



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, December 10, 2024

3:30 PM Town Hall 363 N Main Street and Via Video Conference
REMOTE LOCATIONS: 344 North Barnes St, Ukiah CA 95482
and 240 Starvation Flats Road
Big Bear, San Bernardino CA 92315

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

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

ROLL CALL

City Staff: Cristal Munoz and Amber Weaver

Note: Debra DeGraw joined the meeting at 3:38 PM

Present: 6 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Marcia Rafanan, Jamie Peters-Connolly and Barbara Bruce

Absent: 1 - Lia Morsell

1. APPROVAL OF MINUTES

1A. [24-1038](#) Approve Minutes of Visit Fort Bragg Committee November 12, 2024

These Committee Minutes were approved as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment: Jenny Shattuck

3. CONDUCT OF BUSINESS

3A. [24-1059](#) Receive Update from Idea Cooperative

Melissa Holberton presented on behalf of the Idea Cooperative, discussing the promotional calendar for the upcoming months. They have updated the website to ensure that the shops reflect the latest information and have reimagined the Holiday Shopping page. The presentation highlighted new content titled "24 Hours in Fort Bragg." Looking ahead, they will focus on promotions for the Winter Visit and Whale Fest.

Public Comment: Jacob Patterson.

Discussion: They discussed strategic plans that focus more on hotels. Additionally, there were recent visits from French media guests at Glass Beach, who dined at the Harbor View Bistro. The Soroptimist organization will be launching a new website for the Whale Run.

3B. [24-1060](#) Receive Oral Update From VFB Special Events Committee

Munoz led the discussion on the success of the Winter Wonderland events, which included photos with Santa Claus at the Guest House Museum, live bands at the pergola during the day, and the Holiday Tree Auction at Town Hall. A total of 15 trees were donated, with the proceeds benefiting the Humane Society, amounting to over two thousand dollars. She expressed gratitude to all the volunteers who helped make this event possible. The Holiday Lights Parade featured 22 participants, and the community came out to enjoy the festivities. Three seats will be vacated on the Visit Fort Bragg Committee, and applications will close on January 3rd, 2025.

Public Comment: None.

Discussion: There was a discussion about ensuring a seat is always available for someone from the lodging sector. Jamie Peters-Connolly will continue to provide monthly updates from Visit Mendocino as a standing agenda item for the VFB committee meetings.

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

Chair Albin-Smith adjourned the meeting at 4:10 PM