



# 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, August 12, 2025

3:30 PM

Town Hall 363 N Main St.

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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: Aug 12, 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/82561495329?pwd=J3yebBFcxbChE9eAshSYFBfBGi0HMMW.1>*

*Or Telephone:*

*+1 669 444 9171 US (\*6 mute/unmute, 9\* raise hand)*

*Webinar ID: 825 6149 5329*

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

#### 1. APPROVAL OF MINUTES

- 1A. [25-337](#) Approve Minutes of Visit Fort Bragg Committee July 8, 2025

Attachments: [VFB Minutes 07.08.2025](#)

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

#### 3. CONDUCT OF BUSINESS

- 3A. [25-333](#) Receive Update from Idea Cooperative

Attachments: [VFB Update Idea Cooperative 07.08](#)

- 3B. [25-335](#) Receive Update from Visit Mendocino

Attachments: [Visit Mendocino Update 8.12.2025](#)

- 3C. [25-336](#) Receive Oral Update From VFB Special Events Subcommittee

#### **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 August 7, 2025.

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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).*



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## Text File

File Number: 25-337

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**Agenda Date:** 8/12/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 1A.

Approve Minutes of Visit Fort Bragg Committee July 8, 2025



# City of Fort Bragg

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## Meeting Minutes Visit Fort Bragg

---

Tuesday, July 8, 2025

3:30 PM

Town Hall 363 N Main St.  
344 N Barnes St. Ukiah CA 95482  
and Via Video Conference

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### MEETING CALLED TO ORDER

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

### ROLL CALL

Present- Tess Albin-Smith, Lindy Peters, Debra De Graw, Roxanne Perkins, Cory Epperson, Jon Glidewell, Stathi Pappas, and Alison DeGrassi (arrived at 3:32 PM).

Absent- Barbara Bruce.

City Staff: Administrative Analyst Cristal Munoz, City Clerk Diana Paoli, and Administrative Assistant Stephanie Remington.

### 1. APPROVAL OF MINUTES

1A. [25-287](#) Approve Minutes of Visit Fort Bragg Committee June 10, 2025

The minutes were approved by the committee as presented.

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

Public Comment was made by Ron White.

### 3. CONDUCT OF BUSINESS

3A. [25-283](#) Receive Update from Idea Cooperative

Tom Kavanaugh presented an update on behalf of Idea Cooperative. He relayed upcoming events from September through the fall of 2026. TikTok and Social Media influencers will be discussed in further detail at the Subcommittee meeting to be held on Thursday July 10, 2025. Idea Cooperative's next newsletter will be published in about 2 weeks after the organization travels to the area for scouting purposes. They plan to begin plugs for lodging as Art in the Garden gets closer.

Public Comment: Jamie Peters-Connolly, Ron White.

Discussion: Discussion involved adding drone footage as a category in the Photo Contest (no fly zones, permits, and surface level environmental impact). The winning prize for the Photo Contest as well as voting possibilities were discussed.

3B. [25-284](#) Receive Update from Visit Mendocino

Jamie Peters-Connolly gave the presentation on behalf of Visit Mendocino and discussed

promotional materials for Fort Bragg and surrounding area. Emails and paid ads for the City of Fort Bragg and its events were also discussed; no paid ads are running at this time, but emails are being sent out regularly. Ads for WineSong are currently running.

Public Comment: None.

Discussion: Banners featuring both WineSong and Art in the Garden to be hung on Town Hall were discussed.

**3C. [25-285](#)** Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz opened her oral update to the committee to discuss their concerns and ideas for future events. A soft launch of Galaxy Digital's new volunteer website for the City of Fort Bragg was featured: [volunteer.fortbraggca.gov](http://volunteer.fortbraggca.gov).

Public Comment: Jay Rosenquist.

Discussion: Discussion was had on leaving QR codes up at Town Hall year round referencing future events and promoting lodging and tourism to an international demographic with a focus on the fall season. A reminder was given that public comment should be addressed at subcommittee meetings; the next to be held on Thursday July 10, 2025.

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

Albin-Smith discussed the positives and negatives of the Fourth of July Craft Fair. The possibility of creating signage or pass along cards with a message not feed ravens was introduced.

Public Comment: None.

Discussion: None.

#### **ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 4:30 PM



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## Text File

File Number: 25-333

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**Agenda Date:** 8/12/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3A.

