



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda

Visit Fort Bragg

Thursday, October 16, 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

ROLL CALL

COMMITTEE MEMBERS PLEASE TAKE NOTICE

Committee Members are reminded that pursuant to the Council policy regarding use of electronic devices during public meetings adopted on November 28, 2022, all cell phones are to be turned off and there shall be no electronic communications during the meeting. All e-communications such as texts or emails from members of the public received during a meeting are to be forwarded to the City Clerk after the meeting is adjourned.

ZOOM WEBINAR INVITATION

This meeting is being presented in a hybrid format, both in person at Town Hall and via Zoom.

You are invited to a Zoom webinar.

When: Oct 16, 2025 03:30 PM Pacific Time (US and Canada)

Topic: Visit Fort Bragg Committee Meeting

Join from PC, Mac, iPad, or Android:

<https://us06web.zoom.us/j/82561495329>

Or Telephone:

*+1 669 444 9171 US (*6 mute/unmute, *9 raise hand)*

Webinar ID: 825 6149 5329

To speak during public comment portions of the agenda via zoom, please join the meeting and use the raise hand feature when the Chair or Acting Chair calls for public comment on the item you wish to address. Written public comments may be submitted to [Insert name/email address/address here].

1. APPROVAL OF MINUTES

- 1A. [25-307](#) Approve Minutes of Visit Fort Bragg Committee July 8, 2025

Attachments: [VFB Minutes 07.08.2025](#)

- 1B. [25-436](#) Approve Minutes of Visit Fort Bragg Committee August 12, 2025

Attachments: [VFB Minutes 8.12.2025](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [25-429](#) Receive Update from Idea Cooperative
- 3B. [25-430](#) Receive Update from Visit Mendocino
- 3C. [25-431](#) Receive Oral Update From VFB Special Events Subcommittee

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

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 October 10, 2025.

Stephanie Remington
Administrative Assistant

NOTICE TO THE PUBLIC

DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *Such documents are also available on the City of Fort Bragg's website at <http://city.fortbragg.com> subject to staff's ability to post the documents before the meeting*

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If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).



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Text File

File Number: 25-307

Agenda Date: 8/12/2025

Version: 2

Status: Minutes to be Approved

In Control: Visit Fort Bragg

File Type: Minutes

Agenda Number: 1A.

Approve Minutes of Visit Fort Bragg Committee July 8, 2025



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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

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



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Text File

File Number: 25-436

Agenda Date: 10/16/2025

Version: 1

Status: Minutes to be Approved

In Control: Visit Fort Bragg

File Type: Committee Minutes

Agenda Number: 1B.

Approve Minutes of Visit Fort Bragg Committee August 12, 2025



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, August 12, 2025

3:30 PM

Town Hall 363 N Main St.

MEETING CALLED TO ORDER

Councilmember Albin-Smith called the meeting to order at 3:33 PM.

ROLL CALL

City Staff: Administrative Analyst Cristal Munoz, Public Experience Liaison, Adelaide La Torre, Administrative Assistant, Stephanie Remington, and City Clerk, Diana Paoli. Committee reminded no decisions may be made during a meeting without a quorum.

No quorum established.

Present: 4 - Tess Albin-Smith, Debra DeGraw, Cory Epperson and Jon Glidewell

Absent: 5 - Lindy Peters, Alison DeGrassi, Barbara Bruce, Roxanne Perkins and Stathi Pappas

1. APPROVAL OF MINUTES

1A. [25-337](#) Approve Minutes of Visit Fort Bragg Committee July 8, 2025

No approval of minutes possible without a quorum, referred to the next committee meeting for approval.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comments were made by Ron White, Jacob Patterson, and Rick Childs.

3. CONDUCT OF BUSINESS

3A. [25-333](#) Receive Update from Idea Cooperative

Tom Kavanaugh from Idea Cooperative provided a PowerPoint with Visit Fort Bragg website statistics and a preview of future events and promotions. Room with a Brew will launch on the website in September with links to participating lodging/housing. The planned bike race route is almost final with land owners being contacted and given permissions to their land for use during the event to be held late September 2026. Social Media traffic continues to increase over the year. No set listicle for the Visit Fort Bragg website has been decided.

Public Comment: None.

Discussion: Subcommittee will discuss ideas for "Best Sunset" Frames to encourage social media postings. A listicle featuring the Top 10 Sunset Spots was suggested.

3B. [25-335](#) Receive Update from Visit Mendocino

Administrative Analyst, Cristal Munoz, reported on behalf of Visit Mendocino. Social media postings are live for Winesong, featuring links to local lodging. The August newsletter will feature local events and deals.

Public Comment: None.

Discussion: Art in the Garden was attended by around 2,200 individuals over two days. Shuttles to and from the event were received positively.

3C. [25-336](#) Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst, Cristal Munoz, reported on future events and marketing. Magic Market vendor applications will be published soon, tentatively by the end of the week. This year vendors will have to pay \$20 fee if they are for-profit in order to secure a table space. The event is scheduled for October 25, 2025 from 11 to 4 PM on the 400-500 block of Franklin Street. It will act as kickoff to Harvest Mendocino, weekend events all month in November throughout the area. A list of future events was presented and discussion on these events will be brought forward in a future subcommittee meeting.

Public Comment: None.

Discussion: Bistro Light replacements and flower basket installations in downtown district were discussed.

4. MATTERS FROM COMMITTEE / STAFF

Committee Member De Graw discusses plans for Kelp Fest!, including mural unveilings and website launch. The event will be held October 3 - 6.

Public Comment: None.

Discussion: None.

ADJOURNMENT

Councilmember Albin-Smith adjourned the meeting at 4:25 PM.



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Text File

File Number: 25-429

Agenda Date: 10/16/2025

Version: 1

Status: Business

In Control: City Council

File Type: Staff Report

Agenda Number: 3A.

Receive Update from Idea Cooperative



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Text File

File Number: 25-430

Agenda Date: 10/16/2025

Version: 1

Status: Business

In Control: City Council

File Type: Staff Report

Agenda Number: 3B.

Receive Update from Visit Mendocino



City of Fort Bragg

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Text File

File Number: 25-431

Agenda Date: 10/16/2025

Version: 1

Status: Business

In Control: City Council

File Type: Staff Report

Agenda Number: 3C.

Receive Oral Update From VFB Special Events Subcommittee