



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, January 13, 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: Jan 13, 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/82283225446>

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

+1 669 444 9171 US

Webinar ID: 822 8322 5446

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 sremington@fortbraggca.gov.

1. APPROVAL OF MINUTES

- 1A. [26-579](#) Approve Minutes of Visit Fort Bragg Committee December 9, 2025

Attachments: [VFB MINS 12.09.2025](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [26-584](#) Receive Report and Consider Appointing New Visit Fort Bragg Committee Members

Attachments: [01132026 Membership Report](#)
[Att 1 - VFB Protocols](#)
[Att 2 - Committee Application - Marc Tagar Redacted](#)
[Att 3 - Committee Application - Mark Zaifman Redacted](#)
[Att 4 - Committee Application - Ryan Ballou Redacted](#)
[Att 5 - Committee Application - Sabine Hahnbueck Redacted](#)
[Att 6 - Committee Application - Scott Schneider Redacted](#)

- 3B. [26-580](#) Receive Update from Idea Cooperative

Attachments: [VFB Update01 13](#)

- 3C. [26-581](#) Receive Update from Visit Mendocino

- 3D. [26-582](#) 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, January 9, 2026.

Stephanie Remington
 Administrative Assistant

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: 26-579

Agenda Date: 1/13/2026

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of Visit Fort Bragg Committee December 9, 2025



City of Fort Bragg

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Phone: (707) 961-2823
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Meeting Minutes Visit Fort Bragg

Tuesday, December 9, 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

ROLL CALL

Present: 7 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Barbara Bruce, Roxanne Perkins, Jon Glidewell and Stathi Pappas

Absent: 2 - Lindy Peters and Cory Epperson

1. APPROVAL OF MINUTES

1A. [25-533](#) Approve Minutes of Visit Fort Bragg Committee November 18, 2025

Attachments: [VFB MINS 11.18.2025](#)

This Committee Minutes was approved for Council review

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Ron White, Monica, Sabine Bruner

3. CONDUCT OF BUSINESS

3A. [25-534](#) Receive Update from Idea Cooperative

Tom Kavanaugh presented the report. Barbara Bruce commented on the Social Media aspect of the report.

Debra DeGraw asked clarifying questions. Staff Adelaide LaTorre offered clarification.

Public Comment: Sabine Brunner, Ron White

3B. [25-535](#) Receive Update from Visit Mendocino

Jaime from Visit Mendocino County presented the update. Committee Member Roxanne Perkins offered an update on Festival of Lights. Committee Member Jon Glidewell offered an update on hotel occupancy.

Public Comment: None.

3C. [25-536](#) Receive Oral Update From VFB Special Events Subcommittee

Attachments: [VFB Detailed Balance Q1 FY 25-26](#)

Council Member Albin-Smith looked over the report.

4. MATTERS FROM COMMITTEE / STAFF

Council Member Albin-Smith mentioned the Festival of Trees and Winter Wonderland. Committee Member Debra DeGraw updated about the Lighted Truck Parade. Committee Members discussed the Lighted Truck Parade, Winter Wonderland, and Magic Market. Council Albin-Smith gave a recap of the tree lighting.

Council Member asked about the lights downtown, and Committee Members asked for update on the placement of lights and garland.

Jon Glidwell gave an update on the Tacos and Brews event. Committee Members discussed future events.

Public Comment: Scott

Staff Adelaide LaTorre announced that their are seats for appointment for the Visit Fort Bragg Committee. They gave a report on the Winter Wonderland, and Tree Lighting. Local Winners for the Window Decorating Contest were announced. Beach Maps are still at the Printers. Update on Entertainment Zone. LaTorre asked the public to reach out for questions or comments to alatoree@fortbraggca.gov.

Committee Member Debra DeGraw asked for clarification on entertainment zone. Staff Clarified.

ADJOURNMENT

This was adjourned at 4:41PM



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Text File

File Number: 26-584

Agenda Date: 1/13/2026

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3A.

Receive Report and Consider Appointing New Visit Fort Bragg Committee Members



CITY OF FORT BRAGG

416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2823 FAX 707/961-2802

COUNCIL COMMITTEE ITEM SUMMARY REPORT

Meeting Date: JANUARY 13, 2026
To: Visit Fort Bragg Committee
From: Adelaide La Torre, Public Experience Liaison
Agenda Item Title: Visit Fort Bragg Committee Membership

BACKGROUND AND OVERVIEW:

The Visit Fort Bragg Committee (VFB) consists of five to seven public members and two Councilmembers, appointed for continuity. The table below displays the current membership and terms of service:

Member	Sector	Term
Lindy Peters	Councilmember	Mayor Appointment
Tess Albin-Smith	Councilmember	Mayor Appointment
Barb Bruce	Other	24 months – expires 12/31/26
Jon Glidewell	Hotel	24 months – expires 12/31/26
Stathi Pappas	Recreation/Attraction	24 months – expires 12/31/26
Roxanne Perkins	Attraction/Retail	24 months – expired 12/31/25
Alison de Grassi	Other	24 months – expired 12/31/25
Cory Epperson	Retail	24 months – expired 12/31/25
Debra DeGraw	Dining/Retail	24 months – expired 12/31/25

Four members' terms expired at the end of 2025. On December 9, 2025, city staff opened applications for these seats through social media, press releases, and the City website. They also reached out to the individuals whose terms are ending to see if they would like to reapply, as the VFB protocols permit past members to do so. Applications closed on January 5, 2026, at 5 PM.

Five applications were received, and have been redacted to remove personal information. The applicants were contacted and informed that new members would be appointed at the meeting on January 13, 2026. They were also asked to be available at this meeting to answer any questions from the VFB.

Staff recommends that the VFB review the attached applications and engage with the candidates by asking pertinent questions to facilitate the appointment process. To assist the Council members in decision-making, the VFB Protocols have been included as a reference (Attachment 1 – VFB Protocols).

STAFF RECOMMENDATION:

The Committee to review the submitted applications and make recommendations to the Councilmembers to appoint new members to VFB, or provide guidance to staff regarding the recruitment and appointment process for VFB members.

ATTACHMENTS:

1. Visit Fort Bragg Committee Protocols (Reviewed December 8, 2022)
2. Application – Marc Tagar (redacted)
3. Application – Mark Zaifman (redacted)
4. Application – Ryan Ballou (redacted)
5. Application – Sabine Hahnbueck (redacted)
6. Application – Scott Schneider (redacted)

Visit Fort Bragg Committee Protocols

Created January 17, 2018

Amended November 19, 2019

Reviewed December 8, 2022

I. Purpose

The purpose of these protocols is to provide rules and procedures for conducting all Visit Fort Bragg Committee meetings, operations and performance of duties. Visit Fort Bragg is an advisory committee to the City of Fort Bragg; the project manager and VFB are supervised by City staff from the Community Development Department.