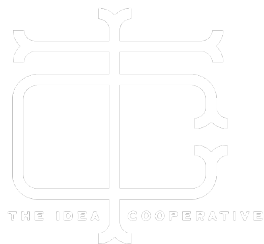
Receive Update from Idea Cooperative



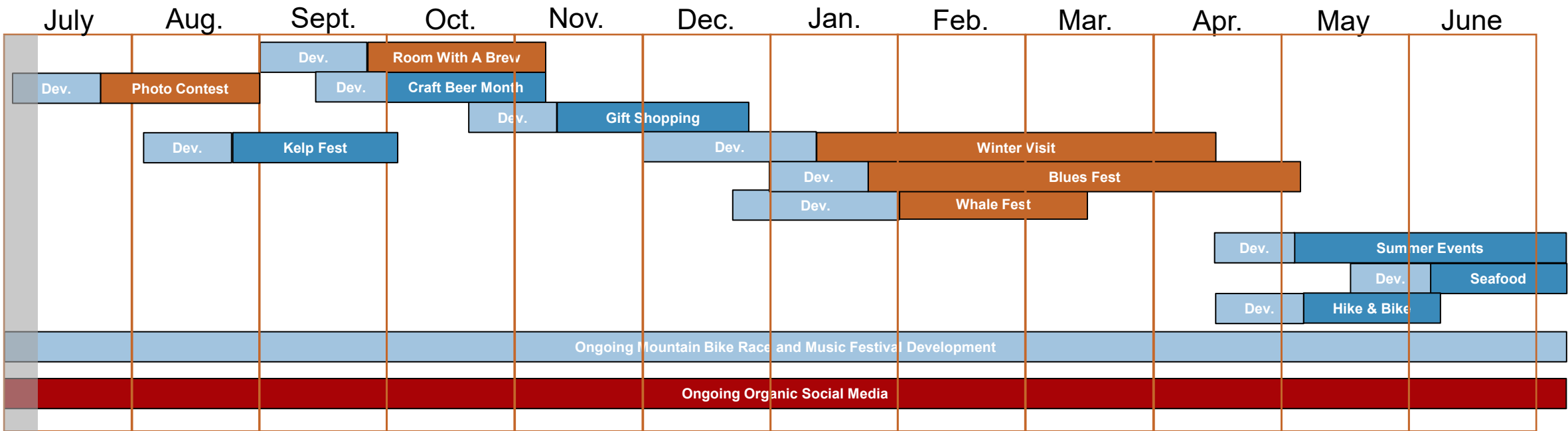


## Marketing Campaign Monthly Update

July 8, 2025



# Preliminary Promotional Calendar 2025 > 2026



## Major Promotion

- Hotel Involvement
- Landing Page
- Paid Media
- Organic Social
- Newsletter
- Conversion CTA

