



City of Fort Bragg

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Meeting Minutes

Visit Fort Bragg

Tuesday, November 18, 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 3:31 PM.

ROLL CALL

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

Debra De Graw (arrived at 3:32 PM).

Present: 7 - Tess Albin-Smith, Lindy Peters, Alison DeGrassi, Debra DeGraw, Roxanne Perkins, Cory Epperson and Jon Glidewell

Absent: 2 - Barbara Bruce and Stathi Pappas

1. APPROVAL OF MINUTES

1A. [25-507](#) Approve Minutes of Visit Fort Bragg Committee October 16, 2025

Attachments: [VFB MINS 10.16.2025](#)

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

3A. [25-503](#) Receive Update from Idea Cooperative

Attachments: [VFB Update 11.18.2025](#)

Melissa Holberton and Tom Kavanaugh of Idea Cooperative presented budgeting and advertising activities for the Visit Fort Bragg website and social media. Future plans for advertisements, local business spotlights, and Top 10 Lists being featured next month. Local beach map has been finalized and will be printed and distributed to hotels and City Hall. Entertainment Zone events should be advertised through Idea Cooperative platforms. Blue Fest tickets will include all-access tickets and preview events. Tickets will be on sale December 1, 2025.

Discussion: Committee members asked clarifying questions and discussed future promotional opportunities. City Council will be reviewing Entertainment Zones discussion to finalize event criteria/rules.

Public Comment: None.

3B. 25-504 Receive Update from Visit Mendocino

Attachments: [Att 1 - Visit Mendocino Report](#)

[Att 2 - Article- Mushroom Train](#)

Adelaide La Torre reminded all committee and community members that Visit Mendocino's report is attached to the meeting Agenda Packet with a feature article on the Mushroom Train.

3C. 25-506 Receive Oral Update From VFB Special Events Subcommittee

Adelaide La Torre presented a report on subcommittee work including the wrap up for Magic Market and future events included in the Winter Wonderland (Tree lightings, Santa visits, tree decorating and purchasing, and the Lighted Truck Parade). Review of committee member application processing and appointment will begin. Four members (Debra De Graw, Alison DeGrassi, Cory Epperson, and Roxanne Perkins) terms will expire. Applications will be available at City Hall (need to be returned to Adelaide La Torre) and due the first Friday of January.

Discussion: None.

Public Comment: None.

3D. 25-505 Discuss Potential 2026 Event: Tacos and Tequila/Beer

Debra De Graw presented with Jon Glidewell on a proposed event to be held near the ocean. The goal is to bring 3,000 people to town in 2026 with this event. The Subcommittee will continue to brainstorm and plan this event, possibly with help from the Mendocino Chamber of Commerce.

Discussion: Limited term permits will be needed for an event, former city staff may have insight from prior events. May is Mendocino Film Festival, this may cause a conflict.

Public Comment: None.

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

Chair Albin-Smith adjourned the meeting at 4:25 PM