



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, 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

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: Jun 11, 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/84283975872>

Or Telephone:

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

Webinar ID: 842 8397 5872

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: aweaver@fortbragg.com

1. APPROVAL OF MINUTES

1A. [24-767](#) Approve Minutes of April 16, 2024

Attachments: [VFB MINS 04-16-2024](#)

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).



City of Fort Bragg

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Text File

File Number: 24-767

Agenda Date: 6/11/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Minutes

Agenda Number: 1A.

Approve Minutes of April 16, 2024



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Meeting Minutes Special Meetings

Tuesday, April 16, 2024

3:30 PM

Town Hall, 363 N.Main Street and Via Video
Conference

VISIT FORT BRAGG

MEETING CALLED TO ORDER

Councilmember Albin-Smith called the meeting to order at 3:37 PM

ROLL CALL

Present (In person): -3 Cory Epperson, Roxanne Perkins, Debra DeGraw
Present (Webinar): -2 Tess Albin-Smith, Alison DeGrassi
Absent: -3 Marcia Rafanan, Barb Bruce, Lia Morsell

Staff Present: Administrative Analyst- Cristal Munoz, Administrative Assistant- Amber Weaver

Roll call was not taken due to the absence of an in-person quorum

1. PUBLIC COMMENTS ON NON-AGENDA ITEMS

2. CONDUCT OF BUSINESS

2A. Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh of The Idea Cooperative gave a monthly update. It was noted that these presentations are added to the agenda packet and website following the meeting so the committee members and the public can have access to the data contained therein.

Public Comment: None.

Discussion: Kavanaugh informed the Committee that he was currently working with the City Manager to improve hotel outreach and maximize search engine optimization. DeGraw asked if the committee may have access to the Transient Occupancy Tax numbers.

2B. Receive Oral Update From VFB Special Events Subcommittee

Cristal Munoz and Tess Albin-Smith presented updates from the VFB subcommittee.

Public Comment: None.

Discussion: Discussion ensued as committee members discussed the pros and cons of streamlining the musical acts into one designated area to control sound and quality, versus splitting the musical acts up in order to bring traffic to multiple sites and businesses. Cory Epperson suggested providing a dance area.

2C. Receive Oral Update on Bistro Lighting

Administrative Analyst Cristal Munoz presented information on upgrading bistro lighting in order

to highlight more streets with businesses.

Public Comment: None.

Discussion: Several potential locations were discussed, but no formal decision was made pending further analysis of electrical sources and performance considerations.

ADJOURNMENT

Councilmember Albin-Smith adjourned the meeting at 5:00 PM



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Text File

File Number: 24-799

Agenda Date: 6/11/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Minutes

Agenda Number: 1B.

Approve Minutes of May 14, 2024



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, May 14, 2024

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

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

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

ROLL CALL

Present: -4 Cory Epperson, Roxanne Perkins, Tess Albin-Smith, Marcia Rafanan

Staff Present: Administrative Analyst- Cristal Munoz, Administrative Assistant- Amber Weaver

Roll call was not taken due to the absence of an in-person quorum

1. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was made by Ron White.

2. CONDUCT OF BUSINESS

2A. Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanuagh from the Idea Cooperative delivered the presentation and noted site traffic spikes in conjunction with campaigns. Subscribers are currently up 15% and there is an increase in Instagram followers. Upcoming event is the Mendocino Film Festival. More emphasis is being placed on hotels and lodging.

Public Comment: None.

Discussion: Remarks were made regarding the campaign to involve Little River Airport with the Committee. The importance of volunteers and how to recruit them was also discussed and a recommendation was made to clarify time commitment as a way to encourage participation. The importance of the Committee being clear about offering free advertising to business owners was discussed.

2B. Receive Oral Update from the VFB Special Events Subcommittee

Cristal Munoz presented the Oral Update from the Visit Fort Bragg subcommittee. First Friday will be held on June 7, 2024 from 4-8 pm on Laurel Street with shopping, arts and crafts, live music, and food.

Restaurants and shops have been encouraged to stay open late. Volunteers are still needed. Munoz also reminded everyone of upcoming events including Paul Bunyan Days, Kelp Festival, and fireworks display.

Public Comment: None.