## Minor Promotion

- Landing Page
- Organic Social
- Newsletter

## Campaign Development



## MONTHLY SITE TRAFFIC

### Google Analytics

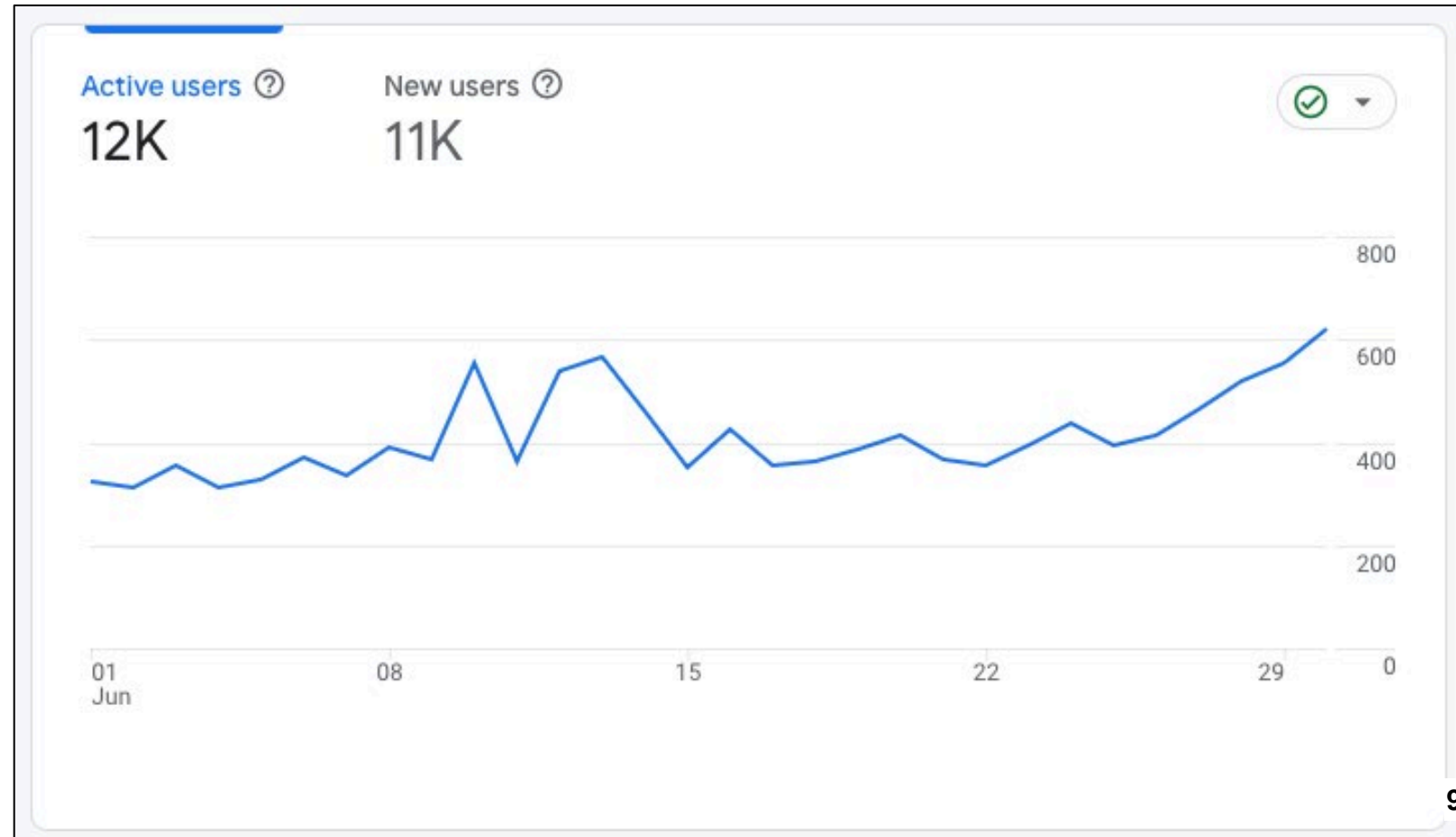
- April 2025 – 7.6 K
- May 2025 – 9.6 K

### June:

- 2023 – 9.3K
- 2024 – 10K

### June 2025

<input checked="" type="checkbox"/>	Total	27,916 100% of total
<input checked="" type="checkbox"/>	1 /	3,056 (10.95%)
<input checked="" type="checkbox"/>	2 /fort-bragg-independence-day-fireworks/	2,361 (8.46%)
<input checked="" type="checkbox"/>	3 /events/	2,161 (7.74%)
<input checked="" type="checkbox"/>	4 /glass-beach/	1,301 (4.66%)
<input checked="" type="checkbox"/>	5 /plan-your-trip/stay/hotels/	943 (3.38%)
<input type="checkbox"/>	6 /plan-your-trip/stay/camping/	820 (2.94%)
<input type="checkbox"/>	7 /the-worlds-largest-salmon-bbq/	814 (2.92%)
<input type="checkbox"/>	8 /about-fort-bragg/	701 (2.51%)
<input type="checkbox"/>	9 /plan-your-trip/play/coastal-activities/	622 (2.23%)
<input type="checkbox"/>	10 /plan-your-trip/play/shopping/	556 (1.99%)



Newsletter

APRIL EMAIL

- 8066 Sends (+194)
- 1,994 Total Opens (+612)
- 13% Open Rate
- 926 Total Clicks (+272)
- 5.7% Click Rate (+.6%)
- 37.6 - Clicks Per Open (+6.1%)

Recent growth

New contacts added to this audience in the last 30 days.

