



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, June 9, 2026

3:30 PM

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

MEETING CALLED TO ORDER

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

ROLL CALL

City Staff Present: Senior Administrative Analyst Cristal Munoz, Public Experience Liaison Adelaide La Torre, Administrative Assistant Stephanie Remington, Recreation Coordinator Anna Leach.

Present: 7 - Tess Albin-Smith, Lindy Peters, Jon Glidewell, Stathi Pappas, Barbara Bruce, Ryan Ballou and Scott Schneider1

Absent: 1 - Sabine Hahnbueck

COMMITTEE MEMBERS PLEASE TAKE NOTICE

ZOOM WEBINAR INVITATION

1. APPROVAL OF MINUTES

1A. [26-272](#) Approve Minutes of Visit Fort Bragg Committee May 12, 2026

Attachments: [VFB MINS 05.12.2026](#)

The minutes were approved as received.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

3A. [26-267](#) Discussion and Direction on Improving the Visitor Experience for Fort Bragg

Attachments: [Pull MarketingVisitor Engagement](#)

[Att 1 - Project Prioritization Matrix](#)

[Att 2 - Project Prioritization Matrix - Events Prioritization Matrix](#)

[Att 3 - Project Prioritization Matrix - Matrix Instructions](#)

Jon Glidewell presented on the Idea Matrix. He shared the scores from the initial use of the idea matrix last month. Future agenda items were requested to place these ideas into motion. A projects subcommittee will be established with Cristal Munoz as the city point of contact. Jon

Glidewell asked that this Agenda Item stay on the agenda moving forward until the committee is comfortable with it's processing.

Public Comment: Jeff Zolitar.

Discussion: Committee members discussed the use of the idea matrix; how it is to be used and how it will impact visitor numbers. How often will this matrix be reviewed and added to. A budget was requested for the next meeting.

3B. [26-268](#) Receive Update from Idea Cooperative

Attachments: [VFB Update](#)

Tom Kavanaugh presented for Idea Cooperative. The promotion calendar, site traffic, and activities were discussed. Melissa Holberton presented reports on e-newsletters, summer events, and social media analytics. Performance Max ad campaign use and results were discussed. Future projects were presented. Music Festival timeline was reviewed by City Council, direction to reschedule festival for next year, 2027, was decided.

Public Comment: Moneque Wooden.

Discussion: Committee members note the importance of Performance Max advertising. Discussion was had about the importance of cross promoting with the CV Starr in the future. Fourth of July events/plans were noted; requests were made to make the info graphic of the events on the Fourth of July weekend more accessible.

3C. [26-269](#) Receive Update from Visit Mendocino

Attachments: [VMC Monthly Update 2026](#)

[Social Slides May 2026](#)

Scott Schneider presented on Visit Mendocino events, social media, and advertisements.

Public Comment: None.

Discussion: None.

3D. [26-271](#) Receive Oral Update from VFB Special Events Subcommittee

Adelaide La Torre presented on City activities, subcommittee events, and future activities in Fort Bragg. Cristal Munoz reminded the committee that planning will begin soon for the 2026 shoulder season, with major events like Magic Market, Harvest Festival, etc.

Public Comment: None.

Discussion: Committee members discussed the positives of First Friday and wish to prioritize specific items in the future, such as the DJ. Use of the idea matrix was encouraged. Next years graduation events will be the day before First Friday. Ideas on the future events set up and execution were

4. MATTERS FROM COMMITTEE / STAFF

Cristal Munoz announced that there will be no July City Council committee meetings. Scheduling for Visit Fort Bragg's Special meeting was discussed.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:32 PM.

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 June 5, 2026.

Stephanie Remington
Administrative Assistant

NOTICE TO THE PUBLIC

**DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET
DISTRIBUTION:**

ADA NOTICE AND HEARING IMPAIRED PROVISIONS: