



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, May 13, 2025

3:30 PM

Town Hall 363 N Main St. and Via Video
Conference

VISIT FORT BRAGG COMMITTEE

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: May 13, 2025 03:30 PM Pacific Time (US and Canada)

Topic: Visit Fort Bragg Committee

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/87651596863>

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

Webinar ID: 876 5159 6863

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@fortbragg.com.

1. APPROVAL OF MINUTES

- 1A. [25-170](#) Approve Minutes of Visit Fort Bragg Committee January 14, 2025

Attachments: [VFB MINS 01-14-2025](#)

- 1B. [25-171](#) Approve Minutes of Visit Fort Bragg Committee on February 11, 2025

Attachments: [VFB MINS 02-11-2025](#)

- 1C. [25-172](#) Approve Minutes of Visit Fort Bragg Committee on March 11, 2025

Attachments: [VFB MINS 03-11-2025](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [25-164](#) Receive Presentation From Pam Bell and City Manager Isaac Whippy on Fort Bragg Blues Festival
- 3B. [25-166](#) Receive Update from Idea Cooperative
- 3C. [25-167](#) Receive Update from Visit Mendocino
- 3D. [25-168](#) Receive Presentation and have Discussion on Visitor Engagement Ideas

Attachments: [VFB - Pull Marketing_Visitor Engagement Ideas](#)
[VFB - Pull Marketing_Visitor Engagement Slides](#)

- 3E. [25-169](#) Receive Oral Discussion on Potential Hanging Flower Baskets
- 3F. [25-165](#) 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 May 9, 2025.

Cristal Muñoz, Administrative Analyst

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: 25-170

Agenda Date: 5/13/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of Visit Fort Bragg Committee January 14, 2025



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Meeting Minutes Special Meetings

Tuesday, January 14, 2025

3:30 PM Town Hall 363 N Franklin Street and Via Video Conference

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

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

ROLL CALL

Present: Tess Albin-Smith, Lindy Peters, Debra De Graw, and Roxanne Perkins.

Absent: Cory Epperson.

1. APPROVAL OF MINUTES

1A. Approve Minutes of Visit Fort Bragg Committee December 10, 2024

The minutes were approved by the committee as presented

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comments were made by Ron White and Jay McMartin.

3. CONDUCT OF BUSINESS

3A. Receive Update from Visit Mendocino

Jamie Peters Connolly presented on behalf of Visit Mendocino and noted an impressive reach for promotional impressions and digital ads.

Public Comments: None.

Discussion: Peters Connolly explained that Visit Mendocino works with VFB with the goal of amplifying all outreach and tourism efforts to the area.

3B. Receive Report and Consider Appointing New Visit Fort Bragg Committee Members

Munoz announced Tess Albin-Smith and Lindy Peters as the new regular chairpersons for the Committee. They will listen to candidates and select the three (3) new Committee members. Six candidates applied: Stathi Pappas, Barb Bruce (re-applying), Patrick Kwan, and Jon Glidewell.

Public Comment: Jacob Patterson, Jenny Shattuck, and Jamie Peters Connolly.

Discussion: Chairpersons Peters and Albin-Smith thanked the applicants and selected Barb Bruce, Stathi Pappas, and Jon Glidewell to serve on the VFB Committee.

3C. Receive Oral Update from Idea Cooperative

Tom Kavanaugh presented the update from the Idea Cooperative and discussed the upcoming bicycle event associated with Bike Monkey, working on content for storytelling for local watering holes and seafood.

Public Comment: Jamie Peters Connolly.

Discussion: None.

3D. Receive Oral Update from VFB Special Events Subcommittee

Munoz informed the Committee that the VFB Special Events Subcommittee will soon received an invite to start planning for the upcoming Whale Festival.

Public Comments: None.

Discussion: None.

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

Chair Albin-Smith adjourned the meeting at 5:17 PM



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Text File

File Number: 25-171

Agenda Date: 5/13/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 1B.

Approve Minutes of Visit Fort Bragg Committee on February 11, 2025



City of Fort Bragg

416 N Franklin Street
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Phone: (707) 961-2823
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Meeting Minutes Special Meetings

Tuesday, February 11, 2025

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

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

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

ROLL CALL

Present: Tess Albin-Smith, Lindy Peters, Debra De Graw, Allison DeGrassi, Cory Epperson, Jon Glidewell, Roxanne Perkins, and Stathi Pappas (arrived late).

Absent: None.

1. APPROVAL OF MINUTES

None.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comments were made by Ron White and Cindy Lemos.

3. CONDUCT OF BUSINESS

3A. Receive Oral Update from Idea Cooperative

Tom Kavanaugh presented the update on behalf of the Idea Cooperative. The organizer of the upcoming Blues Festival, Pam Bell, thanked the Blues Committee and local hotelier Jon Glidewell for providing musicians with lodging.

Public Comment: Cindy Lemos, Robert Matson.

Discussion: None.

