



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, April 8, 2025

3:30 PM Town Hall 363 N Main St. and Via Video Conference

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

Chair Lindy Peters called the meeting to order at 3:31 PM

ROLL CALL

City Staff: Administrative Analyst, Cristal Muñoz and City Clerk, Diana Paoli

Note: Councilmember Tess Albin-Smith joined the meeting at 3:32 PM

Present: 9 - Tess Albin-Smith, Lindy Peters, Alison DeGrassi, Debra DeGraw, Barbara Bruce, Roxanne Perkins, Cory Epperson, Jon Glidewell and Stathi Pappas

1. APPROVAL OF MINUTES

None.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment was made by Ron White and Jenny Shattuck.

3. CONDUCT OF BUSINESS

3A. [25-104](#) Receive Oral Update from Idea Cooperative

Tom Kavanaugh of the Idea Cooperative shared a presentation regarding Marketing Campaign, Promotion Calendar, and Google Analytics. Blues Festival sold 95 percent of tickets. Social media and engagement was up in March. Great photography of coast and Botanical Gardens. Preparation for future events were also shared, including dog friendly bike ride or race in September or October and Music Fest. Anticipated surge in visitors was encouraging for lodging and downtown businesses.

Public Comment: None.

Discussion: Councilmembers and Committee Members discussed many events, promotions, and marketing ideas and asked clarifying questions.

3B. [25-105](#) Receive Update from Visit Mendocino

Report was presented by Jamie and her colleague Janice McDonald reiterating Visit Mendocino's work and desire to promote Fort Bragg and collaborate together for future events. Jamie and Janice reported they are working on Winesong's 40th year and shared money will go to Foundation which supports scholarships, Street Medicine and other priorities to give back to community. Other upcoming events will be Magic Market in October and Whiskey, Wine, and

Mushrooms.

Public Comment: None

Discussion: Committee Members discussed ideas to efficiently share promotional flyers and social media posts to promote Fort Bragg together.

3C. [25-106](#) Receive Oral Update from VFB Special Events Subcommittee

Administrative Analyst, Cristal Muñoz shared wrap-up meeting topics for Whale Festival, Wine Walk, Chowder Tasting, and Beer Tasting. All events were reported very positive with only needing a few minor tweaks for next year.

Public Comment: None

Discussion: Albin-Smith shared Whale Run sales were down 100 tickets most likely due to inclement weather forecast. Thanksgiving coffee served coffee. Symphony of the Redwoods was well attended. Lodging reported they had many last minute cancellations. Committee Members discussed strategies for continued success of Whale Festival weekend. Peters shared a prior suggestion to have flower pots hanging in Downtown District and Committee members discussed barriers and support. Hotel mixer was discussed as upcoming event in May or June.

4. MATTERS FROM COMMITTEE / STAFF

Blues Festival on May 2-4, 2025 was highlighted and Rhododendron Show at Botanical Gardens on May 3, and 4, 2025.

ADJOURNMENT

Chair Peters adjourned the meeting at 4:51 PM