The purpose of the Visit Fort Bragg (VFB) Committee is to promote Fort Bragg, California as a travel and retail destination for the expressed purpose of increasing spending within the city, generating additional tax revenues from increased travel and retail spending and sustaining and expanding tourism and retail income and employment within Fort Bragg.

II. Members

- a. The VFB shall be composed of up to 9 members—7 from the community and 2 councilmembers.
- b. Members should represent a cross section of the Fort Bragg tourism sector. Ideally (but not mandatory) the Committee would be comprised of a cross-section of the sectors below. Achieving a diversity of interests should be considered when reviewing applications for membership.
 - i. Lodging with representation from both large and small establishments; branded and not branded
 - ii. Retail
 - iii. Dining
 - iv. Recreation/Attraction
 - v. Art/Culture
 - vi. Other
- c. Members are not required to reside in Fort Bragg city limits.
- d. Members may be nominated by City representatives and committee members. Members may be recommended to the committee by community members.
- e. Potential members are required to complete the current VFB Committee Membership Interest form.
- f. Members are required to complete the current VFB Committee Member Conflict of Interest Disclosure Form. The purpose of this form is to provide full transparency about committee members' interest and affiliations. The forms will be reviewed by City staff.
- g. New members must be approved by the City Council representatives on the Visit Fort Bragg Committee.
- h. If committee membership is full, the committee may consider rotating members or increasing membership.

III. Sub-Committees

All VFB committee members will be encouraged to join a subcommittee or ad hoc committee. This is not mandatory.

Members of sub-committees are not limited to VFB committee members. Sub-committees can include community members or any other person outside the VFB committee. Examples of sub-committees could include Special Events, Marketing, Website, etc.

IV. Meetings

- a. All regular meetings shall be scheduled, agenzized, conducted and posted in accordance with the City’s public meeting noticing procedures and sent to all committee members.
- b. VFB will hold bi-monthly meetings, unless rescheduled. Each meeting will be on a regular schedule at a date and time convenient to the majority of members unless otherwise noted.
- c. The regular meeting place of VFB shall be at the City of Fort Bragg Town Hall located at 363 N. Main Street or other public place as agreed.
- d. A special meeting of the VFB may be called by the Project Manager or by a majority vote of the members or by City staff.
- e. Each member of the VFB is expected to attend all regular meetings. If any member misses three consecutive meetings, that member may be eligible for removal from office with a majority vote of the Committee.

V. Financial

- a. The committee may recommend expenditures to the project manager and to City staff for consideration and discussion.

VI. Voting

- a. Voting will be subject to Brown Act voting procedures.

VII. Amendments

- a. These protocols may be amended at any time by a majority vote of the committee.

VISIT FORT BRAGG APPLICATION

Name:

Marc A. Tager

Company:

ClickEthos

Mailing Address:

[REDACTED] Fort Bragg, CA 95437

Email Address:

[REDACTED]

Phone Number:

[REDACTED]

Why would you like to be on the Visit Fort Bragg Committee?

I would like to serve on the Visit Fort Bragg Committee because Fort Bragg and the North Coast have been home to me off and on for more than 25 years. During that time, I've come to deeply value both the community and the balance required to support a healthy tourism economy. I've spent years informally promoting the area, sharing experiences, highlighting local businesses, and bringing positive attention to Fort Bragg simply because I believe in this place. Serving on the committee feels like a natural extension of that long-standing commitment.

Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.

Over the next three to five years, I envision Fort Bragg continuing to evolve as a thoughtful, year round destination that prioritizes quality experiences, all local businesses, and sustainability. This includes prioritizing off-season visitation, and continuing to elevate the harbor, arts, food, and outdoor recreation, and attracting visitors who respect the community and return often. A strong tourism economy should be resilient, locally grounded, and reflective of Fort Bragg's character.

What are some of your prior board/committee experiences?

Earlier in my career, closer to the turn of the century, I worked with Friendship Park and several other community focused organizations in leadership and advisory capacities. Those experiences provided an early foundation in collaborative governance, operations, and the responsibility that comes with serving the public good.

In more recent years, my contributions have been primarily hands on. I have dedicated significant time to nonprofit and community efforts, including nearly 2,000 hours over the past three years through volunteering and working with the Fort Bragg Food Bank/ Mendo Food Network. Alongside this work, I have focused on promoting the area, supporting and facilitating community events, and helping organizations and local businesses achieve successful outcomes through coordination, marketing support, and on the ground engagement. This experience keeps me closely connected to the practical needs of the community and the real world impact of tourism and events.

What is your experience and expertise in strategic planning, budgeting and destination Marketing?

My professional background includes more than two decades in hospitality, hotels, wholesale, retail, and service based industries, paired with digital strategy and marketing leadership. I have experience developing strategic plans, managing budgets, and aligning marketing efforts with measurable goals.

I also bring a strong understanding of destination perception and visitor behavior through my work as a Yelp Elite member and as one of the top 10% of Google reviewers worldwide, with over 15 million views. This perspective has given me insight into how travelers make decisions, how destinations are evaluated online, and how storytelling and consistency influence tourism outcomes. It is also why I created my Digital Marketing Company, ClickEthos. The intention is to professionally provide my skills and expertise to local businesses at a reasonable price.

What does success for this Committee look like to you

Success looks like a tourism strategy that strengthens local businesses, respects residents, and attracts visitors who value what makes Fort Bragg special. It means thoughtful marketing, economic stability, and a collaborative committee that uses data, lived experience, and community input to guide decisions.

From my experience managing local hotels, Fort Bragg consistently fills from May through September with minimal marketing effort. The real opportunity lies in the rest of the year. A successful approach focuses on shoulder-season and off-season visitation so businesses can keep staff employed rather than relying on seasonal layoffs. This attention will strengthen families, keep dollars circulating locally, and will be where the largest increase in overall TOT revenue will come from.

Equally important is promoting experiences across **all** local businesses, not just peak attractions, so visitors are encouraged to explore, dine, shop, and stay throughout the community. This kind of balanced, experience driven tourism supports the central business district and lifts the entire town. As a tourism based economy, success requires a pragmatic, year round strategy that benefits workers, businesses, and residents alike.