3B. Receive Update from Visit Mendocino

Jamie Peters-Connolly gave the presentation on behalf of Visit Mendocino and discussed the second major promotion for the Seafood and Sips event, featuring clam chowder and beer tastings, in coordination with the Whale Festival.

Public Comment: None.

Discussion: None.

3C. Receive Oral Update from VFB Special Events Subcommittee

Munoz discussed the upcoming Whale Festival on March 15, 2025, with chowder tasting from

10-12pm, and featuring the Wine Walk from 12-3pm. Munoz announced that the map is in the process of being finalized for this event.

Public Comment: None.

Discussion: Discussion involved subcommittee participation, band participants, layout of activities in order to maximize attendance and create social energy, and the committee will have follow up meetings to discuss logistics such as a sound technician for the band(s).

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:45 PM



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File Number: 25-172

Agenda Date: 5/13/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 1C.

Approve Minutes of Visit Fort Bragg Committee on March 11, 2025



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, March 11, 2025

3:30 PM

Town Hall, 363 N. Main and Via Video Conference

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

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

ROLL CALL

Staff Present: Administrative Analyst, Cristal Muñoz, Acting City Clerk, Amber Weaver, and new City Clerk, Diana Paoli.

Present: 5 - Tess Albin-Smith, Debra DeGraw, Cory Epperson, Jon Glidewell and Stathi Pappas

Absent: 4 - Lindy Peters, Alison DeGrassi, Barbara Bruce and Roxanne Perkins

COMMITTEE MEMBERS PLEASE TAKE NOTICE

ZOOM WEBINAR INVITATION

1. APPROVAL OF MINUTES

1A. [25-51](#) Approve Minutes of Visit Fort Bragg Committee January 14, 2025

Lack of quorum, no action taken.

1B. [25-50](#) Approve Minutes of Visit Fort Bragg Committee on February 11, 2025

Lack of quorum, no action taken.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. 25-68 Receive Oral Update from Idea Cooperative

[25-82](#) Idea Cooperative Presentation

Tom Kavanaugh from the Idea Cooperative shared presentation with monthly website and social media data points and activities. Upcoming events were also discussed. The presentation will be added to Agenda Packet for public and Committee Members to access and review data therein.

Public Comment: None.

Discussion: Committee Members and Councilmembers asked clarifying questions and discussed continued promotion and events in Fort Bragg.

3B. 25-69 Receive Update from Visit Mendocino

Jamie Peters-Connolly of Visit Mendocino gave report and presented further strategies to continue promoting collaboratively with Visit Fort Bragg and its future events and promotional flyers on social media.

3C. 25-70 Receive Oral Update from VFB Special Events Subcommittee

Administrative Analyst, Cristal Muñoz reported on updates from Special Events Subcommittees including upcoming Whale Festival, Wine Walk, Chowder Tasting, Whale Run, and Craft Fair.

Public Comment: None

Discussion: Committee Members and Councilmembers asked clarifying questions and discussed upcoming events.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Chair Albin-Smith adjourned meeting at 4:10 PM



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File Number: 25-164

Agenda Date: 5/13/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3A.

Receive Presentation From Pam Bell and City Manager Isaac Whippy on Fort Bragg Blues Festival



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Text File

File Number: 25-166

Agenda Date: 5/13/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3B.

Receive Update from Idea Cooperative



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Text File

File Number: 25-167

Agenda Date: 5/13/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3C.

Receive Update from Visit Mendocino



City of Fort Bragg

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Text File

File Number: 25-168

Agenda Date: 5/13/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3D.

Receive Presentation and have Discussion on Visitor Engagement Ideas



VFB Concepts to Consider - Visitor Engagement

1. Install fun, low-maintenance photo backdrops or painted "step-in" scenes throughout town to encourage social sharing and visitor photography (e.g., wings, ocean wave murals, a giant postcard).
 - Possible opportunity to incorporate this theme into upcoming mural projects so we can have some "instagrammable" moments.
2. Painted Crosswalks or Sidewalk Stencils - Use bright, artistic designs or local wildlife motifs (whales, starfish, etc.) to jazz up pedestrian crossings or sidewalks. Adds a splash of color and local character; quickly livens the streetscape.
3. Place oversized Adirondack chairs in strategic locations - creates fun photo opportunities and resting spots (paint them in weather-resistant coastal colors).
 - Maybe on the corners of Laurel and Franklin in DTFB.
4. Install clear, attractive vehicle-friendly signage along Main Street (Highway 1) to indicate nearby public ocean access points, coastal trails, scenic viewpoints, and beach parking areas.
 - Visitors driving through Fort Bragg often don't know which side streets lead to coastal parking or the Coastal Trail entrances. Prominent signs make it obvious where to turn, prompting better accessibility to our greatest visitor serving asset!
5. Commission local artists to paint utility boxes or trash receptacles with colorful scenes - transforms necessary infrastructure into art.
 - Example: Containers at Wiggly Giggly park.
6. Create "sunset spotting stations" with simple wooden frames that align perfectly with the sunset - encourages evening visits and more "Instagrammable Moments".
 - We could select some great spots along the coastal trail.
7. Lindy's Hanging Flower Baskets Downtown: Install decorative hanging flower baskets along street lamp posts and building fronts throughout downtown.
 - Encourage local businesses to "adopt a basket," sponsoring maintenance or seasonal replanting.