Discussion: Albin-Smith suggested a chalk art contest or some other new activity.

3. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting to order at 4:10 PM



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Text File

File Number: 24-813

Agenda Date: 6/11/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Marketing Campaign Monthly Update

June 11, 2024



Promotion Calendar

2023 > 2024

July > August

- The Great Fort Bragg Photo Collection - Beaches

August

- Shop Downtown
- Fall Events

September

- Wrap Beach Bragg
- Mural Walk
- Launch Fort Bragg Beer

October

- Fort Bragg Beer
- Visitor Profiles
- Magic Market

November > December

Objective – Holiday Merchant Support

- Winter Events
- **Gift Guide**

January 2024

- Objective – Merchant Support/Shoulder Season Visitation
- **Restaurant Week**

February > March

- Objective – Merchant Support/Shoulder Season Visitation
- **Whale Fest +**

April

- **Fort Bragg Mountain Biking**
- **Summer Season Events**
- **Google SEO Boost**

May

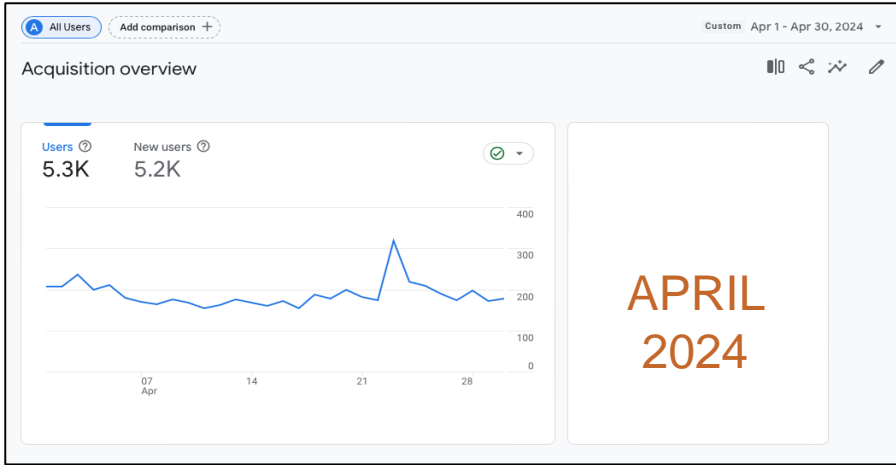
- **Community Engagement**
- **Mendocino Film Festival**
- **Kelp Fest**