FORT BRAGG

NORTH COAST CALIFORNIA



Visit Fort Bragg Advisory Committee Application

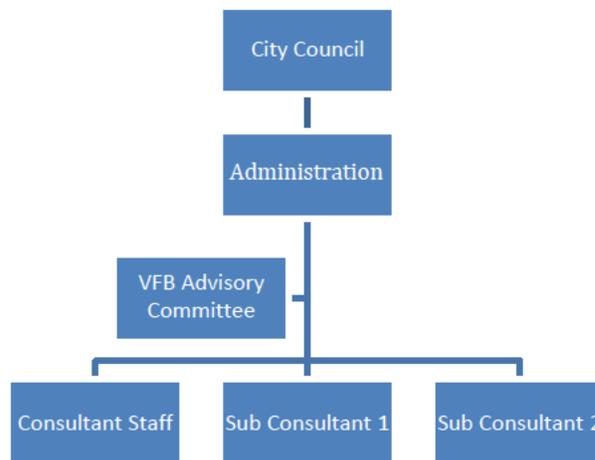
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

The City of Fort Bragg is currently seeking committed, inspired big-picture thinkers to help bring the mission to life. Applicants should represent some aspect of Fort Bragg's Tourism Economy with a focus on the lodging industry.

Board Commitment: Currently meetings will be held monthly. Meetings are regularly scheduled for the second Tuesday of every month at 3:30 pm.

This Committee is subject to the Ralph M. Brown Act. Members are expected to fully comply with all applicable laws and regulations related to the Brown Act. (assistance with adherence to the Brown Act will be provided by City staff). As the Committee is subject to the "Brown Act", information on this application is subject to the CA Public Records Act and related regulations.

The Committee is comprised of 5-7 community members serving staggering terms of 2 years.



Applications are due Monday, January 5th, 2026. To submit an application or for more information please contact Adelaide La Torre at alatorre@fortbraggca.gov or (707) 961-2823 x101.

Only completed applications will be reviewed by the City council members appointed to the Visit Fort Bragg Advisory Committee during their regular meeting on January 13, 2026. Applicants are encouraged to attend the meeting in person and be prepared to address any questions from the city council members. Supplemental materials supporting the application are strongly encouraged and may enhance the review process. In the event of a tie, the City Manager will cast the deciding vote.

APPLICATION

Name: Mark Zaifman

Company: Spiritus Financial Planning

Mailing Address: [REDACTED]

Email Address: [REDACTED]

Phone Number: [REDACTED]

1. Why would you like to be on the Visit Fort Bragg Committee?

I believe I can bring new and fresh ideas to attract more tourists to our beautiful town

2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.

I envision Fort Bragg over the next 3-5 years promoting our natural beauty on the coast and focusing on eco-tourism which will attract a demo that spends a lot of money of travel, food and entertainment.

3. What are some of your prior board/committee experiences?

I was Treasurer of the Board for Committee on the Shelterless (COTS) in Petaluma, the same role at Landpaths in Santa Rosa and currently serving as Treasurer for the What If Foundation

4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

Strategic planning and budgeting are my strengths, not as much experience in destination marketing.

5. What does success for this Committee look like to you?

Setting goals after designing our new 3-5 year tourism plan and seeing Fort Bragg not only reach the targets we establish, but exceed the goals we set. I see us all respecting each board members point of view and working as a team to achieve tourism success for our beautiful town.

Name- Ryan Ballou

Company - Ryan Ballou

Mailing Address- [REDACTED] Fort Bragg 95437

[REDACTED]

1) Why do you want to be on the Visit Fort Bragg Committee?

I have a passion for taking pictures and film in Fort Bragg that has led me to live here. I enjoy seeing my communities I live in thrive and am a great community builder especially with Social Media.

2) Briefly describe your vision for Fort Bragg?

I only wish to see more people enjoy the area and the beauty that is all around us as well as the many great local businesses. I know that I have the ability to bring folks into Fort Bragg as I have for many years just being a Facebook creator here locally in Mendocino County. Random people that follow me online always ask for beach advice, where to eat and often where to stay when visiting Fort Bragg. I always freely offer what I know when they do.

3) What are some of your prior board/committee experiences?

I served a year on my Student government in college as the Liberal Arts Representative. My job was to create and organize large scale events with many different entertainers and acts to entertain my college. I have been a part of KLLG 97.9 F.M radio in Willits California as a voting board member for 9 years.

4) What is your experience in and expertise in strategic planning, budgeting and destination marketing?

I strategically market Fort Bragg on my social media everyday of the year. I do this with a tight budget and lots of planning to get the film and shots I take of Fort Bragg. I then market Fort Bragg to my audience online that reaches millions of people a day.

5) What does success for this committee look like to you?

Working with others to better the community of Fort Bragg in a positive, prosperous and entertaining fashion is what success looks like to me. I think Team and community building for a better economy in Fort Bragg is good for everyone.

APPLICATION

Name: Sabine Hahnbueck

Company: Littlecup

Mailing Address: [REDACTED]
Fort Bragg, CA 95437

Email Address: [REDACTED]

Phone Number: [REDACTED]

1. Why would you like to be on the Visit Fort Bragg Committee?

I would like to help making Fort Bragg into a thriving and successful city.

2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.

My vision for FB is to create another downtown event which would bring tourists from all over CA to come.

3. What are some of your prior board/committee experiences?

2y. Board member at Ass. of Clay + Glass Artist in CA - (ACGA)
1y. Board member at Art Explorers, 1y. Board m. at Pacific Textile Arts

4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

I have owned my own small business for over 10 years. Strategic planning, budgeting and marketing are a big part of running a small business.

5. What does success for this Committee look like to you?

Making changes, creating a vibrant and successful CBD. listening to the local people and downtown merchants.

I am a graphic designer originally and social media and marketing are a big part of my business.

FORT BRAGG

NORTH COAST CALIFORNIA



Visit Fort Bragg Advisory Committee Application

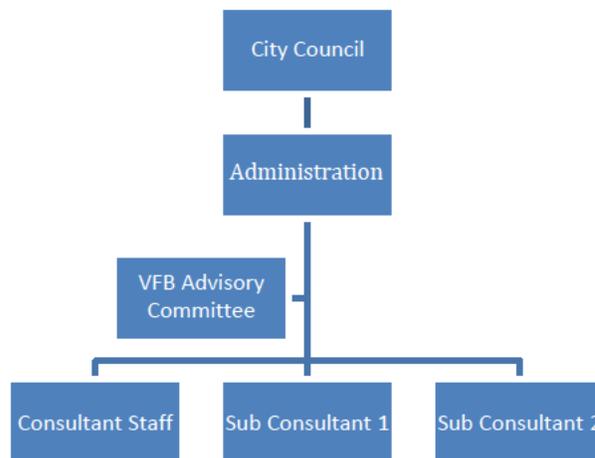
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APPLICATION

Name: Scott Schneider

Company: Noyo Harbor Inn

Mailing Address: [REDACTED]

Email Address:

manager@noyoharborinn.com

Phone Number:

[REDACTED]

1. Why would you like to be on the Visit Fort Bragg Committee?

To see maximum ROI with the efforts and dollars promoting Fort Bragg as a premier California destination. As both a manager of a local inn and restaurant as well as the past

2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.