8. Create "selfie spots" with mounted phone holders and suggested photo compositions - makes it easier for groups to take photos together.
9. Organize monthly window decorating contests for local shops based on seasonal themes to keep storefronts fresh and encourage window shopping.
10. 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.
11. 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.
12. Install weatherproof wooden swing seats at key coastal viewing points - simple but creates memorable moments and photo opportunities.
13. Create nautical-themed bike racks throughout downtown (shaped like anchors or waves) - functional yet adds to the coastal character.
14. 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

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





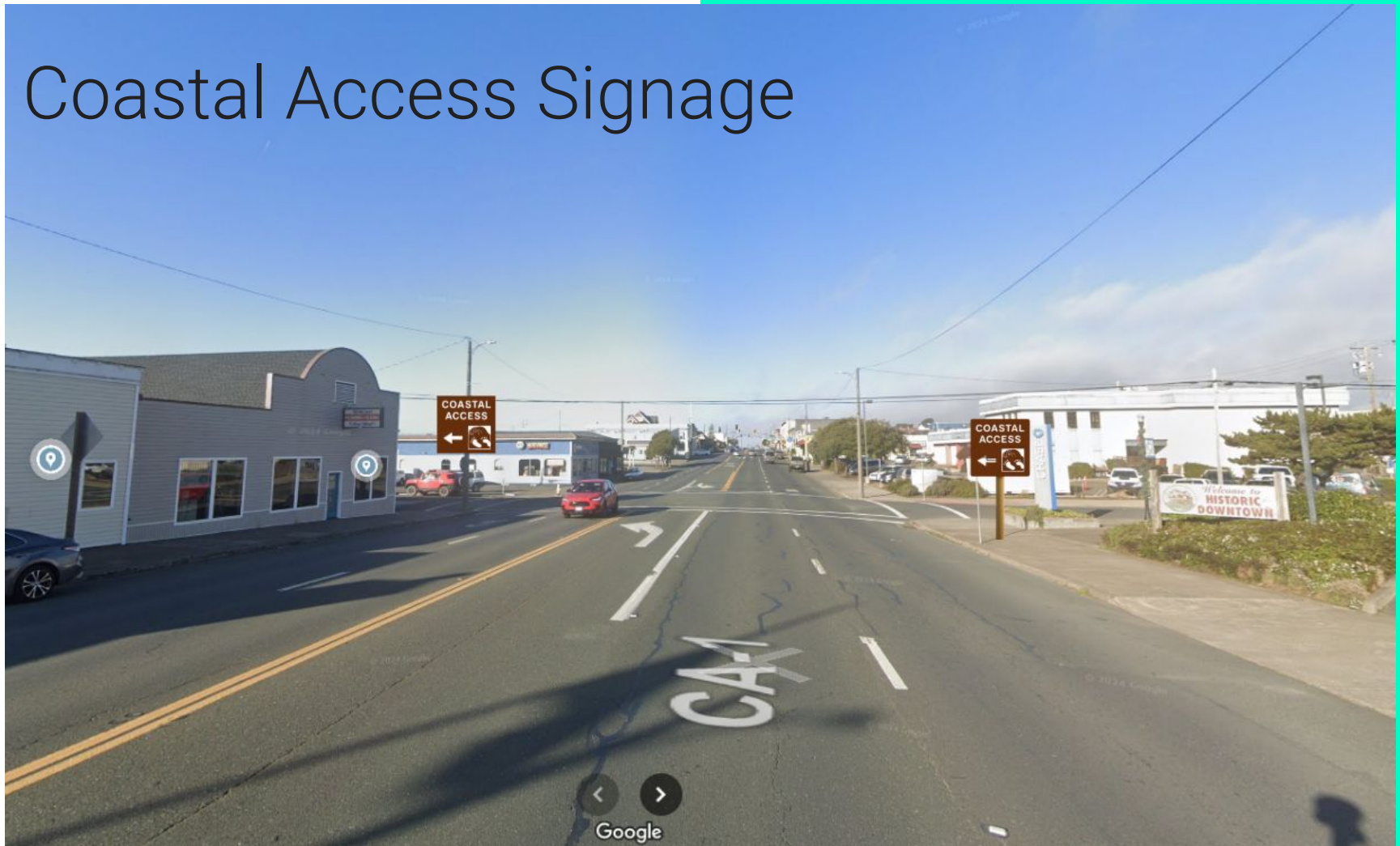
3. Oversized Adirondacks



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...

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File Number: 25-169

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Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3E.

Receive Oral Discussion on Potential Hanging Flower Baskets



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Text File

File Number: 25-165

Agenda Date: 5/13/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3F.

Receive Oral Update From VFB Special Events Subcommittee