



# 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

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Tuesday, May 12, 2026

3:30 PM

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

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#### 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: May 12, 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/86364819880>*

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

*+1 669 444 9171 US*

*Webinar ID: 863 6481 9880*

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

#### 1. APPROVAL OF MINUTES

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

**Attachments:** [VFB MINS 04.14.2026](#)

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

#### 3. CONDUCT OF BUSINESS







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## Text File

File Number: 26-199

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**Agenda Date:** 5/12/2026

**Version:** 1

**Status:** Business

**In Control:** City Council

**File Type:** Committee Minutes

**Agenda Number:** 1A.

Approve Minutes of Visit Fort Bragg Committee April 14, 2026



# City of Fort Bragg

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## Meeting Minutes Visit Fort Bragg

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Tuesday, April 14, 2026

3:30 PM

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

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### MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:32 PM.

### ROLL CALL

Staff Present: Public Experience Liaison Adelaide La Torre and Administrative Assistant Stephanie Remington.

**Present - Lindy Peters, Tess Albin-Smith, Scott Schneider, Jon Glidewell, Stathi Pappas, Ryan Ballou**  
**Absent - Barb Bruce, Sabine Hahnbueck**

### 1. APPROVAL OF MINUTES

1A. [26-166](#) Approve Minutes of Visit Fort Bragg Committee March 10, 2026

**Attachments:** [VFB MINS 03.10.2026](#)

The minutes were approved by the committee as presented.

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

Jenny Shattuck, Ron White, and Shelley Green.

### 3. CONDUCT OF BUSINESS

3A. [26-165](#) Discussion and Direction on Improving the Visitor Experience for Fort Bragg

**Attachments:** [Pull Marketing/Visitor Engagement](#)  
[Att 1 - Project Prioritization Matrix](#)

Jon Glidewell presented a proposal for a matrix processing system in which Visit Fort Bragg and subcommittee will evaluate and monitor event and tourism/marketing ideas. Guidance on implementation was requested.

**Discussion:** The committee requested matrix simplification and a way to include public input. Direction moving forward includes an ad hoc subcommittee of Jon Glidewell and Stathi Pappas to implement requested changes and present an example matrix with events/proposals for next meeting.

**Public Comment:** Ron White, Shelley Green, and Tom Kavanaugh.

3B. [26-167](#) Receive Update from Idea Cooperative

Attachments: [VFB Update](#)

Tom Kavanaugh reported on Idea Cooperative activity through March. He gave updates on the proposed Bike Race with limiting factors that have delayed event coordination. Updates on the Music Festival were reported. Event presentation and budgeting request will go to City Council in May. Music Festival event is projected to happen September 26, 2026 if all processing happens in a timely manner.

Discussion: Clarification on music festival dates and headliners, bike race logistics, and event budgetting/planning was given. A request was made for items of business to be brought before the Visit Fort Bragg Committee before moving forward to City Council. Inquiries were made on Google Performance Max and its potential future use. A request was made for the yearly schedule/calendar to be more flexible depending on event and proposal outcomes.

Public Comment: Shelley Green.

**3C. [26-168](#)** Receive Update from Visit Mendocino

Attachments: [VFB - VMC Update](#)  
[VMC Social Slides - March](#)

Scott Schneider reported on Visit Mendocino activity in March including events and marketing. Positive results for Whale Fest for all cities involved due to collaborative effort to market and advertise the month of events.

Discussion: Committee members requested consideration for discount vouchers for Soroptimist Whale Run participants next year as has been done in the past.

Public Comment: None.

**3D. [26-169](#)** Receive Oral Update from VFB Special Events Subcommittee

Adelaide La Torre reported on City events in conjunction with Visit Fort Bragg. Future City events were announced. Updates were given on Blues Fest, occurring the first weekend in May, and Entertainment Zones, occurring every First Friday through the summer months beginning in May.

Discussion: None.

Public Comment: None.

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

Lindy Peters announced the beginning of Binocular installation on the Coastal Trail with groundwork beginning near Noyo Headlands. Scott Schneider requested an agenda item before July for the Committee to add input to the Visit Fort Bragg/Marketing Budget for the next fiscal year.

#### **ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 4:57 PM.



# City of Fort Bragg

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## Text File

File Number: 26-226

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**Agenda Date:** 5/12/2026

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3A.

