



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, April 14, 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 3:32 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.