



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, August 12, 2025

3:30 PM

Town Hall 363 N Main St.

MEETING CALLED TO ORDER

Councilmember Albin-Smith called the meeting to order at 3:33 PM.

ROLL CALL

City Staff: Administrative Analyst Cristal Munoz, Public Experience Liaison, Adelaide La Torre, Administrative Assistant, Stephanie Remington, and City Clerk, Diana Paoli. Committee reminded no decisions may be made during a meeting without a quorum.

No quorum established.

Present: 4 - Tess Albin-Smith, Debra DeGraw, Cory Epperson and Jon Glidewell

Absent: 5 - Lindy Peters, Alison DeGrassi, Barbara Bruce, Roxanne Perkins and Stathi Pappas

1. APPROVAL OF MINUTES

1A. [25-337](#) Approve Minutes of Visit Fort Bragg Committee July 8, 2025

No approval of minutes possible without a quorum, referred to the next committee meeting for approval.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comments were made by Ron White, Jacob Patterson, and Rick Childs.

3. CONDUCT OF BUSINESS

3A. [25-333](#) Receive Update from Idea Cooperative

Tom Kavanaugh from Idea Cooperative provided a PowerPoint with Visit Fort Bragg website statistics and a preview of future events and promotions. Room with a Brew will launch on the website in September with links to participating lodging/housing. The planned bike race route is almost final with land owners being contacted and given permissions to their land for use during the event to be held late September 2026. Social Media traffic continues to increase over the year. No set listicle for the Visit Fort Bragg website has been decided.

Public Comment: None.

Discussion: Subcommittee will discuss ideas for "Best Sunset" Frames to encourage social media postings. A listicle featuring the Top 10 Sunset Spots was suggested.

3B. [25-335](#) Receive Update from Visit Mendocino

Administrative Analyst, Cristal Munoz, reported on behalf of Visit Mendocino. Social media postings are live for Winesong, featuring links to local lodging. The August newsletter will feature local events and deals.

Public Comment: None.

Discussion: Art in the Garden was attended by around 2,200 individuals over two days. Shuttles to and from the event were received positively.

3C. [25-336](#) Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst, Cristal Munoz, reported on future events and marketing. Magic Market vendor applications will be published soon, tentatively by the end of the week. This year vendors will have to pay \$20 fee if they are for-profit in order to secure a table space. The event is scheduled for October 25, 2025 from 11 to 4 PM on the 400-500 block of Franklin Street. It will act as kickoff to Harvest Mendocino, weekend events all month in November throughout the area. A list of future events was presented and discussion on these events will be brought forward in a future subcommittee meeting.

Public Comment: None.

Discussion: Bistro Light replacements and flower basket installations in downtown district were discussed.

4. MATTERS FROM COMMITTEE / STAFF

Committee Member De Graw discusses plans for Kelp Fest!, including mural unveilings and website launch. The event will be held October 3 - 6.

Public Comment: None.

Discussion: None.

ADJOURNMENT

Councilmember Albin-Smith adjourned the meeting at 4:25 PM.