June

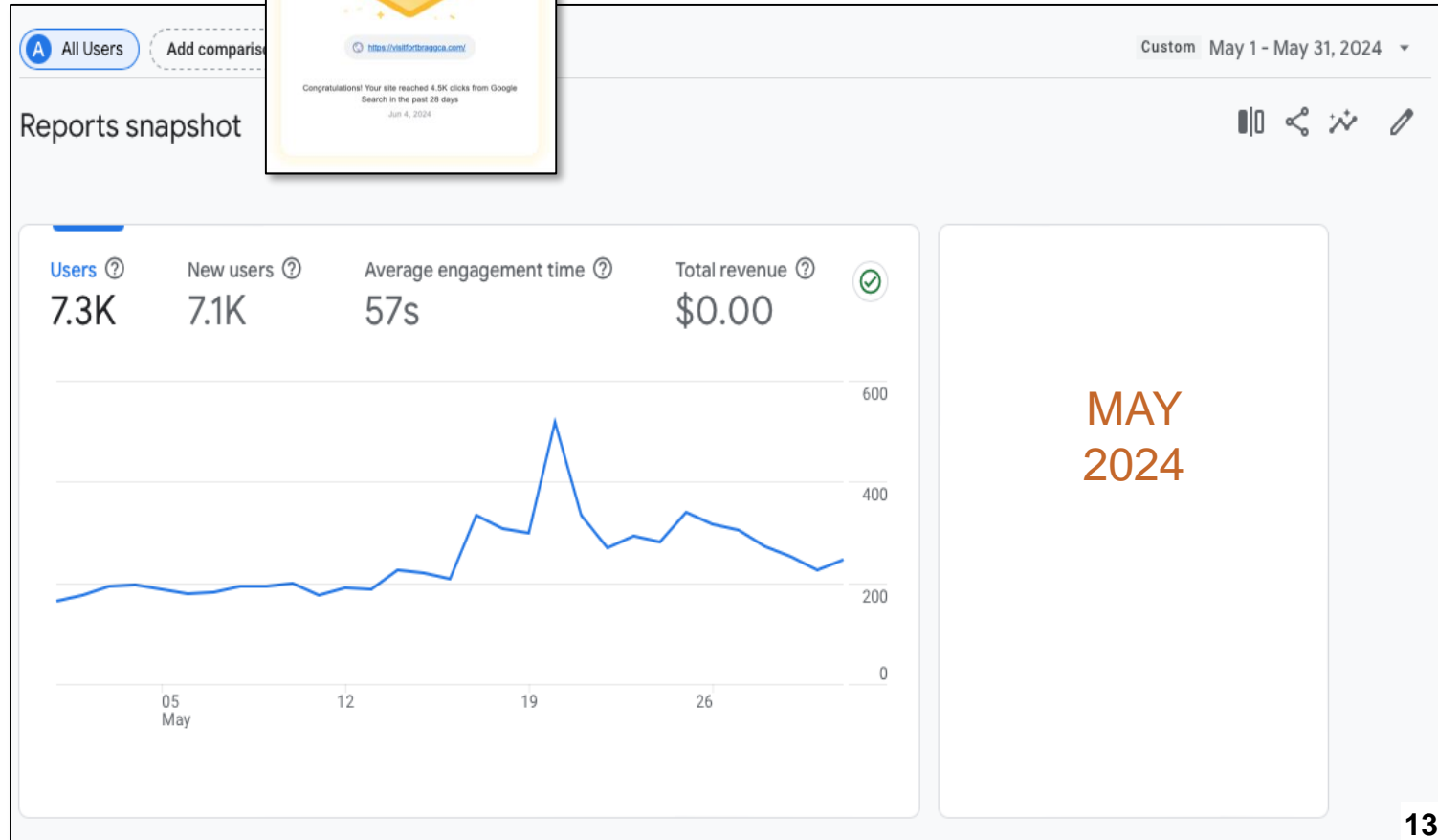
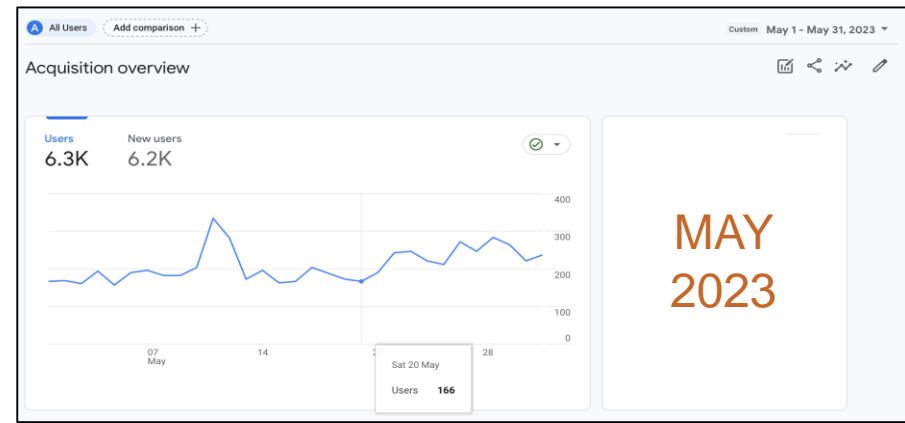
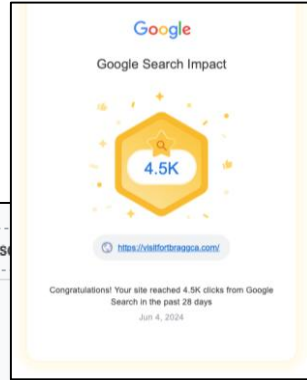
- **Hotel Outreach**
- **Visit CA Roadmap**
- **City Manager Update**