We are in uncertain times and I believe Fort Bragg has tremendous potential increasing the benefits our tourism economy can offer the community. From economic development to

3. What are some of your prior board/committee experiences?

5 years on the Mendocino County Lodging Association and Mendocino County Promotional Alliance. President/CEO of Visit Mendocino County for 10 years. Chair of the North Coast Tourism Council for 6 years. Chair of the Visit California Rural Tourism Committee for 2

4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

I was an integral part of the team in creating and developing Mendocino County's first countywide destination marketing organization from 2003 through 2015. In doing so, I helped to develop and implement annual budgets, annual marketing plans, and multi-year strategic

5. What does success for this Committee look like to you?

Increased participation from the community. Visit Fort Bragg has done a great job to date in promoting its attributes and creating great visitor experiences through special events and enhancing the overall guest experience. I would like to see more participation from the hospitality sector to enhance the committee's programs and initiatives. Partnerships with other businesses, organizations and destinations can help Visit Fort Bragg reach more potential visitors ultimately increasing the benefits the tourism economy brings to the community. The more buy in we have from not only hospitality businesses, but the entire community, the more successful the committee will be in accomplishing its goals.

I would also like to see the committee, if possible, develop a 2026 - 2028+ strategic plan to support the city's goals throughout the 2024 - 2028+ strategic plan as it relates to the tourism economy and efforts. This plan will help the committee stay focused on the goals and initiatives presented in the plan and, more importantly, enable more of the community to participate in its efforts and initiatives.



City of Fort Bragg

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Text File

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File Type: Staff Report

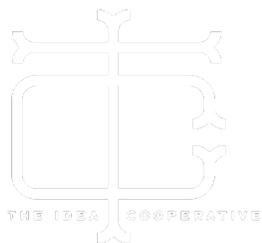
Agenda Number: 3B.

Receive Update from Idea Cooperative

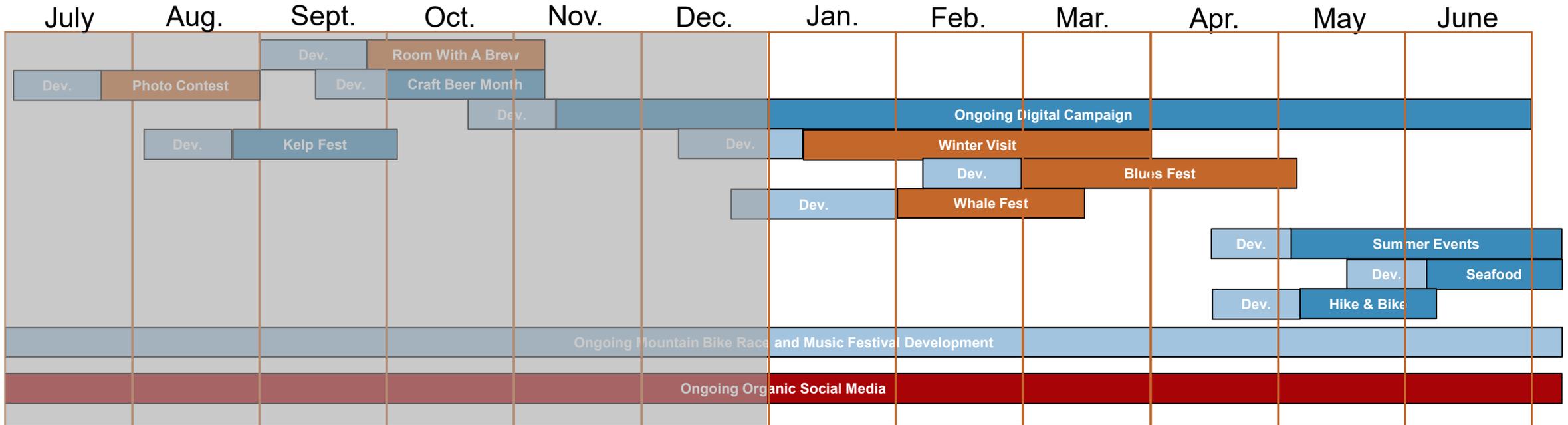


Marketing Campaign Monthly Update

January 13, 2026



Preliminary
Promotional Calendar
2025 > 2026



Major Promotion

- Hotel Involvement
- Landing Page
- Paid Media
- Organic Social
- Newsletter
- Conversion CTA

