



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Thursday, October 16, 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

Chair Albin-Smith called the meeting to order at 3:32 PM.

ROLL CALL

City Staff: Public Experience Liaison Adelaide La Torre and Administrative Assistant Stephanie Remington

Present: 8 - Tess Albin-Smith, Lindy Peters, Alison DeGrassi, Debra DeGraw, Barbara Bruce, Roxanne Perkins, Jon Glidewell and Stathi Pappas

Absent: 1 - Cory Epperson

1. APPROVAL OF MINUTES

1A. [25-307](#) Approve Minutes of Visit Fort Bragg Committee July 8, 2025

Attachments: [VFB Minutes 07.08.2025](#)

The minutes were approved by the committee as presented.

1B. [25-436](#) Approve Minutes of Visit Fort Bragg Committee August 12, 2025

Attachments: [VFB Minutes 8.12.2025](#)

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [25-429](#) Receive Update from Idea Cooperative

Attachments: [VFB Update 10.16.2025](#)

Tom Kavanaugh and Melissa Holberton presented a report for Idea Cooperative. Winner of Photo Contest were chosen and announcements will be published online this Saturday, October 18. Room with a Brew is live, ending October 31. Next year the discounted room rate needs more prominent advertisement. Idea Cooperative has begun using a Performance Max Brand Campaign costing \$750 a month were AI will be implemented to target specific demographics. It will be used for a 6 month period then reassessed for continued use.

Public Comment: Paul Clark

Discussion: Requests to make the Photo Contest Annual were received. Discussion of Beach Access Maps will continue in the subcommittee. Launch of the Cannabis page on the Visit Fort Bragg website was requested as an agenda item for next meeting.

3B. [25-430](#) Receive Update from Visit Mendocino

Jamie Peters-Connolly presented an oral report for Visit Mendocino. She suggested more cross marketing be used, specifically with Idea Cooperative. Winesong advertisements reach 200,677 individuals before the event and raised \$250,000 (reaching goal of CT Scanner purchase for the district). Octoberfest and November e-newsletters have been sent and Monday, October 20 will feature an advertising e-blast for future events.

Public Comment: Paul Clark

Discussion: Tear-off maps of the area can be found at the Chamber of Commerce, City Hall will receive them soon as well.

3C. [25-431](#) Receive Oral Update From VFB Special Events Subcommittee

Adelaide La Torre presented an oral report of recent events held in the City. Magic Market will occur on Saturday, October 25 from 11 AM to 4 PM. Vouchers have been printed and passed out to participating vendors (80 in total) and the downtown business window decorating contest is underway, ending Wednesday, October 22. Winners of the window contest will be featured on the City's social media pages. There is a need for volunteers for this event.

Subcommittee members Debra De Graw and Barbara Bruce requested the committee consider the addition of a new event at or near the Noyo Headlands coastal trail, possibly at the end of May 2026.

Public Comment: None.

Discussion: It was requested that the Visit Fort Bragg budget be provided to the subcommittee for accurate budgeting.

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:58 PM.