94

New Contacts

From June 3, 2025 to July 3, 2025

94

Subscribed

0

Non-Subscribed

Click performance

June 12, 2025 - July 7, 2025 • Excludes Apple MPP

Top links clicked

<a href="https://visitfortbraggca.com/top-10-p...">https://visitfortbraggca.com/top-10-p...</a>	322	34.77%
<a href="https://visitfortbraggca.com/the-worl...">https://visitfortbraggca.com/the-worl...</a>	104	11.23%
<a href="https://visitfortbraggca.com/events/">https://visitfortbraggca.com/events/</a>	95	10.26%
<a href="https://www.noyocenter.org/live-harbo...">https://www.noyocenter.org/live-harbo...</a>	79	8.53%
<a href="https://visitfortbraggca.com/the-vint...">https://visitfortbraggca.com/the-vint...</a>	66	7.13%

View all links →

BOOK NOW

FT BRAGG'S BIG OL'

VINTAGE

HOOPLA

JUNE 28th 11-4

25+ VENDORS

SPONSORED BY THE LARRY SPRING MUSEUM  
225 E REDWOOD AVE

The 3rd annual Vintage Hoopla is June 28th! Fort Bragg vintage shops and sellers are come together on this day at Larry Spring Commons on Redwood Avenue to create a full vintage marketplace. Featuring over 25 collections, this is a must for vintage lovers.

LEARN MORE

Ongoing Festivities

Weekly Wednesday Farmer's Markets continue throughout the year, as do Downtown First Friday celebrations.

EXPLORE

FORWARD TO A FRIEND

Share the love of Fort Bragg and the incredible North Coast. Click below to forward this email so they can see how much is happening in and around Fort Bragg.

Forward To A Friend



See Where the Seafood Comes In

The Noyo Center For Marine Science Field Station Live Stream offers a continuous view of the harbor. Click for an online reminder of Fort Bragg's working harbor on the Noyo River.

View

FORT BRAGG  
NORTH COAST CALIFORNIA



Fort Bragg is nothing less than a seafood lover's paradise. You can eat your way from one end of town to the other, noshing on everything from fish and chips to fancily prepared black cod (always fresh and local!) We've put together a [Top Ten List for the Seafood Lover](#), including local tips, so you won't miss a spot on your next visit to Fort Bragg.

LEARN MORE



Summertime fun continues! Pack your bags for a summer season packed with events in Fort Bragg. It's a summer filled with unique events you'll only find in Fort Bragg.

- The [Vintage Hoopla](#) is coming up at the end of this month (More info below)
- [Fireworks for Independence Day](#)
- The [World's Largest Salmon Barbecue](#)
- [Art in the Gardens](#) at Mendocino Coast Botanical Gardens
- [Paul Bunyan Days](#)

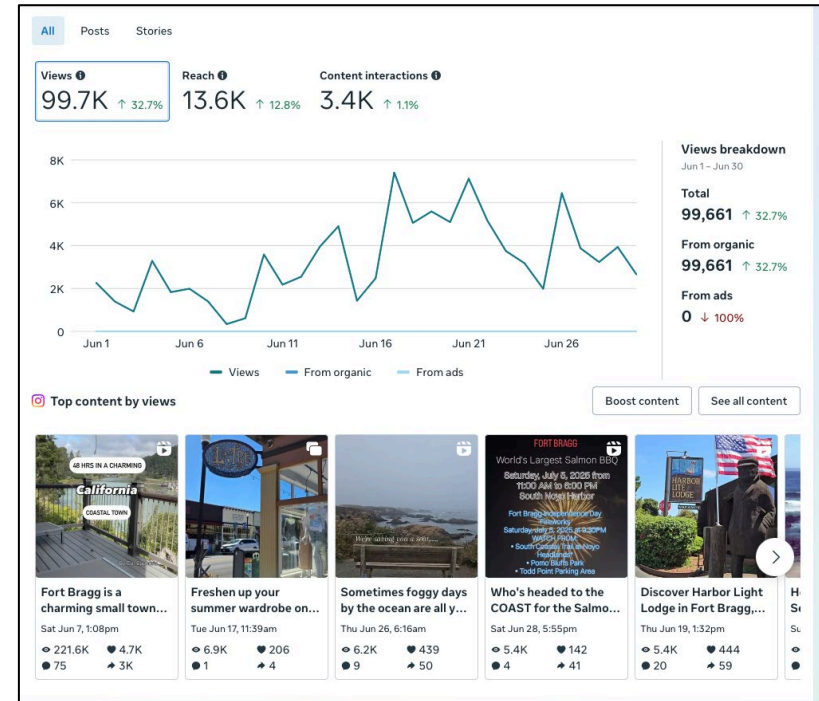
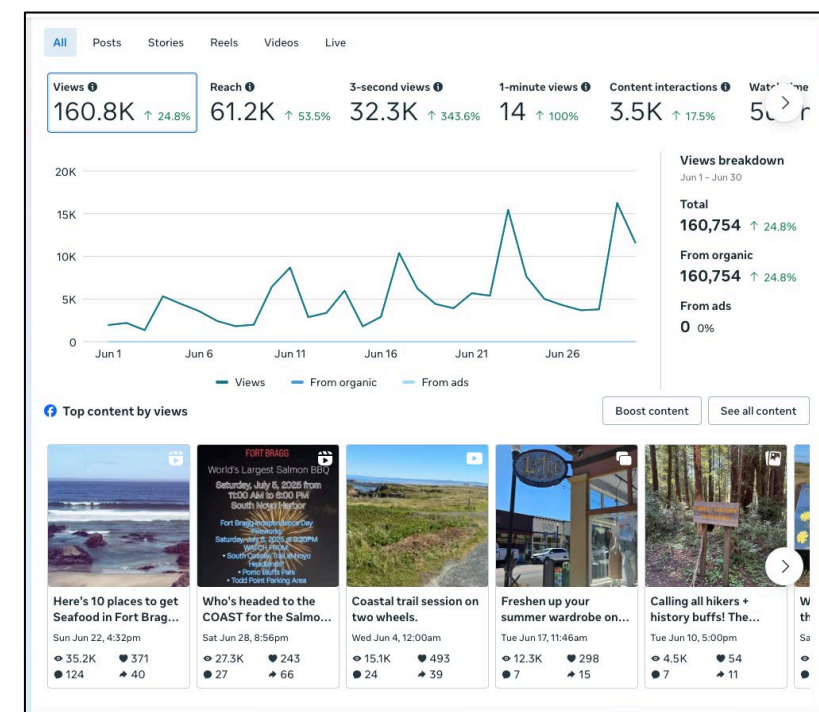
SEE THE FULL CALENDAR