VisitFortBraggCa.com

MONTHLY SITE TRAFFIC
Google Analytics



Page path and screen class	Views	Users	Views per user	Average engagement time	Event count
	22,505 100% of total	7,346 100% of total	3.06 Avg 0%	57s Avg 0%	67,039 100% of total
1 /events/	2,679	867	3.09	39s	6,653
2 /	2,665	1,868	1.43	17s	9,767
3 /glass-beach/	940	791	1.19	17s	3,350
4 /plan-your-trip/stay/camping/	918	506	1.81	29s	2,942
5 /plan-your-trip/play/coastal-activities/	885	461	1.92	48s	2,694
6 /plan-your-trip/play/shopping/	605	250	2.42	1m 12s	1,678
7 /plan-your-trip/stay/hotels/	586	267	2.19	42s	1,350
8 /fort-bragg-independence-day-fireworks/	548	417	1.31	28s	1,891
9 /events/summer-season-events/	522	262	1.99	30s	1,260
10 /plan-your-trip/eat-drink/eat/	424	164	2.59	1m 12s	924



VisitFortBraggCa.com

YEARLY COMPARISONS

Google Analytics

41.6 K – Sept. 18, 2020* > May 31, 2021

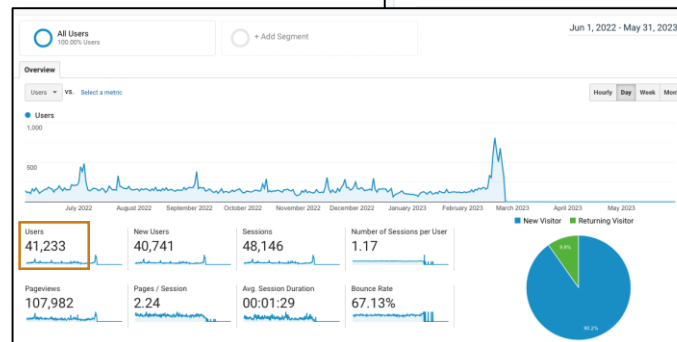
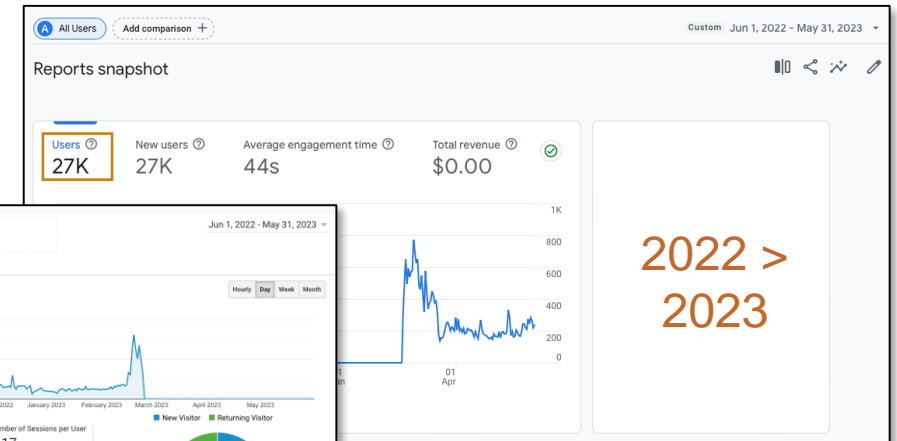
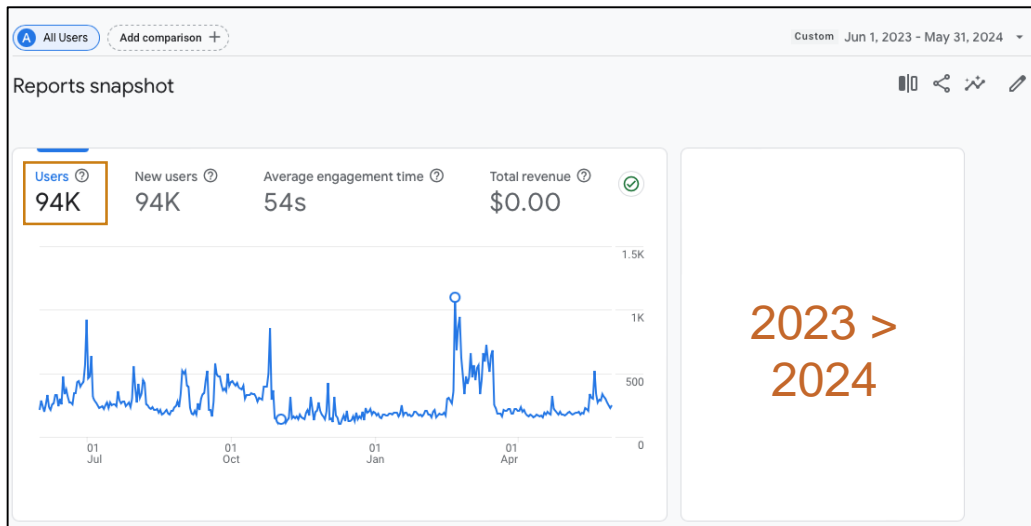
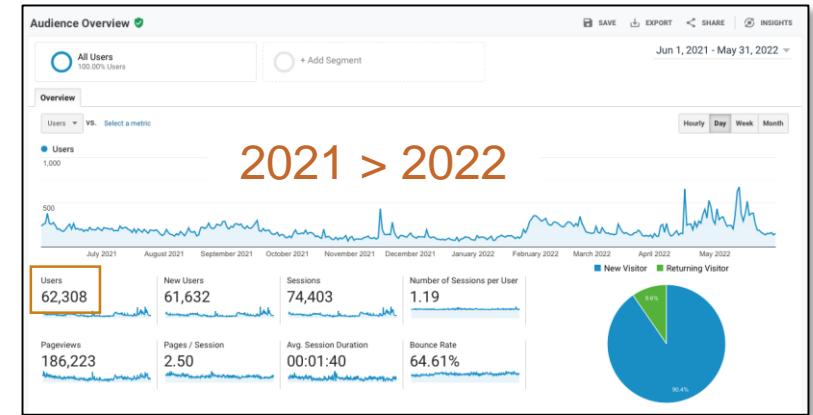
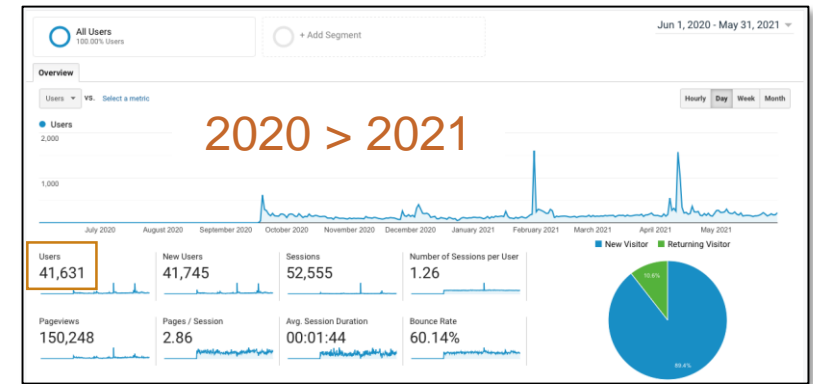
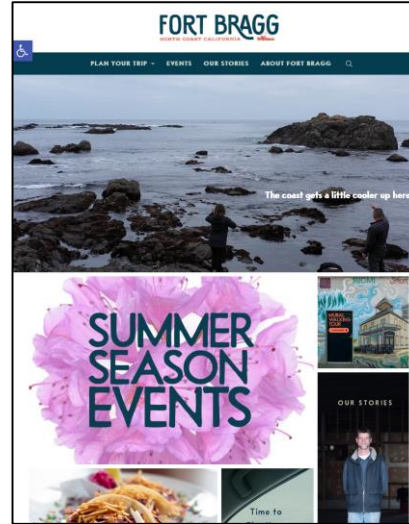
62.3 K – June 1 2021 > May 31, 2022

68.4 – June 1 2022 > May 31, 2023**

94K – June 1, 2023 > May 31, 2024

*GA installed

**Transition to GA4 (27K + 41.2)



Campaigns

MAY EMAIL

- 5,470 Deliveries (+ 1,090)
- 3,379 Total Opens
- 495 Total Clicks
- 35.5% Opens

