



City of Fort Bragg

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

Meeting Agenda Special Meetings

Tuesday, March 11, 2025

3:30 PM

Town Hall, 363 N. Main and Via Video
Conference

VISIT FORT BRAGG COMMITTEE

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: March 11, 2025 03:30 PM Pacific Time (US and Canada)

Topic: VISIT FORT BRAGG COMMITTEE

Join from PC, Mac, iPad, or Android:

<https://us06web.zoom.us/j/82340529303>

Join via audio:

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

Webinar ID: 823 4052 9303

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 Amber Weaver, aweaver@fortbragg.com.

1. APPROVAL OF MINUTES

1A. [25-51](#) Approve Minutes of Visit Fort Bragg Committee January 14, 2025

Attachments: [VFB MINS 01-14-2025](#)

1B. [25-50](#) Approve Minutes of Visit Fort Bragg Committee on February 11, 2025

Attachments: [VFB MINS 02-11-2025](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

3A. 25-68 Receive Oral Update from Idea Cooperative

25-82 Idea Cooperative Presentation

Attachments: [VFB_Update03_11_copy](#)

3B. 25-69 Receive Update from Visit Mendocino

3C. 25-70 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 March 7, 2025.

Cristal Muñoz, Administrative Analyst

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*

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

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).



City of Fort Bragg

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Text File

File Number: 25-51

Agenda Date: 3/11/2025

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of Visit Fort Bragg Committee January 14, 2025



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Meeting Minutes Special Meetings

Tuesday, January 14, 2025

3:30 PM Town Hall 363 N Franklin Street and Via Video Conference

VISIT FORT BRAGG COMMITTEE

MEETING CALLED TO ORDER

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

ROLL CALL

Present: Tess Albin-Smith, Lindy Peters, Debra De Graw, and Roxanne Perkins.

Absent: Cory Epperson.

1. APPROVAL OF MINUTES

1A. Approve Minutes of Visit Fort Bragg Committee December 10, 2024

The minutes were approved by the committee as presented

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comments were made by Ron White and Jay McMartin.

3. CONDUCT OF BUSINESS

3A. Receive Update from Visit Mendocino

Jamie Peters Connolly presented on behalf of Visit Mendocino and noted an impressive reach for promotional impressions and digital ads.

Public Comments: None.

Discussion: Peters Connolly explained that Visit Mendocino works with VFB with the goal of amplifying all outreach and tourism efforts to the area.

3B. Receive Report and Consider Appointing New Visit Fort Bragg Committee Members

Munoz announced Tess Albin-Smith and Lindy Peters as the new regular chairpersons for the Committee. They will listen to candidates and select the three (3) new Committee members. Six candidates applied: Stathi Pappas, Barb Bruce (re-applying), Patrick Kwan, and Jon Glidewell.

Public Comment: Jacob Patterson, Jenny Shattuck, and Jamie Peters Connolly.

Discussion: Chairpersons Peters and Albin-Smith thanked the applicants and selected Barb Bruce, Stathi Pappas, and Jon Glidewell to serve on the VFB Committee.

3C. Receive Oral Update from Idea Cooperative

Tom Kavanaugh presented the update from the Idea Cooperative and discussed the upcoming bicycle event associated with Bike Monkey, working on content for storytelling for local watering holes and seafood.

Public Comment: Jamie Peters Connolly.

Discussion: None.

3D. Receive Oral Update from VFB Special Events Subcommittee

Munoz informed the Committee that the VFB Special Events Subcommittee will soon received an invite to start planning for the upcoming Whale Festival.

Public Comments: None.

Discussion: None.

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 5:17 PM



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File Number: 25-50

Agenda Date: 3/11/2025

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1B.

Approve Minutes of Visit Fort Bragg Committee on February 11, 2025



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Meeting Minutes Special Meetings

Tuesday, February 11, 2025

3:30 PM Town Hall, 363 N. Main and Via Video Conference
& 344 North Barnes St, Ukiah CA 95482

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

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

ROLL CALL

Present: Tess Albin-Smith, Lindy Peters, Debra De Graw, Allison DeGrassi, Cory Epperson, Jon Glidewell, Roxanne Perkins, and Stathi Pappas (arrived late).

