



# City of Fort Bragg

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## Meeting Minutes Visit Fort Bragg

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Tuesday, May 13, 2025

3:30 PM

Town Hall 363 N Main St. and Via Video  
Conference

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### VISIT FORT BRAGG COMMITTEE

#### MEETING CALLED TO ORDER

Albin-Smith called the meeting to order at 3:34 p.m.

#### ROLL CALL

City Staff: City Manager, Isaac Whippy, Administrative Analyst, Cristal Muñoz and City Clerk, Diana Paoli

**Present:** 6 - Tess Albin-Smith, Lindy Peters, Debra DeGraw, Barbara Bruce, Roxanne Perkins and Jon Glidewell

**Absent:** 3 - Alison DeGrassi, Cory Epperson and Stathi Pappas

#### 1. APPROVAL OF MINUTES

1A. [25-170](#) Approve Minutes of Visit Fort Bragg Committee January 14, 2025

The minutes were approved by the committee as presented.

1B. [25-171](#) Approve Minutes of Visit Fort Bragg Committee on February 11, 2025

The minutes were approved by the committee as presented.

1C. [25-172](#) Approve Minutes of Visit Fort Bragg Committee on March 11, 2025

The minutes were approved by the committee as presented.

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

None.

#### 3. CONDUCT OF BUSINESS

3A. [25-164](#) Receive Presentation From Pam Bell and City Manager Isaac Whippy on Fort Bragg Blues Festival

City Manager Isaac Whippy introduced Pam Bell and reported Blues Festival was a great weekend and community building event. He thanked all the volunteers. Pam Bell provided presentation regarding wrap-up of Blues Festival and answered questions from the committee.

Public Comment: None.

**3B. [25-166](#)** Receive Update from Idea Cooperative

Tom Kavanaugh of Idea Cooperative shared presentation and reported on upcoming events and work group efforts on bike course.

Public Comment: None.

**3C. [25-167](#)** Receive Update from Visit Mendocino

Jamie Peters Connolly provided Visit Mendocino update on upcoming events including Mendocino Film Festival, Salmon BBQ in July, Art in the Gardens, and Winesong in September.

Discussion: Committee members shared engagement on social media is great.

Public Comment: None.

**3D. [25-168](#)** Receive Presentation and have Discussion on Visitor Engagement Ideas

Jon Glidewell presented slides regarding visitor marketing engagement ideas including murals, enhanced crosswalks, oversized Adirondacks, Coastal Access signage on Main Street, sunset spotting stations, and flower baskets.

Discussion: A subcommittee was formed to continue discussions to move forward with implementing some of the ideas. Tess, Deb, John, Lindy, Barb and Alison would like to attend meeting.

Public Comment: Alison de Grassi

**3E. [25-169](#)** Receive Oral Discussion on Potential Hanging Flower Baskets

Administrative Analyst Cristal Munoz provided update on potential hanging flower baskets.

Discussion: There was support regarding moving forward with flower baskets and further discussion on watering obstacles and faux flowers options to enhance downtown.

Public Comment: None.

**3F. [25-165](#)** Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz shared upcoming events including Hotel Mixer on May 19, 2025, between 5-7 p.m, Summer Kick-Off on June 6, 2025, and free movie The Incredibles featured by Mendocino Film Festival at Coast Cinemas.

Discussion: Committee discussed challenges to obtain input from lodging and shared upcoming mixer ideas to encourage attendance and outreach.

Public Comment: None.

**4. MATTERS FROM COMMITTEE / STAFF**

None.

**ADJOURNMENT**

Albin-Smith adjourned the meeting at 4:57 p.m.