



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, June 10, 2025

3:30 PM Town Hall 363 N Main St. 344 North Barnes St. Ukiah CA
95482 and Via Video Conference

MEETING CALLED TO ORDER

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

ROLL CALL

Present: 5 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Barbara Bruce and Cory Epperson
Absent: 4 - Lindy Peters, Roxanne Perkins, Jon Glidewell and Stathi Pappas

1. APPROVAL OF MINUTES

1A. [25-226](#) Approve Minutes of Visit Fort Bragg Committee April 8, 2025

The minutes were approved by the committee as presented.

1B. [25-225](#) Approve Minutes of Visit Fort Bragg Committee May 13, 2025

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comments were made by Ron White.

3. CONDUCT OF BUSINESS

3A. [25-222](#) Receive Update from Idea Cooperative

Tom Kavanaugh from Idea Cooperative provided a PowerPoint with Visit Fort Bragg website statistics and events reviews/previews. Continued 25/26 priority to entice younger demographic.
Public Comment: Ron White.

Discussion: There was discussion on the following: Need to use Social Media and tag events to increase visitors. Continued focus on younger audience with targeted events. Revisit TikTok to capture younger demographic, will be reviewed in subcommittee meeting; check to see if name is registered.

3B. [25-223](#) Receive Update from Visit Mendocino

Janis MacDonald reported on behalf of Visit Mendocino. Upcoming weekend is Urchin Festival in

Noyo Harbor. Tour Urchin, 4th of July events and Parade, Fireworks and Salmon BBQ on July 5. Sent out recent Call of Action for Harvest Festival October 25-Nov 15. Magic Market in Fort Bragg will be the anchor event for the Harvest Festival. Working toward Winesong on September 6th at Botanical Gardens.

Public Comment: None.

Discussion: North Coast Brewery to assist Visit Mendocino. June 29, 2025, Art in Gardens with Symphony of Redwoods.

3C. [25-224](#) Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz reported on the June 6th Summer Kick Off Event. Great showing; puppies, music, food trucks, Flockworks sponsored scavenger hunt, Jenga, family events, bubbles, chalk art, etc.

Public Comment: None.

Discussion: Graduation night affected local attendance. Subcommittee will revisit event and discuss how to encourage shopping and vendor activities, possibly collaborating with monthly downtown business meeting, and including nonprofits in the future. Events ahead: Nor. Coast Rodders Car Show, Skate and Create Meet Up, Fireworks at dusk, Worlds Largest Salmon BBQ, and Craft Fair outside Town Hall. Email Cristal Munoz to join subcommittees.

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Albin-Smith adjourned the meeting at 4:36 p.m.