Minor Promotion

- Landing Page
- Organic Social
- Newsletter

Campaign Development

VisitFortBraggCa.com

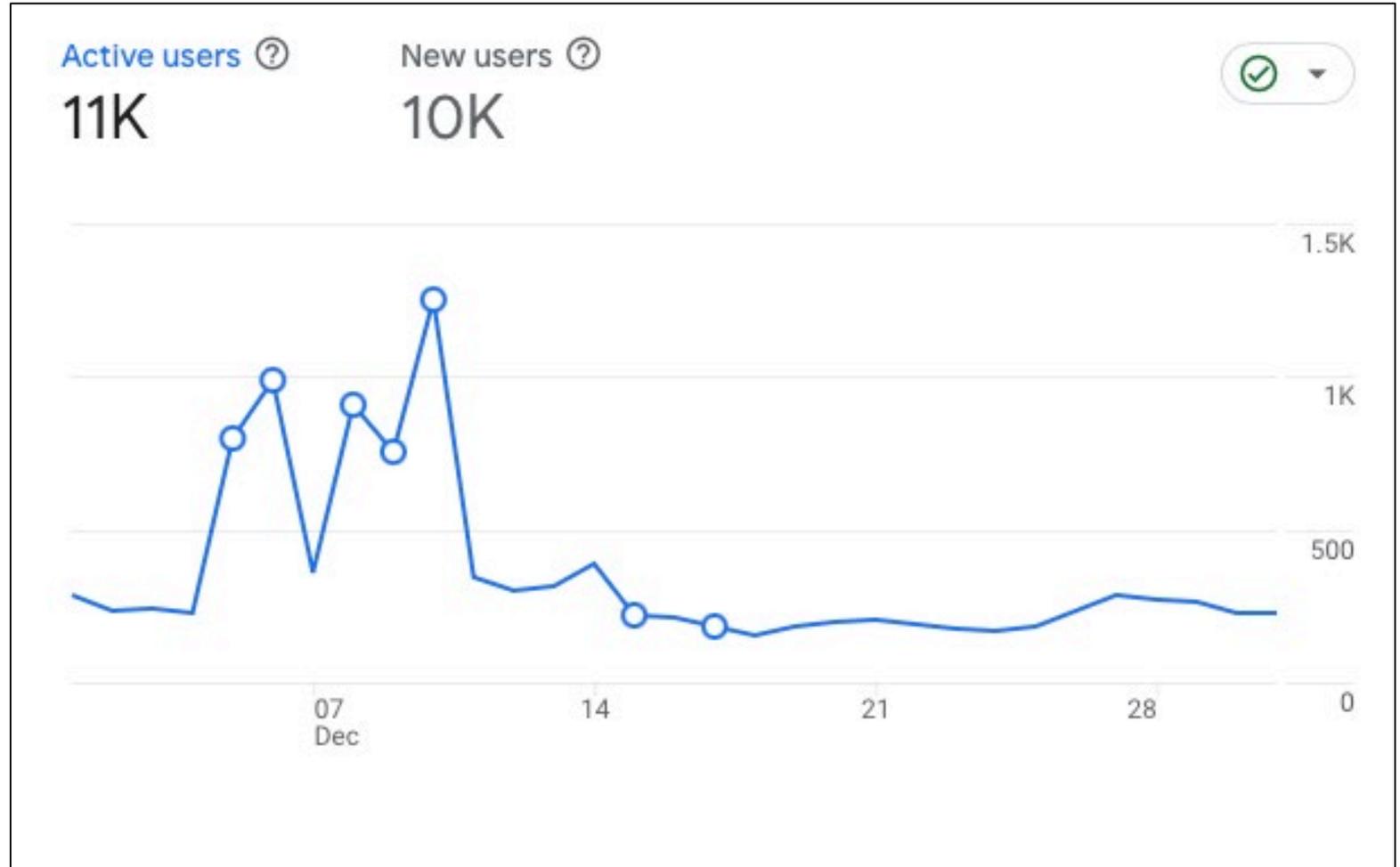
MONTHLY SITE TRAFFIC

Google Analytics

- November 2025 – 7.2K
- December 2024 – 6K
- December 2023 – 5.1K

December 2025

<input checked="" type="checkbox"/>	Total	15,141 100% of total
<input type="checkbox"/>	1 /	4,469 (29.52%)
<input type="checkbox"/>	2 /events/	748 (4.94%)
<input type="checkbox"/>	3 /fort-bragg-winter-wonderland/	739 (4.88%)
<input type="checkbox"/>	4 /2023-gift-guide-online/	493 (3.26%)
<input type="checkbox"/>	5 /glass-beach/	403 (2.66%)
<input type="checkbox"/>	6 /about-fort-bragg/	385 (2.54%)
<input type="checkbox"/>	7 /whalefest/	364 (2.4%)
<input type="checkbox"/>	8 /2023-gift-guide/	325 (2.15%)
<input type="checkbox"/>	9 /plan-your-trip/stay/hotels/	220 (1.45%)
<input type="checkbox"/>	10 /plan-your-trip/play/shopping/	219 (1.45%)



December:

- Holiday Shopping
- Holiday Events
- Blues Fest
- Winter Visit Prep



December Email

- 8,191 Recipients (+150)
- 1,729 Total Opens (-142)
- 13.2% Open Rate (+1%)
- 503 Total Clicks (+171)
- 3.8% Click Rate (-.1%)
- 29% - Clicks Per Open (+11.1%)

Click performance

December 11, 2025 - January 12, 2026

URL	Total clicks	% of Total clicks
https://visitfortbraggca.com/top-10-vintage-thrift...	191	21.8%
https://visitfortbraggca.com/events/	167	19.1%
https://fortbraggblues.com	150	17.1%
https://visitfortbraggca.com/plan-your-trip/play/s...	139	15.9%
https://www.noyocenter.org/live-web-cam	125	14.3%
https://visitfortbraggca.com	87	9.9%
https://visitfortbraggca.com/plan-your-trip/stay/h...	15	1.7%
https://www.facebook.com/fortbraggca/	2	0.23%

Total Contacts: **9,507**

Recent growth

New contacts added to this audience in the last 30 days.

89

New Contacts

From December 13,
2025 to January 12,
2026

89

Subscribed

0

Non-
Subscribed

Where your contacts came from:



FORT BRAGG NORTH COAST CALIFORNIA



Fort Bragg's Vintage Scene

Shops abound in and around downtown Fort Bragg carrying second hand finds and collectibles. Source that unique and thoughtful gift that will truly be a one-of-a-kind find.

SEE FORT BRAGG VINTAGE SHOPS



Fort Bragg Blues Fest

Announcing the 2026 Fort Bragg Blues Festival happening the first weekend of May. Early bird tickets are on sale now and would make an excellent holiday gift! If you can't wait until Spring, join the fun at Harbor View Bistro and Bar on February 5th for the Whiskey & Blues Seafood Dinner.

LEARN MORE & PURCHASE TICKETS



Holiday Shopping Central

Downtown Fort Bragg is your shopping headquarters for holiday gift giving. From books to surf boards, boots to socks, art and art supplies, specialty food and wine, and more, there is a gift in Fort Bragg for everyone on your list.

SHOP FORT BRAGG

See the [full calendar](#) of events!

Plan your stay early!

Fall and winter can be some of the sunniest weather all year. Book your accommodations now for the best selection of hotels, ocean front inns, and campsites.

BOOK NOW



Share your love of Fort Bragg and the incredible North Coast. Click below to forward this email to your friends so they can see how much is happening in and around Fort Bragg.

