



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, June 11, 2024

3:30 PM Town Hall, 363 N. Main Street Fort Bragg, Via Video
Conference, and 3271 Via Del Sueno, Atascadero, CA 93422

VISIT FORT BRAGG

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:31 PM

ROLL CALL

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

Absent: Barbara Bruce, Allison DeGrassi.

1. APPROVAL OF MINUTES

1A. Approve Minutes of April 16, 2024

The minutes were approved by the committee as presented

1B. Approve Minutes of May 14, 2024

The minutes were approved by the committee as presented

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comments were made by Ron White and Jay Rosenquist.

3. CONDUCT OF BUSINESS

3A. Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh of the Idea Cooperative presented the monthly update on the patterns of site traffic. Kavanaugh noted that Google awarded the website a Search Impact Award for the increased views. The Little River Airport promotion is also in progress.

Public Comment: Jay Rosenquist.

Discussion: There was discussion on the future event of breweries joining together to kick off Oktoberfest. Tiktok was discussed as a potential future endeavor for the next fiscal year after the City can verify the stability and compatibility of the platform with the Committee's goals. City Manager Isaac Whippy also acknowledged the City has realized the importance of supporting promotional events and the importance of TOT to our local economy.

3B. Receive Update on City's Blue Economy Initiatives

Sarah McCormick presented the update on the City's Blue Economy Initiative and introduced Jami Miller, who is a Sea Grant Fellow the City has for two years to work on the Aquaculture Feasibility Study. Miller explained the species studied and the importance of gathering this data for analysis. Pacific Oysters, Red Abalone, Bull Kelp, Purple Sea Urchins, and Seaweed, will be studied for one year as one of many components in this plan. McCormick also reminded the group that there is a Noyo Harbor Walk on Father's Day.

Public Comment: None.

Discussion: Discussion involved the evolution of the project and the importance of gathering and developing a baseline of data.

3C. Receive Oral Update From VFB Special Events Subcommittee

Cristal Munoz presented the update from the VFB Special Events Subcommittee regarding the Mendocino Film Festival.

Public Comment: Mikayla Raudio and Jay Rosenquist.

Discussion: There were several members of the committee who volunteered at the Mendocino Film Festival who commented on the great turnout of patrons locally and from out of town. Coast Cinema is for sale and there was some discussion on how this would be a great opportunity for someone. First Friday was noted as well attended and the chalk art and dancing provided a strong visual and energy which drew more participants. The committee will begin planning shoulder season events.

4. MATTERS FROM COMMITTEE / STAFF

Debra DeGraw announced that she has accepted the volunteer position of Film Commissioner for the County. Visit California also will be present this week to promote some local businesses. The money allotted to Visit Fort Bragg is \$25,000 and there was some discussion involving the necessity of spending this money very wisely. It was also announced that the street lights have been ordered and are coming soon.

ADJOURNMENT

NOTE: Rafanan left the meeting at 4:35 PM

Chair Albin-Smith adjourned the meeting at 5:05 PM