Links for Celebrating Summer, Kelp, Movies and more | Mailchimp

URL	Total clicks	Unique clicks
https://visitfortbraggca.com/north-coast-kelp-fest/	115 (23.2%)	97 (22.8%)
https://noyocenter.org/live-web-cam	110 (22.2%)	93 (21.8%)
https://visitfortbraggca.com/silver-fusion/	94 (19.0%)	76 (17.8%)
https://visitfortbraggca.com/mendocino-film-festival/	81 (16.4%)	69 (16.2%)
https://visitfortbraggca.com/summer-kick-off/	53 (10.7%)	47 (11.0%)
https://visitfortbraggca.com	21 (4.2%)	21 (4.9%)
https://www.instagram.com/visitfortbraggca/	19 (3.8%)	19 (4.5%)
https://www.facebook.com/fortbraggca/	2 (0.4%)	2 (0.5%)

FORT BRAGG

NORTH COAST CALIFORNIA 



North Coast Kelp Fest

May 18 - June 16
It's not just fun and interesting, but vitally important that we recognize the bull kelp forests so vital to the ecology of our coastline. For one month, in Fort Bragg and Mendocino, you can explore the beauty of this irreplaceable underwater ecosystem and learn about the many efforts to help it recover.

[EXPLORE](#)



Mendocino Film Festival

May 30 - June 2
As if there weren't already enough beautiful scenes around Fort Bragg, Mendocino Film Festival brings a full line-up of thought-provoking, award-winning, and independent films to the area. Visit Fort Bragg is proud to be a Supporting Sponsor of the Mendocino Film Festival and sole Sponsor of the Coast Cinemas.

[EXPLORE](#)



Summer Kick-Off

Friday, June 7 - Downtown Fort Bragg
The First First Friday (not a typo) is a fun way to launch into the Summer Season in Downtown Fort Bragg. The Caspar Kings will be playing from 4 to 8 PM, along with food trucks, art and much more.

[EXPLORE](#)



Our Stories: Silver Canul

A local culinary legend, Silver's rise through the ranks at some of the region's most acclaimed restaurants led him to open Mayan Fusion, where he's created a dining experience that is uniquely his own.

[EXPLORE](#)



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](#)



The Coast Calls

Satisfy your longing for the beauty of the Fort Bragg coast with the Noyo Marine Center's Crow's Nest Live Cam. Ahhhh.

[VIEW](#)

E-Newsletter

SUBSCRIBERS

Total Subscribers:

3,400 – June 2022:

5,413 – June 2023:

6,626 – June 2024

Monitor performance

compared to previous 359 days

 Total sends

77,161

↑ 125%

 100% 77,161

 Open rate

39%

↓ 0.89%

 39%

 Click rate

4.4%


↓ 3.8%

 4.4%

 Unsubscribe rate

0.42%

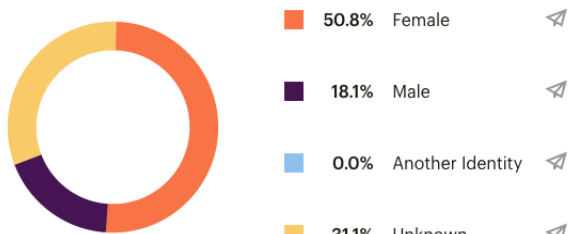
↓ 33%

 0.42%

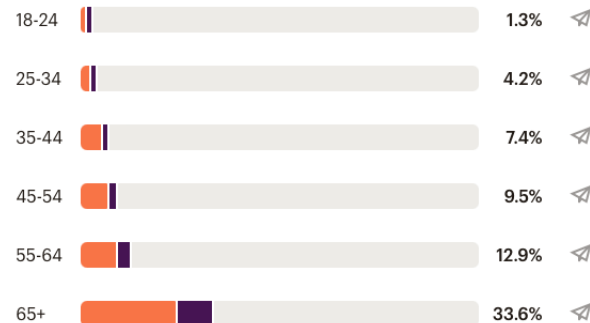
Predicted demographics Paid Feature

Your contacts broken down by their predicted gender and age.