Forward To A Friend



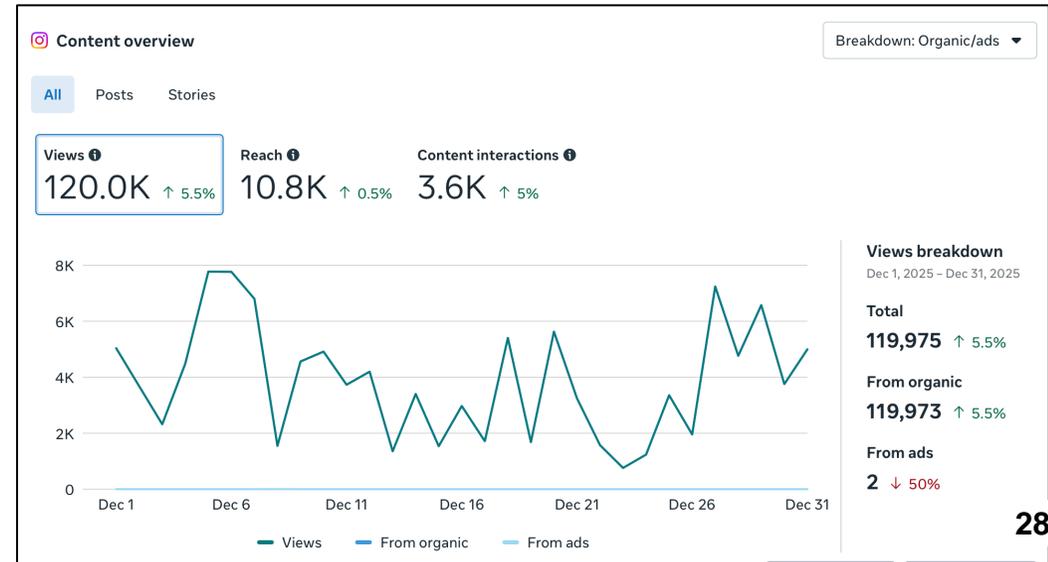
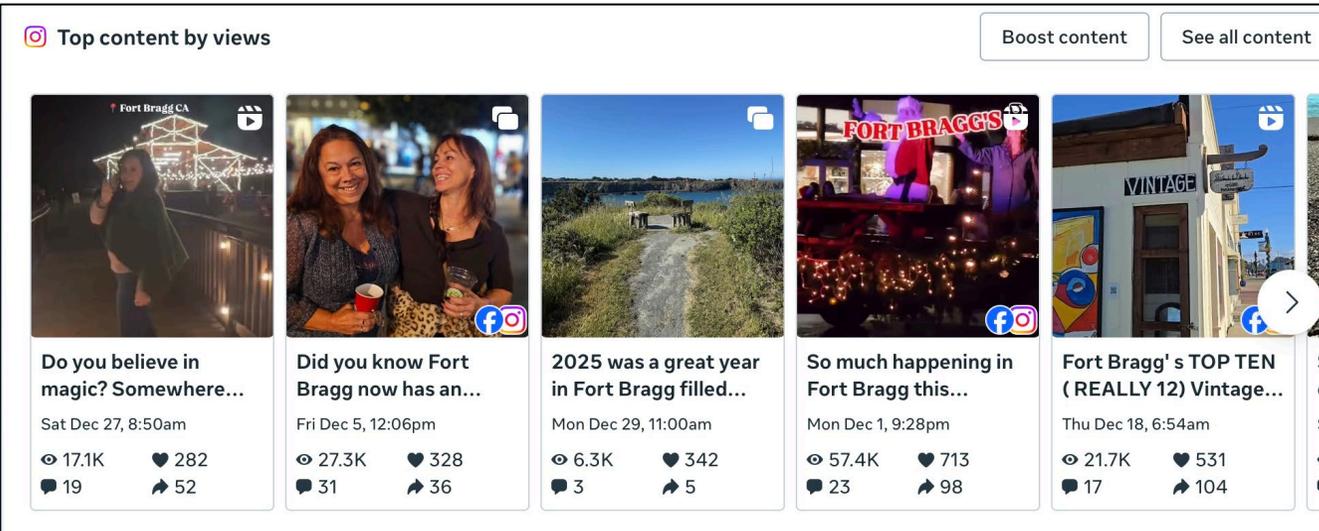
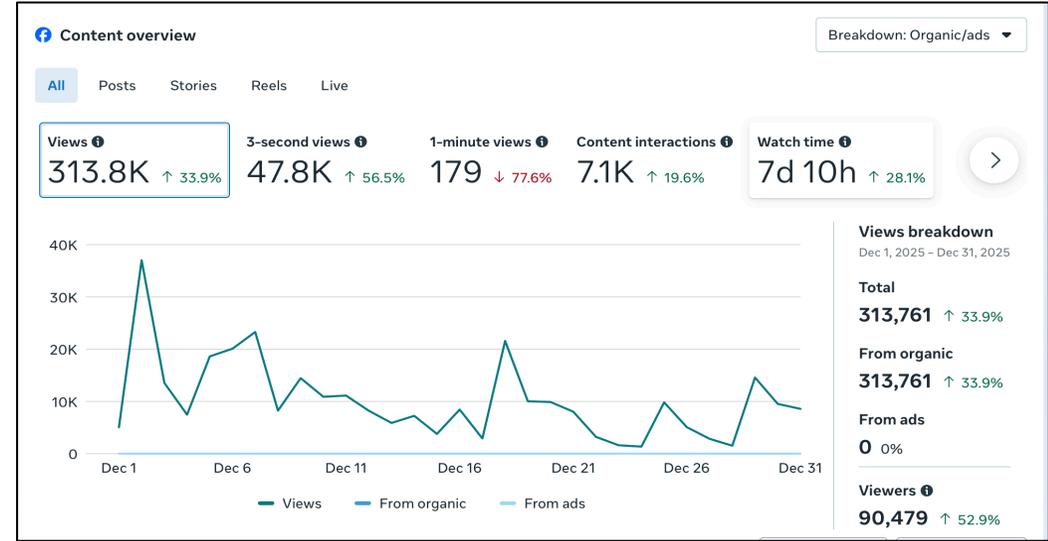
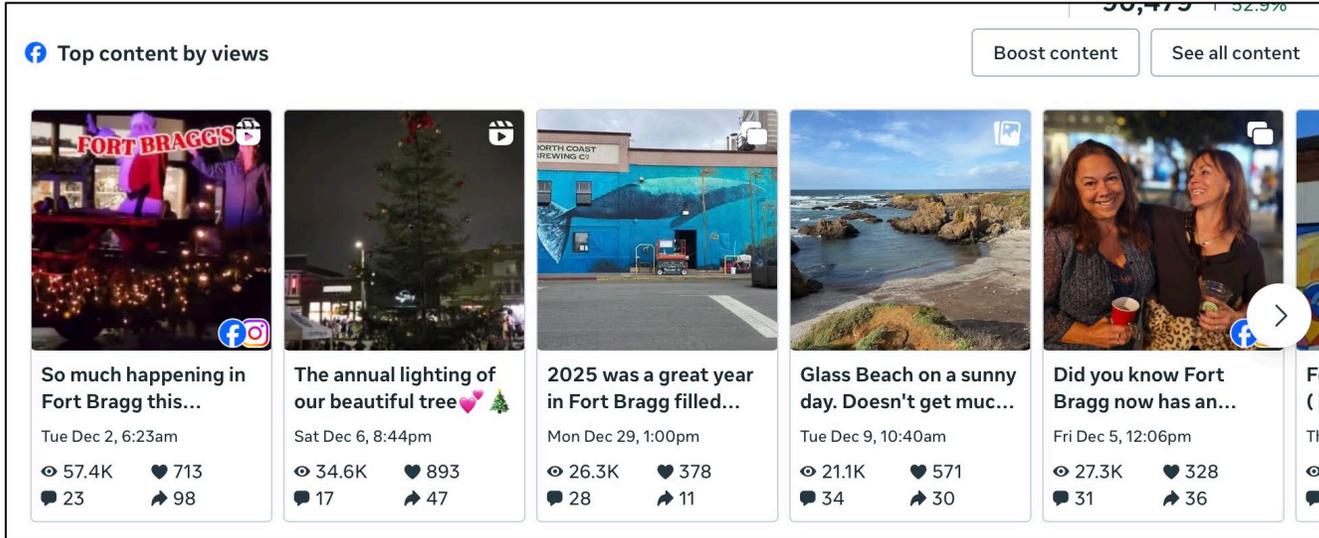
Watch the Weather On the North Coast