Plan your stay early!

Summer is Fort Bragg's busiest season. Book your accommodations now for the best selection of hotels, ocean front inns, and campsites.

# June Social





# Miscellaneous

## 2026 > 26 Promotion Calendar:

- Return of Photo Contest
- Kelp Fest
- Finalizing This Month

## Listicles:

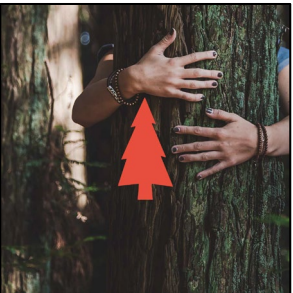
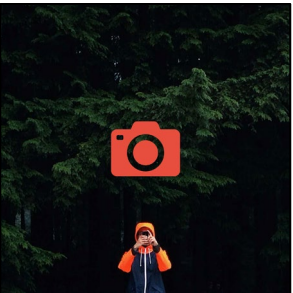
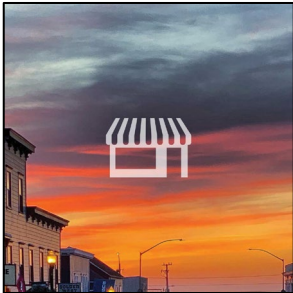
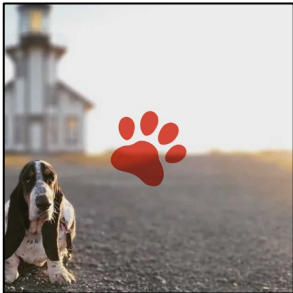
- Seafood
- Next?

## Bike Race Groundwork:

- Southern Route Landowners Outreach
- Scouting July 14

## Summer Events:

- Open Studios, Art In Garden, Headlands Race, Paul Bunyan, Winesong!, Noyo Harbor Fest, Kelp Fest



### Top 10 Places for the Seafood Lover

Nestled on California's breathtaking Mendocino Coast, Fort Bragg is a seafood lover's paradise, offering a variety of the region's fresh catches and a side of coastal charm. Every spot provides a unique dining experience that reflects the coast. Whether you're seeking fresh catches, scenic waterfront dining, or unique culinary twists, these top restaurants are a must-visit.



#### 1. SEA PAL COVE

Located right on the wharf, this casual gem serves up crispy fish & chips with stunning harbor views. Enjoy your meal outdoors as fishing boats glide by or soak up the sun from the opposite bank. Perfect for outdoor dining and dog-friendly fun. Fire pits in the colder weather make this outdoor spot winter friendly.