Gender



Age Range



Contacts breakdown

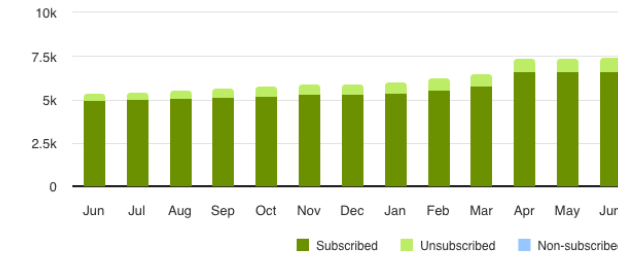
Jun 8, 2023 - Jun 6, 2024

Channel summary Email

Total email subscribers

6,626 ↑ 35% compared to last year

Day Week Month



Status breakdown

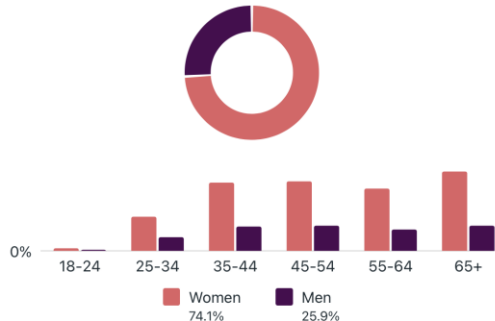
Subscribed	89.1%	6,626
Non-subscribed	0%	0
Unsubscribed	10.9%	810