The Noyo Center's Crow's Nest Live Cam offers a continuous view of the coast near Fort Bragg.

View



December Social



Sustaining Google Performance Max Brand Campaign

Audience:

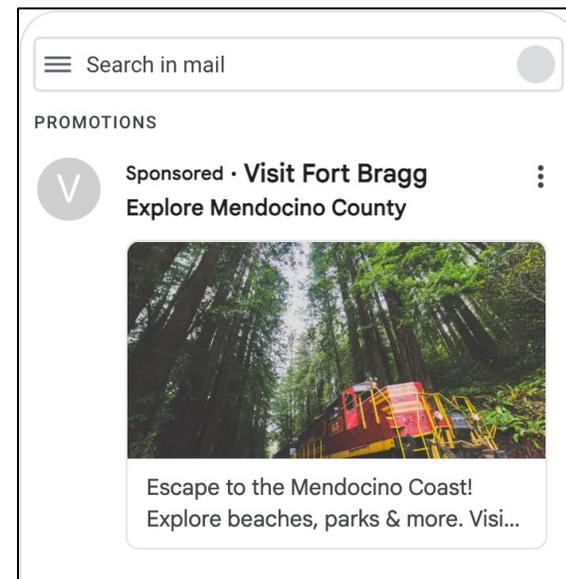
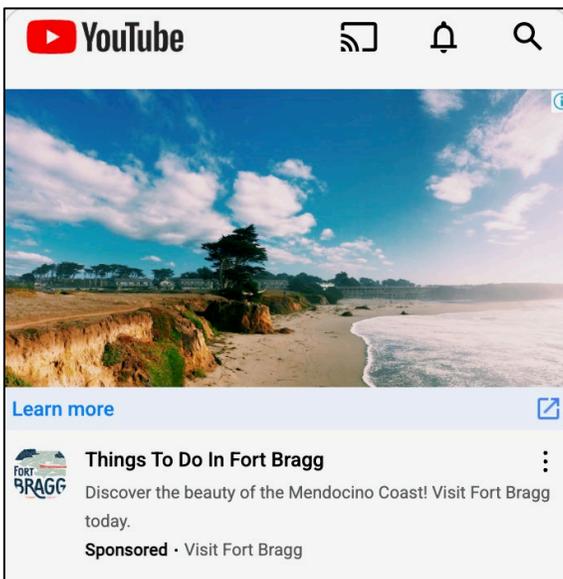
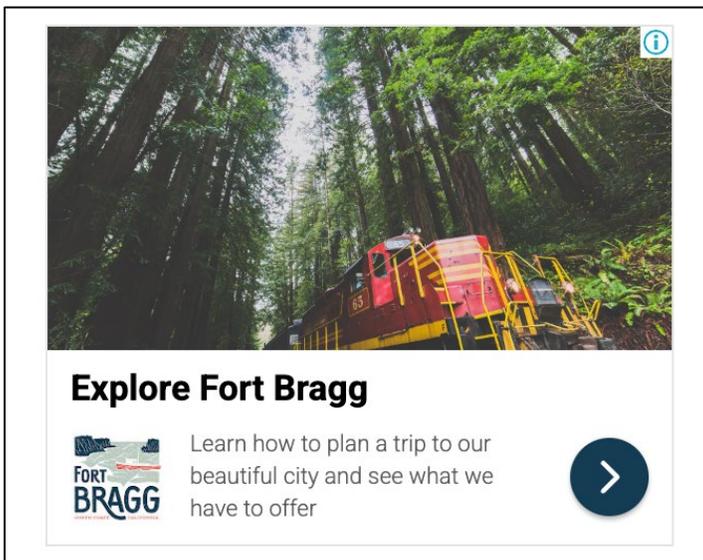
- California wide to western Nevada
- Ages 25-55
- Families, food/beverage, coastal vacations, mtn. biking, hiking, beach getaways

To Date Performance (October 1 > December 8):

- Clicks: 1,665
- Impressions: 25,909
- CTR: 6.43%
- Cost per click: \$.05
- Spend: \$86.14

****1665 clicks from 25,909 impressions shows strong and consistent traffic, and indicates highly relevant targeting and ad messaging**

****Performance indicates opportunity to scale spend if works in the budget**



Miscellaneous

Listicle: Vintage/Thrift Shopping

Beach Map – at hotels

New Pages:

- Stories: next up: Thanksgiving Coffee

Entertainment Zone Destination: Social media and eNewsletter

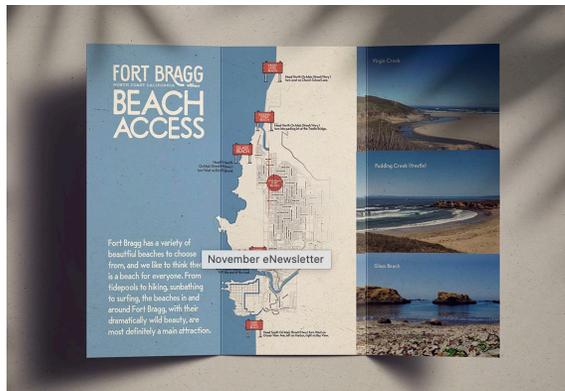
Progress on Blues Fest:

- Band Page live
- Full Ticket Sales Feb. 1

Winter Visit Campaign: January 1 – March 31

- Participating hotels: Beachcomber, Surf & Sand, Anchor Lodge, Noyo Harbor Inn
- Working on securing Prize Packets with gift certificates from Fort Bragg businesses
- Paid media: Google display ad campaign, Meta
- Organic Social

Home Page: switching this week to Winter Visit and Promo



Red's Blues Band

With Special Guest Kenny Marchese on Oudtar

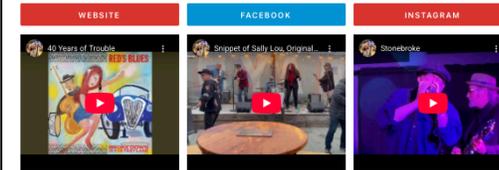


Red's Blues Band is a four-piece Sacramento Blues Hall of Fame band featuring Beth Reid Grigsby, aka Sacramento Red, on lead vocals and harmonies, RW Grigsby, bass and vocals, Doug Cummings, guitar/harmonica and vocals and Tim Wilbur, drum/percussion and vocals. Plus, they often have special guests on their shows. Guitarist Kenny Marchese, also a member of the Sacramento Blues Hall of Fame, will be a special guest for the Fort Bragg Blues Festival. They play traditional blues, as well as a lot of original Americana/Roots music. Beth and RW founded Red's Blues in 2012. The band has released four CDs, and recently released two original digital singles in September, '25, available on their website and all outlets.