Absent: None.

1. APPROVAL OF MINUTES

None.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comments were made by Ron White and Cindy Lemos.

3. CONDUCT OF BUSINESS

3A. Receive Oral Update from Idea Cooperative

Tom Kavanaugh presented the update on behalf of the Idea Cooperative. The organizer of the upcoming Blues Festival, Pam Bell, thanked the Blues Committee and local hotelier Jon Glidewell for providing musicians with lodging.

Public Comment: Cindy Lemos, Robert Matson.

Discussion: None.

3B. Receive Update from Visit Mendocino

Jamie Peters-Connolly gave the presentation on behalf of Visit Mendocino and discussed the second major promotion for the Seafood and Sips event, featuring clam chowder and beer tastings, in coordination with the Whale Festival.

Public Comment: None.

Discussion: None.

3C. Receive Oral Update from VFB Special Events Subcommittee

Munoz discussed the upcoming Whale Festival on March 15, 2025, with chowder tasting from

10-12pm, and featuring the Wine Walk from 12-3pm. Munoz announced that the map is in the process of being finalized for this event.

Public Comment: None.

Discussion: Discussion involved subcommittee participation, band participants, layout of activities in order to maximize attendance and create social energy, and the committee will have follow up meetings to discuss logistics such as a sound technician for the band(s).

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:45 PM



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Version: 1

Status: Draft

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Oral Update from Idea Cooperative



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Text File

File Number: 25-82

Agenda Date: 3/11/2025

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number:

Idea Cooperative Presentation

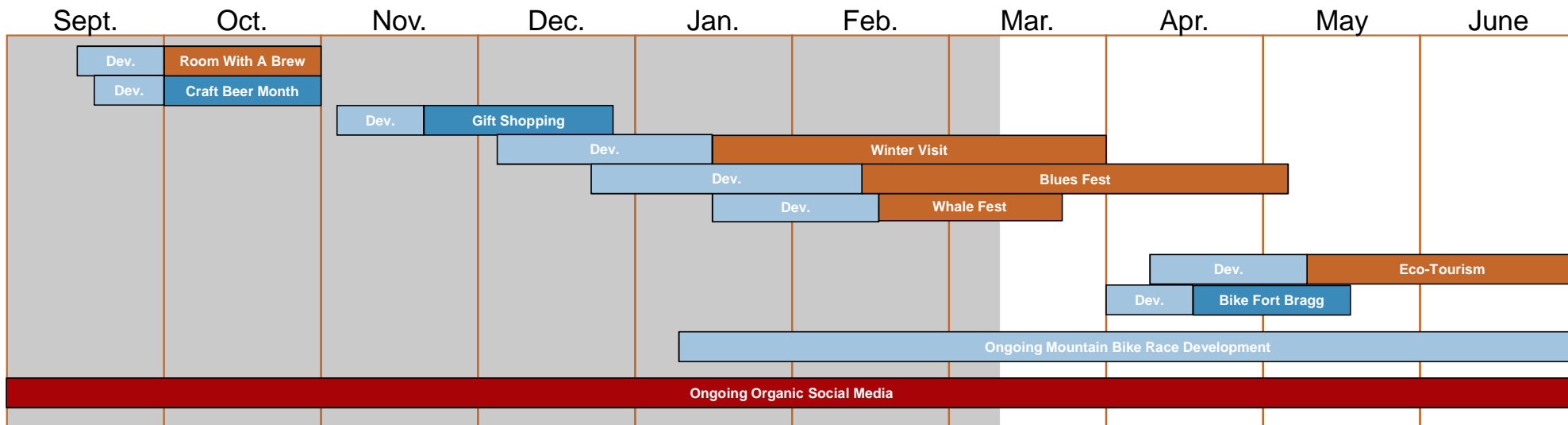


Marketing Campaign Monthly Update

March 11, 2025



Preliminary
Promotional Calendar
2024 > 2025



- | | | |
|---|--|-----------------------------|
| Major Promotion | Minor Promotion | Campaign Development |
| <ul style="list-style-type: none"> - Hotel Involvement - Landing Page - Paid Media - Organic Social - Newsletter - Conversion CTA | <ul style="list-style-type: none"> - Landing Page - Organic Social - Newsletter | |

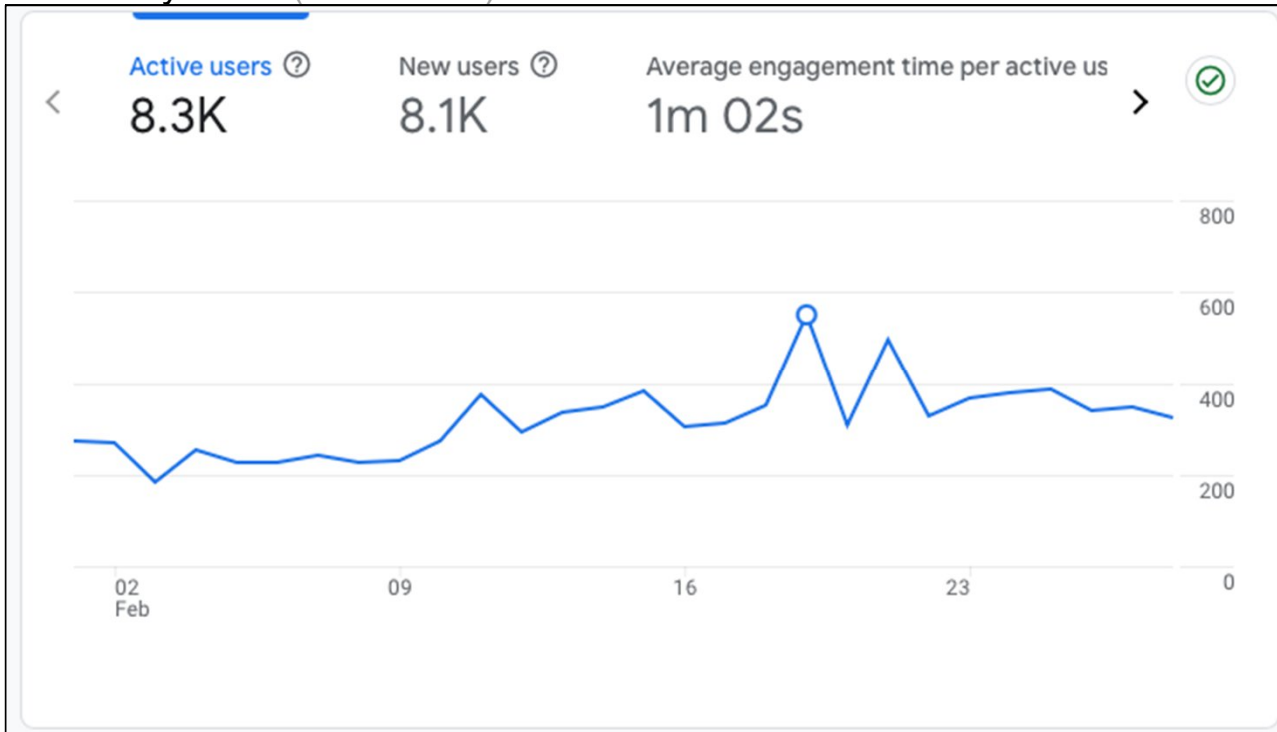
MONTHLY SITE TRAFFIC

Google Analytics

- December 2024 – 6K
- January 2025 – 8.1K

Page path and screen class	Views	Active users
Total	23,901 100% of total	8,340 100% of total
1 /	6,272	2,030
2 /winter-wanderland/	1,673	1,210
3 /whale-fest-2025/	1,426	980
4 /thank-you/	1,139	430
5 /events/	1,108	791
6 /plan-your-trip/stay/hotels/	936	729
7 /glass-beach/	554	465
8 /whalefest/	548	417
9 /plan-your-trip/play/coastal-activities/	543	422
10 /about-fort-bragg/	455	380

February 2025 (2024 – 5K)



Winter Visit Campaign

Major Promotion

Listicle/Display: \$1,970

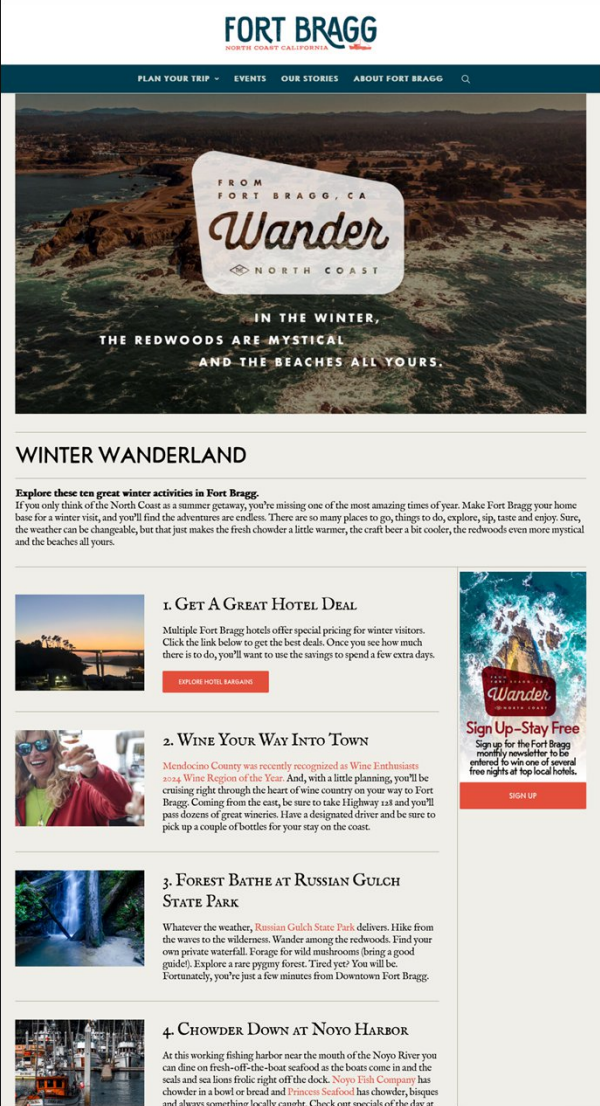
Impressions ▾ 74.2K	Clicks ▾ 1.47K	Avg. CPC \$1.34	Conversions ▾ 353.00
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<p>■ Conversions (incl. proj...)</p> <p>+18.27%</p> <p>Total: 194.04</p>	<p>■ Cost</p> <p>+26.34%</p> <p>Total: \$1.1K</p>	<p>CPA (incl. projected)</p> <p>\$5.67</p> <p>Current target: —</p>
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Listicle/PMax: \$2,140

Impressions ▾ 71.7K	Clicks ▾ 2.05K	Avg. CPC \$1.04	Conversions ▾ 377.00
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<p>■ Conversions (incl. proj...)</p> <p>+134.44%</p> <p>Total: 269.74</p>	<p>■ Cost</p> <p>+21.81%</p> <p>Total: \$1.17K</p>	<p>CPA (incl. projected)</p> <p>\$4.34</p> <p>Current target: —</p>
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FORT BRAGG
NORTH COAST CALIFORNIA

PLAN YOUR TRIP - EVENTS - OUR STORIES - ABOUT FORT BRAGG

FROM FORT BRAGG, CA
Wander
NORTH COAST

IN THE WINTER,
THE REDWOODS ARE MYSTICAL
AND THE BEACHES ALL YOURS.

WINTER WANDERLAND

Explore these ten great winter activities in Fort Bragg.

If you only think of the North Coast as a summer getaway, you're missing one of the most amazing times of year. Make Fort Bragg your home base for a winter visit, and you'll find the adventures are endless. There are so many places to go, things to do, explore, sip, taste and enjoy. Sure, the weather can be changeable, but that just makes the fresh chowder a little warmer, the craft beer a bit cooler, the redwoods even more mystical and the beaches all yours.

- 1. GET A GREAT HOTEL DEAL**
Multiple Fort Bragg hotels offer special pricing for winter visitors. Click the link below to get the best deals. Once you see how much there is to do, you'll want to use the savings to spend a few extra days.
[EXPLORE HOTEL DEALS](#)
- 2. WINE YOUR WAY INTO TOWN**
Mendocino County was recently recognized as Wine Enthusiasts 2024 Wine Region of the Year. And, with a little planning, you'll be cruising right through the heart of wine country on your way to Fort Bragg. Coming from the east, be sure to take Highway 101 and you'll pass dozens of great wineries. Have a designated driver and be sure to pick up a couple of bottles for your stay on the coast.
- 3. FOREST BATHE AT RUSSIAN GULCH STATE PARK**
Whatever the weather, *Russian Gulch State Park* delivers. Hike from the waves to the wilderness. Wander among the redwoods. Find your own private waterfall. Forage for wild mushrooms (bring a good guide!). Explore a rare pygmy forest. Tired yet? You will be. Fortunately, you're just a few minutes from Downtown Fort Bragg.
- 4. CHOWDER DOWN AT NOYO HARBOR**
At this working fishing harbor near the mouth of the Noyo River you can dine on fresh-off-the-boat seafood as the boats come in and the seals and sea lions frolic right off the dock. *Noyo Fish Company* has chowder in a bowl or bread and *Princess Seafood* has chowder, bisques and always something locally caught. Check out specials of the day at

Sign Up - Stay Free
Sign up for the Fort Bragg monthly newsletter to be entered to win one of several free nights at top local hotels.
[SIGN UP](#)

Whale Fest Campaign

General: \$1,340

Impressions ▾	Clicks ▾	Avg. CPC	Conversions ▾
73.2K	961	\$1.39	315.00

Whale Run & Walk: \$732

Impressions ▾	Clicks ▾	Avg. CPC	Conversions ▾
133K	402	\$1.82	77.00



Major Promotion

FORT BRAGG
NORTH COAST CALIFORNIA

PLAN YOUR TRIP ▾ EVENTS OUR STORIES ABOUT FORT BRAGG 🔍

FORT BRAGG DOWNTOWN WINE WALK + Chowder Tasting & Competition

Chamber of Commerce
MENDOCINO COAST

SATURDAY, MARCH 15

DOWNTOWN WINE WALK

Come sip wines from Mendocino County wineries and enjoy food pairings as you shop the shops of downtown Fort Bragg. Stroll the town and enjoying live music from bands playing on Laurel near Franklin Street.

- Throughout Downtown Fort Bragg
- 12:00 PM to 3:00 PM
- Tickets: \$65 - \$75 with Chowder Tasting
- Must be 21 and show valid ID at check-in. - No open alcohol containers are allowed outside of the shops - Rain or Shine

CHOWDER TASTING & COMPETITION

Taste the best chowders on the coast from Fort Bragg eateries, all in one location, then vote on your favorite for the People's Choice award!

- City Hall Gymnasium - 213 E. Laurel Street
- 10:00 AM to 12:00 PM
- Tickets: \$20 - \$75 with Wine Walk

SHOPS & WINERIES

- The Quarry - Brutocao Winery
- Fippi's - Balthera Organic Estates
- Imaginations - Husch Vineyards
- TC Space - Twomey Cellars
- Cloud Nine Gallery - Rivino Winery
- Mendocino Coast Photography Gallery - Lula Cellars
- Cucina Verona - Graziano Family of Wines
- Skunk Train - Meyer Family Cellars
- The Weller House - Braslley Vineyards
- Rise & Be Well - Frey Vineyards
- Interior - Jaxon Keys Winery & Greenwood Ridge Winery
- It's a Shore Thing - Sea Wolf Wines
- Sherwood & Company - Seebass Vineyards

CHOWDER PARTICIPANTS

- Asian Fusion Sea Valley Cafe
- Cucina Verona Restaurant
- Eggheads Restaurant
- Harbor View Bistro
- Harvest Market
- Huck's Sliderhouse
- KW Salswater Grill
- North Coast Brewing Company
- Rhody's Garden Cafe
- Seagal Cove

GET TICKETS

WINE WALK MAP

← BACK TO WHALE FEST

FORT BRAGG BLUES FESTIVAL




ORIGINAL ARTWORK BY: ART EXPLORERS: CODY HOCK




FORT BRAGG BLUES FESTIVAL THE BANDS TICKETS SPONSORS VISIT FORT BRAGG

J.C. Smith Band

Don't miss one of the San Francisco Bay Area's top 5 best blues bands! J.C. Smith, a San Jose native, electrifies audiences with his soulful vocals and blistering guitar work. As The Mercury News raves, he "can belt out the blues with the best in the business." A multi-award winner, including the 2020 Bay Area Black Music Awards "Male Blues Performer of the Year," the 2020 Bay Area Jazz and Blues Artist Lifetime Achievement Award, and the 2023 State of California Legacy Award, J.C. Smith is a blues force to be reckoned with. Experience his captivating live performance, a blend of raw talent and undeniable stage presence that has earned him a vast international following.




WEBSITE FACEBOOK INSTAGRAM




The James Cotton Tribute Band

Honoring a Blues Legend

Join us for a special tribute to the legendary harmonica master, James Cotton. Featuring Mark Hummel (Grammy-nominated, two-time Blues Music Award winner) channeling Cotton's iconic sound and fronting a band of blues all-stars, this is a can't miss event. Steve Freund (guitarist for Sunland Slim, Koko Taylor, and 12 years with Cotton himself), June Core (drums), and Bandy Bermudez (bass) complete this incredible lineup. Mark Hummel, who toured extensively with Cotton, brings an authentic and passionate approach to this tribute, ensuring Cotton's music lives on. Experience the power and soul of James Cotton's blues through the incredible talent of this all-star band.



WEBSITE FACEBOOK INSTAGRAM

Maurice Huffman & Volker Striffler

Late-night VIP Event at The Weller House

Shared Ground: Acoustic Blues & Childhood Memories

Prepare for an unforgettable evening as Volker Striffler, a blues guitar virtuoso whose innovative style blends Blues, Rock, Jazz, and Latin rhythms with a touch of New Orleans soul, joins forces with Maurice Huffman, award-winning blues artist (Montreux Bay Blues Festival, Cammie Awards, Sighme Awards) known for his captivating fusion of funk, Southern rock, and heartier ballads. Their decades-long friendship fuels a musical synergy that's both light and breezy yet deeply rooted in sultry blues. Witness the magic of their interplay as they weave together a tapestry of sound and a history that's sure to move your soul. Don't miss this rare opportunity to experience the musical reunion of Volker Striffler and Maurice Huffman. Get your tickets now for a night of exceptional music, shared stories, and pure joy!

MAURICE WEBSITE MAURICE FACEBOOK

VOLKER WEBSITE VOLKER FACEBOOK

FEBRUARY EMAIL


- 7,374 Sends (+307)
- 1,616 Total Opens
- 498 Total Clicks (+141)
- 4.2% Click Rate (+1.5%)

https://visitfortbraggca.com/whale-fest-2025/	129
https://fortbraggblues.com	88
https://visitfortbraggca.com/plan-your-trip/stay/h...	79
https://noyocenter.org/live-web-cam	68
https://www.noyocenter.org/live-web-cam	47
https://visitfortbraggca.com/plan-your-trip/play/c...	38
https://visitfortbraggca.com/winter-wanderland/	25
https://visitfortbraggca.com	24


FORT BRAGG

NORTH COAST CALIFORNIA

Newsletter


 **Recent growth**
New contacts added to this audience in the last 30 days.

491	491	0
New Contacts	Subscribed	Non-Subscribed
From February 8, 2025 to March 10, 2025		

FORWARD TO A FRIEND 

For the next few months, new email sign-ups will be entered to win free hotel stays! If you have a friend looking for a fun getaway, forward this email so they can see all the happening events taking place in Fort Bragg this winter.


[Forward To A Friend](#)



February Can Be Gorgeous On The Coast – See For Yourself

The [Noyo Center's Crow's Nest Live Cam](#) offers a continuous view of the coast near Fort Bragg. Take a look and see just how spectacular the coast can be — even in the wintertime.

[View](#)




FORT BRAGG
Whales, Wine, Blues & More

BLUES FESTIVAL

May 2, 3 & 4, 2025

The City of Fort Bragg is excited to announce the inaugural Fort Bragg Blues Fest, happening over the first weekend in May. It's three days of rocking rhythms by the ocean with multiple bands playing in several locations downtown. Click below to see the line-ups and locations and get your tickets early. Blues Fest is a soon to be Fort Bragg tradition that you won't want to miss.

[Learn More & Get Tickets](#)




Wander
NORTH COAST

Get A Great Hotel Deal

As part of a special [Winter Wonderland promotion](#), multiple Fort Bragg hotels are offering special pricing for winter visitors. Click the link below to get the best deals. Once you see how much there is to do in the winter season, you'll want to use the savings to spend a few extra days.

[Explore Hotel Bargains](#)

FORWARD TO A FRIEND 

For the next few months, new email sign-ups will be entered to win free hotel stays! If you have a friend looking for a fun getaway, forward this email so they can see all the happening events taking place in Fort Bragg this winter.

[Forward To A Friend](#)

FORT BRAGG
NORTH COAST CALIFORNIA

Whales, Wine, Blues & More

FORT BRAGG CA
WHALE FEST 2025
MARCH 14TH - 16TH

WHALE RUN AND WALK

Wine Walk, 5 & 10K Run, the Return of Chowder Tasting and So Much More

Whale Fest is less than a month away, and this year's festivities include even more amazing activities. On Saturday, the ever-popular Wine Walk is downtown, and includes a Chowder Tasting Competition and live music. The Whale Run + Walk is happening along the coast. Plus, there's Beer Fest, symphony music, a craft fair and Noyo Center events throughout the weekend.

[Explore](#)



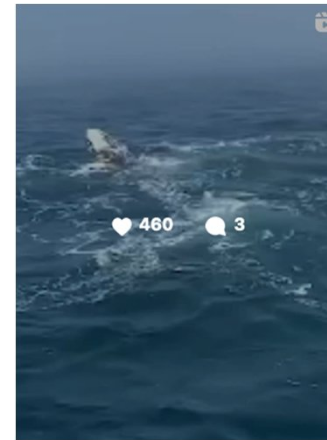
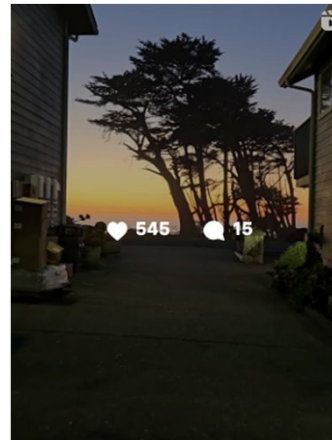
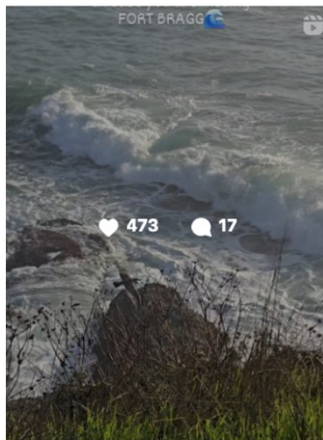
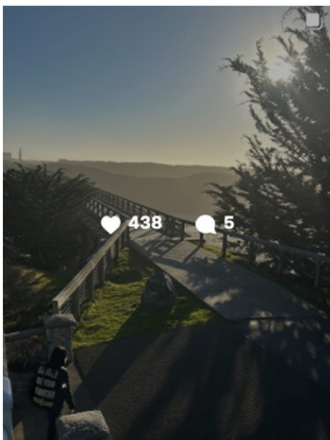
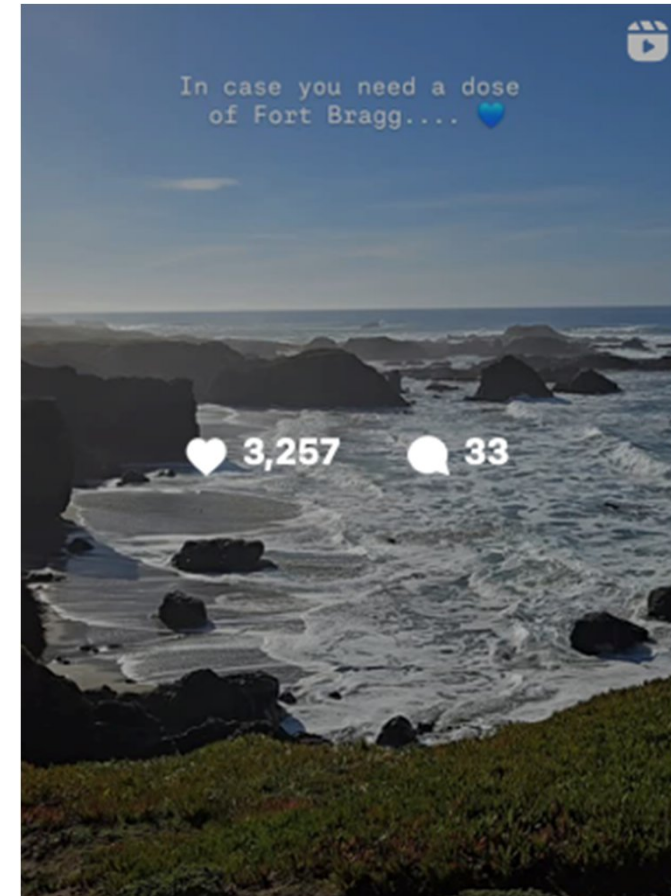
Oh, Yeah – There's Whale Watching, Too

The whale migration is in full swing. You can see the spouts and breaches from the coastline or, even better, you can get out on the water for a better view with one of the whale watching tours operating out of Noyo Harbor.

[Explore](#)

February Social

Title	Date published	Reach	Likes and reactions	Comments	Shares
Witnessing these gentle giants off the coast of Fort Bragg, C... Reel - Visit Fort Bragg, California	Wed Feb 26, 8:18am	25.5K	636	25	111
Discover Fort Bragg, One Stay at a Time 🌟🏡 Welcome to F... Reel - visitfortbraggca	Thu Feb 27, 4:28pm	4.8K	545	15	94
Witnessing these gentle giants off the coast of Fort Bragg, C... Reel - visitfortbraggca	Thu Feb 20, 7:29pm	4K	454	3	65
Book a room on the coast this winter and wake up to this view... Photo - visitfortbraggca	Sat Feb 8, 5:32pm	2.9K	438	5	7
WOW!! Spring has arrived at the Mendocino Coast Botanical ... Reel - visitfortbraggca	Thu Feb 13, 5:42pm	2.8K	325	4	30
We have so many visitors that make Fort Bragg a favorite rep... Photo - Visit Fort Bragg, California	Thu Feb 6, 12:00am	33.2K	296	29	5
An overdue installment of our Ladies of the Harbor series. Ho... Photo - Visit Fort Bragg, California	Sat Feb 1, 9:00am	19.2K	255	8	5



Miscellaneous

Bike Race Preliminaries:

- Forming Local Working Group

Kelp Fest:

- October 2 > 5, 2025
- Replace Urchin Fest
- Multi-Media Exhibit
- Art/Music/Culture





Questions? Comments?



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Text File

File Number: 25-69

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Receive Update from Visit Mendocino



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File Number: 25-70

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Agenda Number: 3C.

Receive Oral Update from VFB Special Events Subcommittee