



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, July 8, 2025

3:30 PM

Town Hall 363 N Main St.
344 N Barnes St. Ukiah CA 95482
and Via Video Conference

MEETING CALLED TO ORDER

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

ROLL CALL

City Staff: Administrative Analyst Cristal Munoz, City Clerk Diana Paoli, and Administrative Assistant Stephanie Remington.

Alison DeGrassi (arrived at 3:32 PM).

Present: 8 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Cory Epperson, Jon Glidewell, Stathi Pappas, Roxanne Perkins and Lindy Peters

Absent: 1 - Barbara Bruce

1. APPROVAL OF MINUTES

1A. [25-287](#) Approve Minutes of Visit Fort Bragg Committee June 10, 2025

Attachments: [VFB Minutes 06.10.2025](#)

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was made by Ron White.

3. CONDUCT OF BUSINESS

3A. [25-283](#) Receive Update from Idea Cooperative

Tom Kavanaugh presented an update on behalf of Idea Cooperative. He relayed upcoming events from September through the fall of 2026. TikTok and Social Media influencers will be discussed in further detail at the Subcommittee meeting to be held on Thursday July 10, 2025. Idea Cooperative's next newsletter will be published in about 2 weeks after the organization travels to the area for scouting purposes. They plan to begin plugs for lodging as Art in the Garden gets closer.

Public Comment: Jamie Peters-Connolly, Ron White.

Discussion: Discussion involved adding drone footage as a category in the Photo Contest (no fly zones, permits, and surface level environmental impact). The winning prize for the Photo Contest as well as voting possibilities were discussed.

3B. [25-284](#) Receive Update from Visit Mendocino

Jamie Peters-Connolly gave the presentation on behalf of Visit Mendocino and discussed promotional materials for Fort Bragg and surrounding area. Emails and paid ads for the City of Fort Bragg and its events were also discussed; no paid ads are running at this time, but emails are being sent out regularly. Ads for WineSong are currently running.

Public Comment: None.

Discussion: Banners featuring both WineSong and Art in the Garden to be hung on Town Hall were discussed.

3C. [25-285](#) Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz opened her oral update to the committee to discuss their concerns and ideas for future events. A soft launch of Galaxy Digital's new volunteer website for the City of Fort Bragg was featured: volunteer.fortbraggca.gov.

Public Comment: Jay Rosenquist.

Discussion: Discussion was had on leaving QR codes up at Town Hall year round referencing future events and promoting lodging and tourism to an international demographic with a focus on the fall season. A reminder was given that public comment should be addressed at subcommittee meetings; the next to be held on Thursday July 10, 2025.

4. MATTERS FROM COMMITTEE / STAFF

Albin-Smith discussed the positives and negatives of the Fourth of July Craft Fair. The possibility of creating signage or passing along cards with a message not to feed ravens was introduced.

Public Comment: None.

Discussion: None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:30 PM