Over the years their CDs have featured some of Northern California's finest guest artists, such as Rick Estrin, Steve Freund, Jon Lawton, Johnny Burgin, Sid Morris, Mark Hummel, John Cocuzzi, Kyle Rowland, sax players Nancy Wright and Terry Hancock, Kid Andersen of Greaseland fame, Anson Funderburgh, Mike Keller and Wes Starr, many of whom have performed with them live multiple times. RW is also the bassist on the 2014 Grammy-nominated and BMA-winning CD, Remembering Little Walter by Mark Hummel and the Blues Survivors. He was nominated for a BMA "Bass instrumentalist" Award in 2017.

Accolades & Accomplishments:

Red's Blues has earned recognition for their authentic and high-quality blues sound. They've received Positive Reviews in major publications including Blues Blast Magazine, Living Blues Magazine, and Blue Notes Magazine. Red's Blues are highly praised by blues luminaries: Charlie Musselwhite called their album 'You Knock Me Out' "fine laid-back enjoyable blues" and a "joy to listen to." And Critic Mick Martin lauded the same album as "gritty and refreshing," noting it was authentic blues, not disguised rock. The band has received local award nominations. Reviewers, such as Professor Johnny P's Juke Joint Magazine, specifically highlight vocalist Beth "Red" Grigsby as the "real star of the vocals."



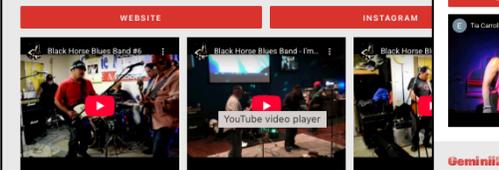
Black Horse Blues Band



Hailing from the heart of Lake and Mendocino Counties, the Black Horse Blues Band (often referred to as B.H.B.B.) is a powerhouse ensemble "amped-up" brand of ferocious blues-rock. Led by Randy Pete Rancharia, member of the Pomo Nation, the band has built a reputation for delivering a gritty, high-energy sound—often de members themselves as "gruff and grime." First formed in the Blackhorse Blues Band has become a staple of the Northern U. scene. The band's identity is deeply rooted in their heritage, bridging the traditions of the blues with a hard-hitting rock edge, spent years touring Indian Country and the regional festival of celebrated not just for their technical skill, but for their ability to emotion through what they call their "ferocious" blues-rock at tribal celebrations, local venues in Ukiah, or on n, they remain one of the most respected Native American Blues.

Accolades & Accomplishments:

The Blackhorse Blues Band's has earned national acclaim, mo featured on the national radio program Native America Calling for their contribution to the modern Native American sound, and local area musicians, they serve as vital cultural ambassadors bridging their heritage with a high-octane "gruff and grime!" Beyond the stage, B.H.B.B. has solidified their reputation as co through their tireless support of local causes, frequently performing benefits and tribal fundraisers to give back to the community supported them since the early 90s.



Tia Carroll & Her Awesome Band



Born in Richmond, California, Tia Carroll is a powerhouse blues, soul, and R&B vocalist who has been a staple of the San Francisco Bay Area music scene for over three decades. Known for her "sweet blues therapy," Carroll's vocal style is often compared to legends like Tina Turner, Aretha Franklin, and Janis Joplin, yet she maintains a unique, high-energy stage presence that has earned her an international following. Carroll has shared the stage with icons such as Ray Charles, B. King, and Gladys Knight along with Jimmy McCracklin, Sir Johnson, Sugar Pie DeBarto, Tommy Castro, Elvin Bishop, Igor Strakos and Eric Gale. While she has toured extensively across Europe, Brazil, and Asia, she reached a new milestone in 2021 with the release of 'You Gotta Have It' Recorded at the famous Greaseland Studios in San Jose, the album earned critical acclaim and a Blues Blast Music Award nomination.

Accolades & Accomplishments:

Tia Carroll has amassed an impressive array of honors that reflect her status as a "Vox of Today's Blues." Her professional recognition includes being named the West Coast Female Blues Vocalist of the Year (2007), the Blues Music Foundation's Traditional Blues Woman of the Year (2008), Band Leader of the Year (2009), and R&B Vocalist of the Year (2011). In 2012, she won Best Female Vocalist at the Rock & Roll Hall of Fame Corporate Band competition, and her international influence was solidified with "Blues Contributor" awards in Spain and Brazil. More recently, her 2021 album 'You Gotta Have It' garnered critical acclaim with nominations for 'Soul Blues Album of the Year' at both the Blues Music Awards and the Blues Blast Music Awards, while her lifelong dedication was honored with the prestigious Denise LaSalle Lifetime Achievement Award in 2022.



GeminiDRAGON Featuring Linwood Taylor



GeminiDRAGON the Louisiana vocalist established herself as a fiery baritone who honored the lines of blues, Rock and Soul and paid homage to both the old and the new. By having one foot in the past but the other in the present all the while mentally exploring the future. Comparisons to rock Taylor Mike Stogden and Tina Turner aside, GeminiDRAGON has established herself as a fierce vocalist with a smoky tone and rich tapestry of textures that evoke visual images of the songs she's singing and the mental emotions of them as well.

Accolades & Accomplishments:

GeminiDRAGON has toured the world and played many of the festivals in the U.S. (Bakersfield Blues Festival & North Atlantic @ Name A Few) Guitarist Linwood Taylor spent many years playing with Blues Legend Joe Louis Walker and traveled the world with him as well.



Questions? Comments?

FORT BRAGG

NORTH COAST CALIFORNIA 



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Text File

File Number: 26-581

Agenda Date: 1/13/2026

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: 26-582

Agenda Date: 1/13/2026

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3D.

Receive Oral Update from VFB Special Events Subcommittee