



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, May 12, 2026

3:30 PM

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

MEETING CALLED TO ORDER

Chair called the meeting to order at 3:34 PM.

ROLL CALL

City Staff Present: Public Experience Liaison Adelaide La Torre, Senior Administrative Assistant Cristal Munoz, and Administrative Assistant Stephanie Remington.

Present: 5 - Tess Albin-Smith, Lindy Peters, Jon Glidewell, Sabine Hahnbueck and Scott Schneider1

Absent: 3 - Stathi Pappas, Barbara Bruce and Ryan Ballou

1. APPROVAL OF MINUTES

1A. [26-199](#) Approve Minutes of Visit Fort Bragg Committee April 14, 2026

Attachments: [VFB MINS 04.14.2026](#)

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [26-226](#) Discussion and Direction on Improving the Visitor Experience for Fort Bragg

Attachments: [Pull Marketing/Visitor Engagement](#)

[Att 1 - Project Prioritization Matrix](#)

[Att 2 - Project Prioritization Matrix - Events Prioritization Matrix](#)

[Att 3 - Project Prioritization Matrix - Matrix Instructions](#)

John Glidewell presented an updated version of the Project Matrix Spreadsheet with examples of subcommittee initiatives and projects presented. Instruction was given to each committee member to score the provided matrix items and return score sheets to Adelaide La Torre for analysis. A new agenda item was requested to review the scoring sheets next month with discussion for moving forward.

Discussion: Committee members discussed the logistics of how to best utilize the matrix, how to engage the community/capture community ideas, and how the committee will handle and review matrix initiatives in the future.

Public Comment: Chris Heart

3B. [26-215](#) Receive Update from Idea Cooperative and Presentation on Music Festival

Attachments: [Att 1 - Idea Cooperative Update](#)

Tom Kavanaugh and Melissa Holberton presented Idea Cooperative statistics and reports on Visit Fort Bragg website traffic, social media use, and event calendars. Future projects include kids and families listicles, beach maps, and girl's weekend destination promotion. Music Festival is proposed as a single day event for September 26, 2026 at multiple proposed locations. Preliminary estimated budget reviewed. City Council presentation will be given in June for approval.

Discussion: Committee members discussed the feasibility of budgeting with ticket sales percentages instead of flat payments. Idea Cooperative may possibly plan for a fall back date in the spring of 2027 if Council has concerns for the event.

Public Comment: None.

3C. [26-216](#) Receive Update from Visit Mendocino

Attachments: [Att 1 - April 2026 Social Slides](#)

[Att 2 - VMC Monthly Update May 2026](#)

Scott Schneider presented information on Visit Mendocino activities and media outreach.

Discussion: None.

Public Comment: None.

3D. [26-217](#) Receive Oral Update from VFB Special Events Subcommittee

Adelaide La Torre presented on current city events including First Friday on June 5th (with enacted Entertainment Zones) and Blues Festival. Adelaide asked for input on what days would be best for a Special Visit Fort Bragg at the end of the month. May 28th at 3:00 PM was bookmarked for the Special meeting date and time, pending approval from quorum.

Discussion: None.

Public Comment: None.

4. MATTERS FROM COMMITTEE / STAFF

Lindy Peters discussed the successful use of the Noyo Headlands space for Blues Festival. Parking was difficult; next event we may look into using MTA for bussing services. Tess Albin-Smith inquired on Blues Festival cost rundowns, possible profit can for Blues Festival can be allocated back to Visit Fort Bragg. Sabine Hahnbueck requested Blues Festival ticket sales and attendance for the event.

ADJOURNMENT

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