Discussion and Direction on Improving the Visitor Experience for Fort Bragg

# Visit Fort Bragg

Pull Marketing / Visitor Engagement

# I'm hoping we can continue to...

- Expand on our vision strategy as a small town DMO
- Build a distinctive sense of place that gets talked about
- Develop ambiance
- Offer unique local experiences
- Craft memorable moments that prompt visitors to tell friends and family about their experience, turning them into destination advocates
- Create Instagram-worthy photo opportunities that visitors organically share, spreading authentic destination content



# 1. Instagrammable Murals



# 1. Instagrammable Murals



## 2. Enhanced Crosswalks





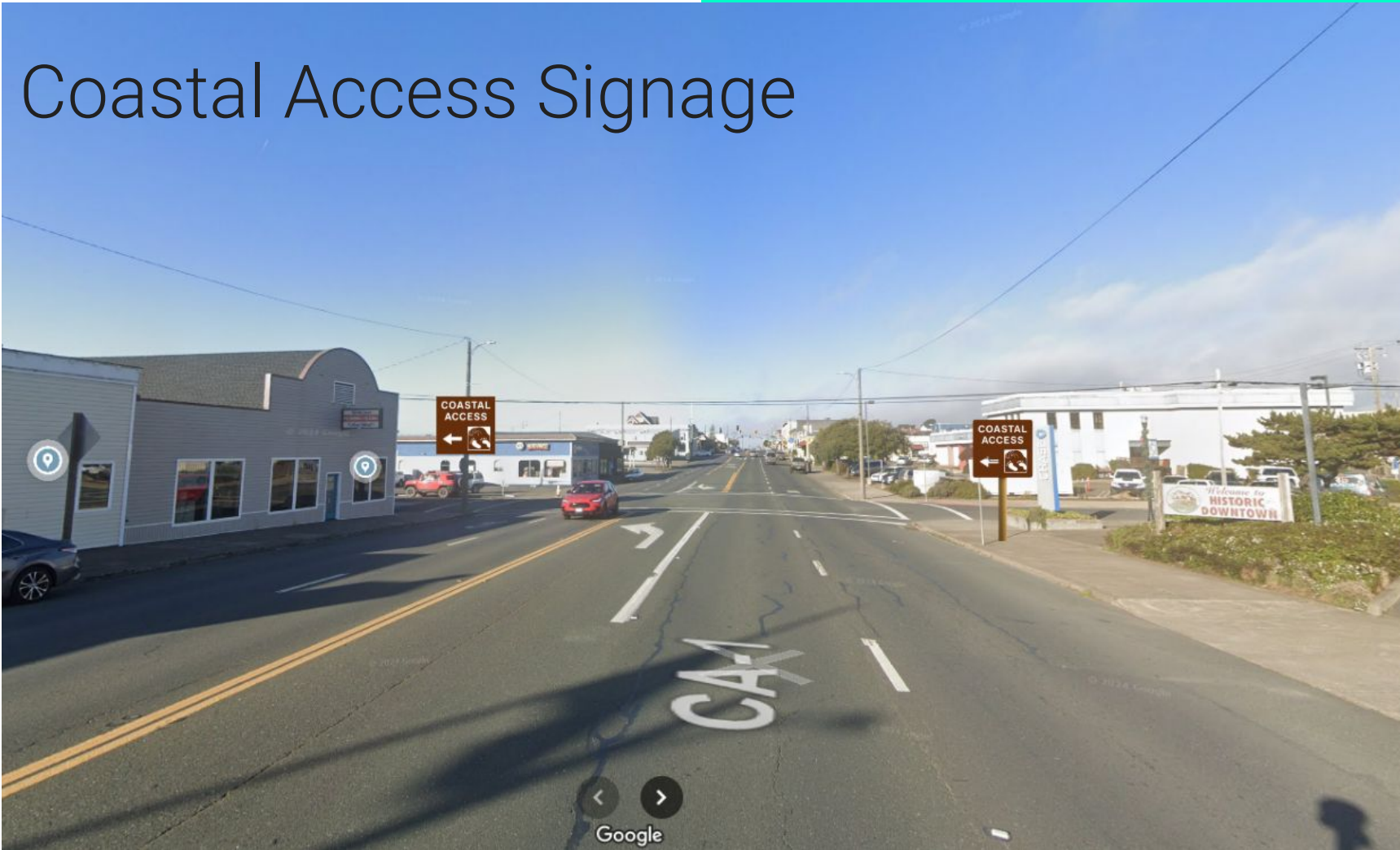
### 3. Oversized Adirondacks



### 3. Oversized Adirondacks



# 4. Coastal Access Signage



# 6. Sunset Spotting Station



# 6. Sunset Spotting Station



# 7. Lindy's Flower Baskets



# More brainstorm



- Create "selfie spots" with mounted phone holders and suggested photo compositions - makes it easier for groups to take photos together.
- Organize monthly window decorating contests for local shops based on seasonal themes to keep storefronts fresh and encourage window shopping.
- Outdoor Seating “Pockets” - Create small seating areas with benches, colorful chairs, or even recycled driftwood benches in underused corners or wide sidewalks. Enhances pedestrian comfort, encourages longer visits downtown, and can be dressed up with potted plants or local art.
- Musical Moments - Place a few weather-resistant, free-play pianos or interactive xylophones in public spaces. Encourages spontaneous performances, creates a lively atmosphere, and can be started with donated instruments.

