



City of Fort Bragg

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

Meeting Minutes Visit Fort Bragg

Monday, June 15, 2026

3:30 PM

Town Hall, 363 N. Main Street
and Via Video Conference

SPECIAL MEETING

MEETING CALLED TO ORDER

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

ROLL CALL

City Staff Present: City Manager Isaac Whippy, Senior Administrative Analyst Cristal Munoz, Administrative Assistant Stephanie Remington, and Public Experience Liaison Adelaide La Torre

Noting the arrival of Scott Schneider at 3:33 PM, and the remote attendance of Barb Bruce per Government Code 54953.8.3.

Present: 7 - Tess Albin-Smith, Lindy Peters, Jon Glidewell, Stathi Pappas, Barbara Bruce, Ryan Ballou and Scott Schneider

Absent: 1 - Sabine Hahnbueck

1. APPROVAL OF MINUTES

None.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

3. CONDUCT OF BUSINESS

- 3A. [26-285](#)** Discussion about Visit Fort Bragg Future Structure, Funding, and Strategic Direction and Make Recommendation to the City Council

Attachments: [06152026 Staff Report VFB Strategic Direction](#)

[Att 1 - VFB Strategic Marketing Plan](#)

[Att 2 - VFB Bylaws 2022](#)

City Manager Isaac Whippy presented a report on the Visit Fort Bragg organization and history/budgeting. Council member Jon Glidewell presented a report discussing the potential future structure and strategy of Visit Fort Bragg, stating his support for a Destination Marketing Organization (DMO). City Manager Isaac Whippy opened the topic for wider discussion among the committee, with several questions posed for brainstorming.

Public Comment: Shelly Green, Jamie Peters, Paul Clark, and Jacob Patterson.

Discussion: Committee members discussed budgeting, Transient Occupancy Tax (TOT), and the rationale for the founding of Visit Fort Bragg. City Manager Isaac Whippy was directed by

Council members to send the posed questions as a survey out to committee members that will inform decisions made by City Council. Committee members requested the discussion of the future structure of Visit Fort Bragg to continue at the next scheduled.

4. MATTERS FROM COMMITTEE / STAFF

Cristal Munoz presented information on The Dog Days of Summer, an event with Overtime Brewing to be held June 27th.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 5:00 PM.