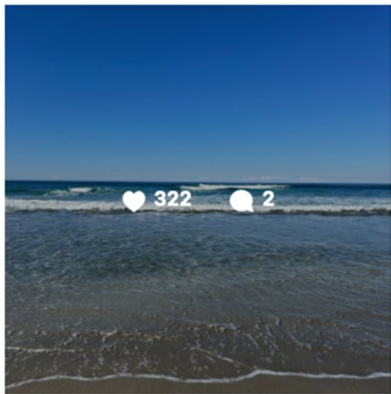
FORWARD TO A FRIEND

If you have a friend looking for a fun getaway, forward this email so they can see all the happening events taking place in Fort Bragg this summer.

FORWARD TO A FRIEND

Top Posts

Organic Social – October



October

- Welcome Center
- Submit Event Form
- Epperson Music Calendar
- Lodging Outreach and Mixer




Cyan Art Studio

Cyanotype prints, workshops, classes and open studios

Add the deep, calming blue of cyanotype prints to your home decor with a wide array of beautiful cyanotype prints in various sizes made by hand.

Or send photos of your special memories, from a wedding or special occasion, or everyday images from your smart phone – Cyan will print them for you.



FORT BRAGG

NORTH COAST CALIFORNIA

Miscellaneous




Sea to Table: An Exclusive Evening with Noyo Harbor's Fishermen

Sunday, November 17, 2024
Noyo Harbor Inn

Join us for the inaugural Noyo Harbor Sea to Table dinner, an exclusive event at Noyo Harbor Inn. This special evening offers rare, intimate access to three of our local fishermen and is a unique opportunity to hear firsthand from those who know the ocean best. Your evening will start with urchin diver Grant Downie, who will crack live sea urchins as you sip your cocktail. Try a unique "uni shooter" as you talk with Grant about the fascinating world of urchin diving and the challenges of harvesting in today's ocean climate.


For the main course, Captain Dan Platt, a seasoned fisherman of Noyo Harbor, will share stories of his life at sea and the dedication required to bring the freshest fish to your plate.

Also joining us will be Noyo Harbor District's Harbormaster Anna Neumann with a unique perspective on the state of today's fisheries and marinas.

This unforgettable evening will benefit the Noyo Harbor District and its mission of supporting and maintaining a viable and sustainable fishing community.

Call Noyo Harbor Inn at 707-961-8000 to make reservations. Tickets are \$100 + gratuity and tax.





Visit Fort Bragg Website Event Listing

Help us keep the Event Directory on the VisitFortBragg.com website up to date and accurate.

- If you want your event listed on VisitFortBraggCA.com please fill out the form below.
- If your event is already listed, please check your page and submit any changes.
- Please note that only photography found on your website or social media will be used, unless provided with additional images. If you do have additional images, click the appropriate box below under Photography.)

Check one:

Please add my event listing

Please change my event listing

Name *

First Last


Email *


Phone

(201) 555-0123

Event Name

Date of Event





Help us fill your rooms.

Join Us at the Botanical Gardens Thursday, October 24 - 5:30 PM

The City of Fort Bragg is pleased to invite you, our valuable lodging partners, to a meet-and-greet with members of city government, the Visit Fort Bragg Committee and our destination marketing partners, The Idea Cooperative.

It's a chance for the Fort Bragg communications team to show the work being done to promote tourism. But, just as important, it's a way for you to tell us what works best for you and your hotel.

Mendocino Botanical Gardens has generously offered Rhody's Garden Cafe and drinks, hors D'oeuvres and more will be served.

Don't miss this unique opportunity to help make the Visit Fort campaign, with tens of thousands of loyal fans and followers, work hard to fill rooms in your hotel.

Please RSVP to Cristal Munoz at c.munoz@fortbragg.com by October 23, 2024. Or call 707-961-2823, ext. 103.

We look forward to seeing you next Thursday, October 24 at the Botanical Gardens.

VISIT FORT BRAGG WEBSITE

FORT BRAGG

NORTH COAST CALIFORNIA

Stay Connected To The Campaign

The Visit Fort Bragg Committee oversees the destination marketing effort for the city and meets every month, with the public welcome to attend and comment. We encourage you to come to a meeting in person or on Zoom to see for yourself the range of work that is being done to promote the city and increase tourism.

There are several ways to get involved and stay informed:

- Follow Visit Fort Bragg on social media @visitfortbragg.
- Get the Visit Fort Bragg Monthly E-newsletter.
- Attend the Visit Fort Bragg monthly meetings.
- Reach out directly to city staff:
 - Isaac Whippy - City Manager/Finance Director
 - Cristal Muñoz - Administrative Analyst

Questions?



Comments?



City of Fort Bragg

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Text File

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Agenda Date: 11/12/2024

Version: 1

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File Type: Staff Report

Agenda Number: 3B.

Receive Oral Update from VFB Special Events Subcommittee