Organic Social – May

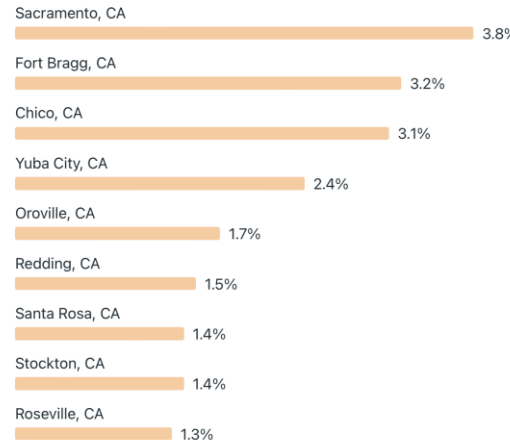
Facebook followers ⓘ

69,653

Age & gender ⓘ



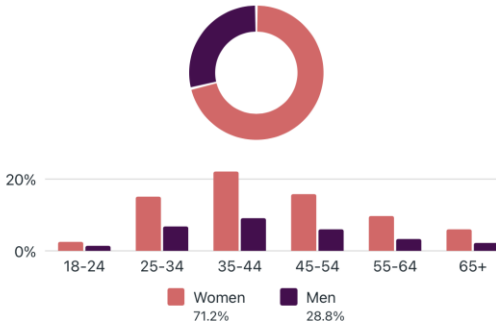
Top cities



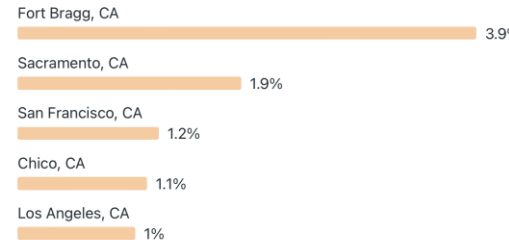
Instagram followers ⓘ

23,768

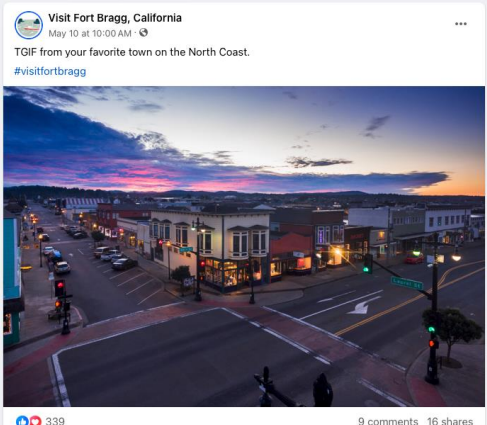
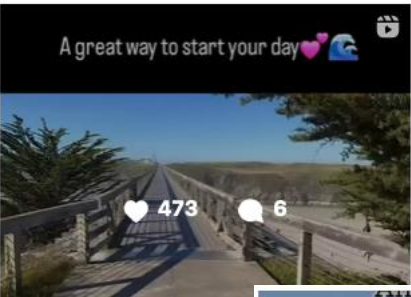
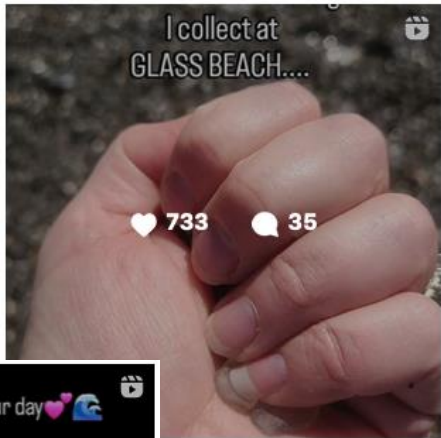
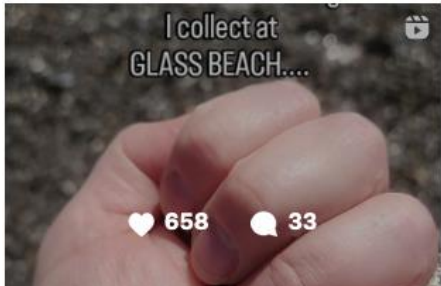
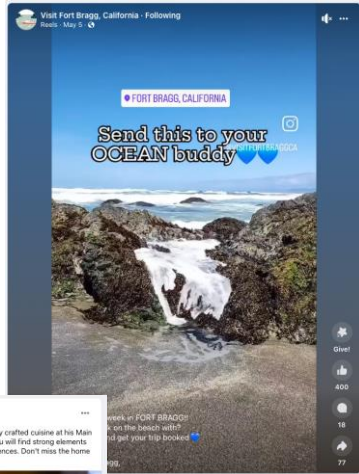
Age & gender ⓘ



Top cities



Top Posts



Active in May/June

- Mendocino Film Festival
- First Friday Summer Kick-Off
- Visit California
 - Fort Bragg Page Revision
 - Content Opportunities (via interests, travel stories, etc.)
 - Resources (research, content calendars, etc.)
- Bike Race Planning
- Fireworks Flyer
- State Fair Rack Cards
- Pop Up Tent



FORT BRAGG
NORTH COAST CALIFORNIA

Independence
DAY 
Fireworks




SATURDAY, JULY 6

PARKING STARTS AT 5 PM.

- Parking is available at the Noyo Headlands Parking Lot, Noyo Beach and Todd's Point Parking Lot.
- Parking at Noyo Headlands lot \$20.
- Vehicles with handicap placards may park in the Pomo Bluffs Park parking area free of charge.

FORT BRAGG



Fly To Fort Bragg Via Little River Airport

Looking to make a quicker, aerial entrance into the Fort Bragg area? Just 15 miles south of town, the Little River airport has a 100 ft. wide, 5,250 ft. long runway with full-length parallel taxiway. See information below about car rental and contact information for the airport. Oh, and be sure to check out the [Little River Airport webcam](#).

The County of Mendocino [has a page](#) with more details.

You can reach out directly to the Onsite Airport Supervisor Norman Fluhrer – 707-367-1137 or fluhrern@mendocinocounty.gov

Air Galore provides car rental service to the airport.

Obar II Door To Door offers taxi service to and from.

LOCATION

FAA Identifier: LLLR

Lat/Long: 39-15-43.4000N 123-45-13.6000W
39-15.723333N 123-45.226667W
39.2620556, -123.7537778 (estimated)


Elevation: 573.8 ft. / 174.9 m (surveyed)

Variation: 15E (2010)

From city: 3 miles SE of LITTLE RIVER, CA



10' x 10' POP UP TENT



Side Half Wall Outside: 118"

Back Full Wall Inside: 82"

Side Half Wall Outside: 40"

Seam: 82"

118"

118"

18

Questions?

Comments?



City of Fort Bragg

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Text File

File Number: 24-814

Agenda Date: 6/11/2024

Version: 1

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File Type: Staff Report

Agenda Number: 3B.

Receive Update on City's Blue Economy Initiatives



City of Fort Bragg

416 N Franklin Street
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Text File

File Number: 24-815

Agenda Date: 6/11/2024

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3C.

Receive Oral Update From VFB Special Events Subcommittee