



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, August 11, 2026

3:30 PM

Town Hall, 363 N. Main Street
and Via Video Conference

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 11, 2026 03:30 PM Pacific Time (US and Canada)

Topic: Visit Fort Bragg Committee

Join from PC, Mac, iPad, or Android:

<https://us06web.zoom.us/j/87533947967>

*And Telephone (*6 mute/unmute, *9 raise hand)*

+16694449171 US

Webinar ID: 875 3394 7967

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 alatorre@fortbraggca.gov.

1. APPROVAL OF MINUTES

- 1A. [26-328](#) Approve Minutes of Visit Fort Bragg Committee June 9, 2026

Attachments: [VFB MINS 06.09.2026](#)

- 1B. [26-329](#) Approve Minutes of Visit Fort Bragg Committee June 15, 2026

Attachments: [VFB MINS 06.15.2026](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [26-325](#) Receive Report and Provide Direction for FY 26-27 Scope of Work for the Idea Cooperative

Attachments: [VFB Staff Report](#)

[Att 1 - PowerPoint from The Idea Cooperative](#)

[Att 2 - Creative Thinking, Inc. DBA The Idea Cooperative Contract](#)

[Public Comment](#)

- 3B. [26-326](#) Discussion of Visit Fort Bragg Strategic Goals FY 2026/27 and Committee Survey Results

Attachments: [Staff Report](#)

[Survey Results](#)

[June Meeting Staff Report](#)

[Public Comment - Hotel](#)

- 3C. [26-331](#) Receive Update from Visit Mendocino

- 3D. [26-332](#) 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 Friday, August 7, 2026.

Adelaide La Torre
Public Experience Liaison

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*

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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).