



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda

Visit Fort Bragg

Tuesday, March 10, 2026

3:30 PM

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

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: Mar 10, 2026 03:30 PM Pacific Time (US and Canada)

Topic: Visit Fort Bragg Committee Meeting

Join from PC, Mac, iPad, or Android:

<https://us06web.zoom.us/j/87484115484>

*And Telephone (*6 mute/unmute, *9 raise hand)*

+1 669 444 9171 US

Webinar ID: 874 8411 5484

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 [Insert name/email address/address here].

1. APPROVAL OF MINUTES

- 1A. [26-70](#) Approve Minutes of Visit Fort Bragg Committee January 13, 2026

Attachments: [VFB MINS 01.13.2026](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [26-116](#) Receive Update from Idea Cooperative



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Text File

File Number: 26-70

Agenda Date: 2/10/2026

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of Visit Fort Bragg Committee January 13, 2026



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Meeting Minutes Visit Fort Bragg

Tuesday, January 13, 2026

3:30 PM

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

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:36 PM.

ROLL CALL

Public Experience Liaison Adelaide La Torre, and Administrative Assistant Stephanie Remington

Present: 5 - Tess Albin-Smith, Lindy Peters, Jon Glidewell, Stathi Pappas and Barbara Bruce

1. APPROVAL OF MINUTES

The minutes were approved by the committee as presented.

1A. [26-579](#) Approve Minutes of Visit Fort Bragg Committee December 9, 2025

Attachments: [VFB MINS 12.09.2025](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Ron White, and Jay Rosenquist.

3. CONDUCT OF BUSINESS

3A. [26-584](#) Receive Report and Consider Appointing New Visit Fort Bragg Committee Members

Attachments: [01132026 Membership Report](#)

[Att 1 - VFB Protocols](#)

[Att 2 - Committee Application - Marc Tagar Redacted](#)

[Att 3 - Committee Application - Mark Zaifman Redacted](#)

[Att 4 - Committee Application - Ryan Ballou Redacted](#)

[Att 5 - Committee Application - Sabine Hahnueck Redacted](#)

[Att 6 - Committee Application - Scott Schneider Redacted](#)

Adelaide La Torre shared Staff Report with VFB protocol and committee vacancies. Committee members interviewed three applicants.

Public Comment: None.

A motion was made by Councilmember Peters to approve appointment of Scott Schneider to the Visit Fort Bragg Committee. Councilmember Albin-Smith

seconded the motion with an amendment to include appointment of Ryan Ballou and Sabine Hahnbueck. The Motion carried my unanimous vote.

3B. [26-580](#) Receive Update from Idea Cooperative

Attachments: [VFB_Update01_13](#)

Melissa Holberton presented report on Idea Cooperative activity. Councilmembers and Committee asked clarifying questions. Blues Fest 2026 tickets go on sale February 1, 2026. The Events Subcommittee will meet this week or next to discuss further plans.

Public Comment: Vance Cook, and Jay Rosenquist

Discussion: Suggestions to improve email reach and online presence/interaction where discussed.

3C. [26-581](#) Receive Update from Visit Mendocino

Jamie Peters-Connolly reported on Visit Mendocino activity. Committee members asked clarifying questions about the reported figures and discussed future events for Visit Mendocino.

Public Comment: None.

Discussion: Committee member Schneider discussed upcoming crab tasting event needs.

3D. [26-582](#) Receive Oral Update from VFB Special Events Subcommittee

Adelaide La Torre reminded new members of the Visit Fort Bragg Committee to join the Events Subcommittee with a meeting to be scheduled in the coming weeks.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

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



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In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3A.

Receive Update from Idea Cooperative



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Text File

File Number: 26-117

Agenda Date: 3/10/2026

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3B.

