



# 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, December 9, 2025

3:30 PM

Town Hall 363 N Main St. 344 North Barnes St.  
Ukiah CA 95482 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: Dec 9, 2025 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/81723253275>*

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

*+1 669 444 9171 US*

*Webinar ID: 817 2325 3275*

*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 Stephanie Remington at [sremington@fortbraggca.gov](mailto:sremington@fortbraggca.gov).*

#### 1. APPROVAL OF MINUTES

- 1A. [25-533](#) Approve Minutes of Visit Fort Bragg Committee November 18, 2025

Attachments: [VFB MINS 11.18.2025](#)

#### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

#### 3. CONDUCT OF BUSINESS

- 3A. [25-534](#) Receive Update from Idea Cooperative

- 3B. [25-535](#) Receive Update from Visit Mendocino

**3C. [25-536](#)** Receive Oral Update From VFB Special Events Subcommittee

**Attachments:** [VFB Detailed Balance Q1 FY 25-26](#)

**4. MATTERS FROM COMMITTEE / STAFF****ADJOURNMENT**

STATE OF CALIFORNIA       )  
  )ss.  
COUNTY OF MENDOCINO    )

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on Friday, December 5, 2025.

---

Stephanie Remington  
Administrative Assistant

**NOTICE TO THE PUBLIC****DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:**

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *Such documents are also available on the City of Fort Bragg's website at <http://city.fortbragg.com> subject to staff's ability to post the documents before the meeting*

**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

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

## Text File

File Number: 25-533

---

**Agenda Date:** 12/9/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Committee Minutes

**Agenda Number:** 1A.

Approve Minutes of Visit Fort Bragg Committee November 18, 2025



# City of Fort Bragg

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

## Meeting Minutes Visit Fort Bragg

---

Tuesday, November 18, 2025

3:30 PM Town Hall 363 N Main St. 344 North Barnes St. Ukiah CA  
95482 and Via Video Conference

---

### MEETING CALLED TO ORDER

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

### ROLL CALL

City Staff: Public Experience Liaison Adelaide La Torre, Administrative Assistant Stephanie Remington

Debra De Graw (arrived at 3:32 PM).

**Present:** 7 - Tess Albin-Smith, Lindy Peters, Alison DeGrassi, Debra DeGraw, Roxanne Perkins, Cory Epperson and Jon Glidewell

**Absent:** 2 - Barbara Bruce and Stathi Pappas

### COMMITTEE MEMBERS PLEASE TAKE NOTICE

### ZOOM WEBINAR INVITATION

#### 1. APPROVAL OF MINUTES

1A. [25-507](#) Approve Minutes of Visit Fort Bragg Committee October 16, 2025

**Attachments:** [VFB MINS 10.16.2025](#)

The minutes were approved by the committee as presented.

#### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

#### 3. CONDUCT OF BUSINESS

3A. [25-503](#) Receive Update from Idea Cooperative

**Attachments:** [VFB Update 11.18.2025](#)

Melissa Holberton and Tom Kavanaugh of Idea Cooperative presented budgeting and advertising activities for the Visit Fort Bragg website and social media. Future plans for advertisements, local business spotlights, and Top 10 Lists being featured next month. Local beach map has been finalized and will be printed and distributed to hotels and City Hall. Entertainment Zone events should be advertised through Idea Cooperative platforms. Blue Fest tickets will include all-access tickets and preview events. Tickets will be one sale December 1, 2025.

Discussion: Committee members asked clarifying questions and discussed future promotional opportunities. City Council will be reviewing Entertainment Zones discussion to finalize event criteria/rules.

Public Comment: None.

**3B. [25-504](#)** Receive Update from Visit Mendocino

Attachments: [Att 1 - Visit Mendocino Report](#)

[Att 2 - Article- Mushroom Train](#)

Adelaide La Torre reminded all committee and community members that Visit Mendocino's report is attached to the meeting Agenda Packet with a feature article on the Mushroom Train.

**3C. [25-506](#)** Receive Oral Update From VFB Special Events Subcommittee

Adelaide La Torre presented a report on subcommittee work including the wrap up for Magic Market and future events included in the Winter Wonderland. Tree lightings, Santa visits, tree decorating and purchasing, and the Lighted Truck Parade. Review of committee member application processing and appointment will begin. Four members (Debra De Graw, Alison DeGrassi, Cory Epperson, and Roxanne Perkins) positions are available. Applications will be at available at City Hall, need to be returned to Adelaide La Torre, and will be due the first Friday of January. City Council reviews applicants and appoints members.

Discussion: None.

Public Comment: None.

**3D. [25-505](#)** Discuss Potential 2026 Event: Tacos and Tequila/Beer

Debra De Graw presented with Jon Glidewell on a proposed event to be held near the ocean. The goal is to bring 3,000 people to town in 2026 with this event. The Subcommittee will continue to brainstorm and plan this event, possibly with help from the Mendocino Chamber of Commerce.

Discussion: Limited term permits will be needed for an event. Scott Schneider is suggested as a point of contact moving forward. Try to avoid the last weekend in May is Mendocino Film Festival, this may cause a conflict.

Public Comment: None.

#### **4. MATTERS FROM COMMITTEE / STAFF**

#### **ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 4:25 PM

STATE OF CALIFORNIA     )  
  )ss.  
COUNTY OF MENDOCINO    )

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on November 14, 2025.

---

Stephanie Remington  
Administrative Assistant

**NOTICE TO THE PUBLIC**

**DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET  
DISTRIBUTION:**

**ADA NOTICE AND HEARING IMPAIRED PROVISIONS:**



# City of Fort Bragg

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

## Text File

File Number: 25-534

---

**Agenda Date:** 12/9/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3A.

Receive Update from Idea Cooperative



# City of Fort Bragg

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

## Text File

File Number: 25-535

---

**Agenda Date:** 12/9/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3B.

Receive Update from Visit Mendocino





# City of Fort Bragg

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

## Text File

File Number: 25-536

---

**Agenda Date:** 12/9/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3C.

Receive Oral Update From VFB Special Events Subcommittee

# General Ledger

## Detailed Trial Balance



User: sremington@fortbraggca.gov  
 Printed: 12/03/2025 - 11:30AM  
 Period: 01 to 03, 2026  
 Include: (ALL)  
 Account From: 110-4321-0382  
 Account To: 110-4321-0382

Account Number	Description	Budget	Beginning Balance	Debit This Period	Credit This Period	Ending Balance
110	General Fund					
EXPENSE						
110-4321						
110-4321-0382	VFB Committee	110,000.00				
9/5/2025 AP 3 32	PamBelle - PAM BELL EVENTS Ck# 17927			8,300.00	0.00	
9/25/2025 AP 3 164	TEMP*Bru - BARB BRUCE Ck# 18074			1,000.00	0.00	
9/11/2025 GL 3 258	Eventsured Newton- Fiesta Latina			278.76	0.00	
9/11/2025 GL 3 258	Special Event Insurance- Magic Market Insurance			201.00	0.00	
9/11/2025 GL 3 258	Paypal- Magic Market			300.00	0.00	
110-4321-0382 Totals:	Var: 99,920.24	110,000.00	0.00	10,079.76	0.00	10,079.76
110-4321 EXPENSE Totals:		110,000.00	0.00	10,079.76	0.00	10,079.76
EXPENSE Totals:		110,000.00	0.00	10,079.76	0.00	10,079.76
110 Totals:		110,000.00	0.00	10,079.76	0.00	10,079.76
Report Totals:		110,000.00	0.00	10,079.76	0.00	10,079.76