**Local Tip:** Don't miss the deep-fried Twinkie when it's time for dessert!

EXPLORE



#### 2. PRINCESS SEAFOOD & DELI

A seafood lover's dream, Princess offers sustainably caught fish from local waters by an all-female crew. Fresh seafood offerings include anything and everything that is catchable on the North Coast, along with specialty items like smoked fish and seafood salads. Princess has two locations: the seafood market and deli near the entry to the wharf and their restaurant which sits the farthest point along the wharf. At the restaurant you will find superb fish tacos made with locally caught cod among the fresh fish fare. Dishes are healthy, crisp and fresh, seared with a delicious limey slaw for crispy bites.

**Local Tip:** Nothing is ever fried here, so don't ask!

EXPLORE



#### 3. MAYAN FUSION

Experience the vibrant flavors of Mexico with a seafood twist. Dishes like seafood enchiladas and ceviche make this flavorful stop a memorable experience. Executive Chef Silver Camil has Mexican roots and is French trained. The result is a menu of unique dishes you'll crave forever.

**Local Tip:** Most definitely order one of the specialty margaritas!

EXPLORE



#### 4. NOYO RIVER GRILL

Set along the Noyo River, this serene spot run by the Guillermo Brothers features fresh seafood delights like coconut prawns and ahi tartar, served with a side of spectacular views. Watch boats come and go from the wall of windows out to the harbor.

**Local Tip:** There's an excellent full bar spanning one end of the restaurant.

EXPLORE



#### 5. NOYO FISH COMPANY

Casual and inviting, this harbor-side eatery is known for its delicious fish & chips and creamy clam chowder. Located directly over the water, you might get lucky and see a family of resident river otters.

**Local Tip:** A great spot to watch fishing boats coming in with fresh catches.

EXPLORE



#### 6. CASA DEL SOL

This family-owned gem blends Latin flavors with fresh seafood - a staple of Fort Bragg food culture, and a favorite of the locals (which says volume!).

**Local Tip:** Follow them on Instagram to get their weekly taco Tuesday specials.

EXPLORE



#### 7. THE WHARF

A Fort Bragg staple since the 1950s, this classic eatery offers traditional seafood dishes paired with panoramic views of Noyo Harbor.

**Local Tip:** Eat your meal at the bar for some local color and conversation.

EXPLORE



#### 8. OFF THE HOOK SUSHI & TAKA'S

Fort Bragg has two places to satisfy your sushi cravings with premium sushi-grade fish and creative rolls in a laid-back atmosphere.

**Local Tip:** The udon noodle soup and ramen are just the thing on a cool coastal evening.

EXPLORE



#### 9. KW SALTWATER GRILL

Upscale fresh local seafood with a welcoming atmosphere, KW Saltwater elevates Fort Bragg's seafood scene with a refined menu and cozy ambiance. Perfect for a special night out on the North Coast.

**Local Tip:** The black cod. Say no more.

EXPLORE



#### 10. CATCH IT YOURSELF!

Head out to sea in one of Noyo Harbor's many fishing charter boats and bring home the catch of the day yourself to cook at home. Anchor Charter, Hooked on Mendocino, and All Aboard Adventures are all great choices!

EXPLORE

### LOCAL TIPS:

Explore all the coastal charm, fresh flavors, and unforgettable dining experiences that Fort Bragg has to offer.

12

EXPLORE MORE



# FORT BRAGG

NORTH COAST CALIFORNIA



Questions? Comments?





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## Text File

File Number: 25-335

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**Agenda Date:** 8/12/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3B.

Receive Update from Visit Mendocino



## August 2025 VFB Meeting

### **VMC Ads via Facebook and Instagram (Combined)**

Winesong - ongoing

165,865 reach

6,294 clicks

347,013 impressions

\$0.34 cpc

### **MailChimp eBlasts**

Summer Fun / August Events (sent 7/9)

~Included Art in the Gardens

~Included link to lodging

~Included link to all events on VM.com

39,192 delivered

Open Rate of more than 8.7% for Total Opens 4,952

Winesong (sent 7/23)

~Included Link to Lodging

39,521 delivered

Open Rate of approximately 7.8% for Total Opens of 4,439

Splendid Summer Events (sent 7/30)

~Included Art in the Gardens

~Included Paul Bunyan Days

~Included Winesong

~Included Noyo Harbor Fest

~Included Deals & Specials link

~Included link to lodging

39,344 Delivered

Open Rate of approximately 10.4% for Total Opens of 6,285

AiG was the third most clicked link



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File Number: 25-336

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**Agenda Date:** 8/12/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3C.

Receive Oral Update From VFB Special Events Subcommittee