Receive Update from Visit Mendocino

VISIT MENDOCINO

January 2026 VFB Meeting

VMC Ads via Facebook and Instagram (Combined)

DECEMBER SOCIAL GENERATED

Impressions: 2,602,133

Engagements: 4,384

- 'MAGIC IS REAL' META CAMPAIGN:
12,883 CLICKS / \$0.30 CPC

- 'SEAFOOD AND SIPS' META CAMPAIGN:
18,229 CLICKS / \$0.19 CPC

- 'SPARKLING WINE & OYSTER' META:
5,135 CLICKS / \$0.11 CPC

- 'CRAB FEST' META : 4,592 CLICKS / \$0.09 CPC

MailChimp eBlasts

UPDATED STATS: Seafood & Sips (sent 12/4)

~Included link to Crab Cake Cook-Off

~Included link to Special Lodging Deals

~Included link to Crab Feeds

~Included link to More Events

~Included link to Seafood & Sips brochure on VM.com

27,743 delivered

Open Rate: 7.5% (which is 2,085; total opens 2,846)

Seafood & Sips PDF, S&S Landing page, Lodging and Crab Cake Cook-Off links were top four clicked-on links.

January Events (sent 12/18)

~Included link to lodging deals & specials

~Included link to MendoParks

~Included link to itineraries

~included link to Botanical Gardens events

38,198 delivered

Open rate: 7.9% (which is 3,002; total opens equal 4,010)

Seafood & Sips Reminder (sent 1/6)

~Included link to lodging deals & specials

~Included link to MendoParks

~Included link to itineraries

~included link to Botanical Gardens events

38,285 delivered

Open rate: 7.8% (which is 2,979; total opens equal 3,925)
Crab Cake Cook-Off link was the third most visited.

Events

~Next major event is Crab Cake Cook-Off – Feb 7th. GA is sold out and they have just a few VIP tix left.

~Whale Festival in Fort Bragg is third full weekend as you all know. VMC is starting our digital ad campaign for Whale Fests next week. We're also working on a landing page and are in the process of adding all events, broken out individually, to our online calendar. We will also be producing radio ads for Whale Festivals.

Media

~Today and tomorrow, we have a media guest from Smart Meetings checking venues for executive retreats.

~In a little over a week, we will also have a media guest, through Visit CA, that is from a luxury magazine and will be riding the Presidential Class Car, have dinner at Noyo Harbor Inn and check out the Botanical Gardens.

~For the Crab Cake Cook-Off / we have three Professional Judges attending. One from SF Chronicle, an influencer from LA, and then a writer from the Sacramento area that is still pending.



March 2026 VFB Meeting

VMC Ads via Facebook and Instagram

February Social Media Generated

Meta Whale Festival ad:

~Impressions: 636,546

~Reach: 352,090

~Clicks: 38,071

~Link Clicks: 21,618

Meta Magic is Real campaign:

~1.31M impressions

~38,071 clicks

~12,609 link clicks

Google Magic is Real campaign:

~3.62M impressions

~37,400 clicks

On VMC website, Whale Festival landing page: 24,367 visitors

MailChimp eBlasts

February Events (sent 1/22)

Theme: Cozy, Relaxing, Romantic

~ Included link to Lodging Deals

~Included link to Whiskey & Blues Dinner at NHI

~Included link to Crab Feed at Tall Guy

~Included link to More Events

38,657 delivered

Open Rate: 8.4% (opens 3,233; total opens 4,268)

Whale Fest Overview (sent 2/5)

Theme: Whale Festival

~ Included link to Lodging Deals

~Included link to Mendocino Coast Chamber

~Included link to Whale Festival landing page

~Included link to MendoParks

~Included link to Noyo Center

38,672 delivered

Open Rate: 7.7% (opens 2,962; total opens 4,173)

March Getaway (sent 2/20)

Theme: Getaway

~ Included link to Lodging Deals

~Included link to General Lodging (non-deals)

~Included link to Winemaker Dinner at TIANR

~Included link to All Events

37,907 delivered

Open Rate: 8.6% (opens 3,276; total opens 4,294)

Media

Three media guests for Crab Cake Cook-Off: Noël Burgess, Jess Lander, Melissa Vogt

Coming up: two influencers in April; Int'l group via Visit CA in May and potential influencer in June.

Activities for visiting media include Skunk Train, Botanical Gardens and Whale Watching tour.



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Agenda Number: 3C.

Receive Oral Update from VFB Special Events Subcommittee