# More brainstorm



- Install weatherproof wooden swing seats at key coastal viewing points - simple but creates memorable moments and photo opportunities.
- Create nautical-themed bike racks throughout downtown (shaped like anchors or waves) - functional yet adds to the coastal character.
- Install small wind-powered kinetic sculptures along the coastal trail - creates movement and interest with minimal maintenance.

# Each of these ideas...

- Requires relatively modest investment
- Can be implemented fairly quickly
- Adds to the overall visitor experience
- Creates opportunities for social media sharing
- Enhances the coastal town character
- Requires minimal ongoing maintenance
- Could be sponsored by local businesses to offset costs
- Builds on Fort Bragg's existing charm



Project Name	Submitted By	Strategic Fit (1-5)	Visitor Impact (1-5)	Feasibility (1-5)	Budget Tier (\$-\$\$\$)	Total Score
<a href="#">Photo Backdrops / Step-In Scenes (Murals)</a>	Jon Glidewell	3	5	4	\$\$	12
<a href="#">Painted Crosswalks &amp; Sidewalk Stencils</a>	Jon Glidewell	3	3	3	\$\$	9
<a href="#">Oversized Adirondack Chairs (DTFB)</a>	Jon Glidewell	3	5	3	\$\$	11
<a href="#">Vehicle-Friendly Coastal Access Signage (Hwy 1)</a>	Jon Glidewell	5	2	2	\$\$\$	9
Artist-Painted Utility Boxes & Receptacles	Jon Glidewell	2	3	5	\$	10
<a href="#">Sunset Spotting Stations (Coastal Trail)</a>	Jon Glidewell	4	5	5	\$	14
<a href="#">Public Art Trail - Whale Sculptures (Town-Wide Installation)</a>	Ryan Ballou	4	5	3	\$\$	12
Walk-Up "Fort Bragg" Letter Sign Statue	Ryan Ballou	3	5	3	\$\$\$	11
<a href="#">Little Mini Mural Project (Artist-Painted Chalkboard A-Frames)</a>	Sabine Brunner	4	4	4	\$\$	12

Event Name	Submitted By	Strategic Fit (1-5)	Visitor Impact (1-5)	Feasibility (1-5)	Budget Tier (\$-\$\$\$)	Total Score
<a href="#">Tacos &amp; Brews on the Headlands</a> (Off Season), <a href="#">Description</a>	Degraw / Bruce	5	5	2	\$\$\$	12
Annual Vintage Market (Shoulder Season)	Sabine Brunner	4	4	4	\$\$	12

<b>Objective:</b> To objectively rank visitor engagement initiatives based on strategic alignment, economic impact, and feasibility.									
<b>1. Strategic Fit (1-5)</b> Does this align with our core mission to increase overnight stays and extend the tourist season?									
1: <b>Low alignment</b> (Mainly serves locals; low tourism draw)									
3: <b>Moderate alignment</b> (Enhances town vibe but may not drive trips)									
5: <b>High alignment</b> (Directly drives "heads in beds" or extends length of stay)									
<b>2. Visitor Impact / "Stickiness" (1-5)</b> Does this create a memorable experience or "Instagrammable" moment that drives loyalty/word-of-mouth?									
1: <b>Low impact</b> (Passive or unnoticed by visitors)									
3: <b>Moderate impact</b> (Nice to have, but not memorable)									
5: <b>High impact</b> (Creates unique memories, photos, or UGC sharing)									
<b>3. Feasibility (1-5)</b> How realistic is execution given our current staff, volunteers, and time?									
1: <b>Low feasibility</b> (Requires heavy ongoing management or specialized skills we lack)									
3: <b>Moderate feasibility</b> (Achievable with some strain on resources)									
5: <b>High feasibility</b> (Plug-and-play; minimal ongoing oversight required)									
<b>4. Budget Tiers</b>									
\$: Under \$2,500 (Discretionary / Low Risk)									
\$\$: \$2,500 - \$10,000 (Requires Budget Approval)									
\$\$\$: \$10,000+ (Major Capital Project / Grant Funding Needed)									



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File Number: 26-215

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**Agenda Date:** 5/12/2026

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**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3B.

Receive Update from Idea Cooperative and Presentation on Music Festival



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## Text File

File Number: 26-216

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**Agenda Date:** 5/12/2026

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**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3C.

Receive Update from Visit Mendocino



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## Text File

File Number: 26-217

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**Agenda Date:** 5/12/2026

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3D.

Receive Oral Update from VFB Special Events Subcommittee