



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, April 14, 2026

3:30 PM

Town Hall, 363 N. Main Street
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: Apr 14, 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/87664067985>

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

+1 669 444 9171 US

Webinar ID: 876 6406 7985

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.

1. APPROVAL OF MINUTES

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

Attachments: [VFB MINS 03.10.2026](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS



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Text File

File Number: 26-166

Agenda Date: 4/14/2026

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of Visit Fort Bragg Committee March 10, 2026



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Meeting Minutes Visit Fort Bragg

Tuesday, March 10, 2026

3:30 PM

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

MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:30 PM.

ROLL CALL

City Staff : Administrative Assistant Stephanie Remington

Present: 7 - Tess Albin-Smith, Lindy Peters, Jon Glidewell , Stathi Pappas , Ryan Ballou,
Sabine Hahnbueck and Scott Schneider1

Absent: 1 - Barbara Bruce

1. APPROVAL OF MINUTES

1A. [26-70](#) Approve Minutes of Visit Fort Bragg Committee January 13, 2026

Attachments: [VFB MINS 01.13.2026](#)

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Jenny Shattuck and David Childs.

3. CONDUCT OF BUSINESS

3A. [26-116](#) Receive Update from Idea Cooperative

Attachments: [VFB Update 03.10.2025](#)

Melissa Holberton and Tom Kavanaugh of Idea Cooperative presented on social media, email , and advertisement campaigns. Melissa reported on past events and media outreach. Whale Fest is scheduled for next weekend. Blues Fest will begin the first weekend of May. Melissa reported that Google Performance Max has been effective but the budget has run out.

Public Comment: None.

Discussion: The Committee suggested revisiting the budget to reallocate resources. Discussion over table tent QR codes led to a temporary pause in printing while the committee reevaluates their effectiveness. Committeemembers discussed the possibility of outsourcing prizes for media involvement as budget for prizes has been used. Ideas for future Listicle articles were suggested including Girls Trip and Spring Break.

3B. [26-117](#) Receive Update from Visit Mendocino

Attachments: [Visit Mendocino Report 03.10.2026](#)

Stephanie Remington reported on behalf of Jamie Peters-Connolly for Visit Mendocino. Online marketing information was shared. Scott Schneider reported his future involvement with Visit Mendocino.

Public Comment: None.

Discussion: None.

3C. [26-118](#) Receive Oral Update from VFB Special Events Subcommittee

None.

4. MATTERS FROM COMMITTEE / STAFF

Lindy Peters discussed future 'photo opportunities' throughout town. Jon Glidewell introduced the idea of creating and utilizing a Matrix evaluation for Visit Fort Bragg projects and proposals. He requested an agenda item be reviewed for the next Visit Fort Bragg meeting that would include discussion of adding this process to the Visit Fort Bragg Protocol and used moving forward to assess and track campaigns and initiatives.

Public Comment: None.

Discussion: None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:40 PM.



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File Number: 26-165

Agenda Date: 4/14/2026

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Status: Business

In Control: City Council

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	Strategic Fit (1-5)	Visitor Impact (1-5)	Feasibility (1-5)	Budget Tier (\$-\$\$\$)
Example: Project A	4	5	3	\$\$
Project A				
Project B				
Project C				
Project D				
Project E				
Project F				
Project G				

Total Score

12

Objective: To objectively rank visitor engagement initiatives based on strategic alignment, i

1. Strategic Fit (1-5) Does this align with our core mission to increase overnight stays and extend i

1: Low alignment (Mainly serves locals; low tourism draw)

3: Moderate alignment (Enhances town vibe but may not drive trips)

5: High alignment (Directly drives "heads in beds" or extends length of stay)

2. Visitor Impact / "Stickiness" (1-5) Does this create a memorable experience or "Instagrammat

1: Low impact (Passive or unnoticed by visitors)

3: Moderate impact (Nice to have, but not memorable)

5: High impact (Creates unique memories, photos, or UGC sharing)

3. Feasibility (1-5) How realistic is execution given our current staff, volunteers, and time?

1: Low feasibility (Requires heavy ongoing management or specialized skills we lac

3: Moderate feasibility (Achievable with some strain on resources)

5: High feasibility (Plug-and-play; minimal ongoing oversight required)

4. Budget Tiers

\$: Under \$2,500 (Discretionary / Low Risk)

\$\$: \$2,500 - \$10,000 (Requires Budget Approval)

\$\$\$: \$10,000+ (Major Capital Project / Grant Funding Needed)

economic impact, and feasibility.

the tourist season?

ole" moment that drives loyalty/word-of-mouth?

:k)



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File Number: 26-167

Agenda Date: 4/14/2026

Version: 1

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File Type: Staff Report

Agenda Number: 3B.

Receive Update from Idea Cooperative



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File Number: 26-168

Agenda Date: 4/14/2026

Version: 1

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: 26-169

Agenda Date: 4/14/2026

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3D.

Receive Oral Update from VFB Special Events Subcommittee