



City of Fort Bragg

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Meeting Minutes Visit Fort Bragg

Tuesday, March 10, 2026

3:30 PM

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

MEETING CALLED TO ORDER

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

ROLL CALL

City Staff : Administrative Assistant Stephanie Remington

Present: 7 - Tess Albin-Smith, Lindy Peters, Jon Glidewell , Stathi Pappas , Ryan Ballou,
Sabine Hahnbueck and Scott Schneider1

Absent: 1 - Barbara Bruce

1. APPROVAL OF MINUTES

1A. [26-70](#) Approve Minutes of Visit Fort Bragg Committee January 13, 2026

Attachments: [VFB MINS 01.13.2026](#)

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Jenny Shattuck and David Childs.

3. CONDUCT OF BUSINESS

3A. [26-116](#) Receive Update from Idea Cooperative

Attachments: [VFB Update 03.10.2025](#)

Melissa Holberton and Tom Kavanaugh of Idea Cooperative presented on social media, email , and advertisement campaigns. Melissa reported on past events and media outreach. Whale Fest is scheduled for next weekend. Blues Fest will begin the first weekend of May. Melissa reported that Google Performance Max has been effective but the budget has run out.

Public Comment: None.

Discussion: The Committee suggested revisiting the budget to reallocate resources. Discussion over table tent QR codes led to a temporary pause in printing while the committee reevaluates their effectiveness. Committeemembers discussed the possibility of outsourcing prizes for media involvement as budget for prizes has been used. Ideas for future Listicle articles were suggested including Girls Trip and Spring Break.

3B. [26-117](#) Receive Update from Visit Mendocino

Attachments: [Visit Mendocino Report 03.10.2026](#)

Stephanie Remington reported on behalf of Jamie Peters-Connolly for Visit Mendocino. Online marketing information was shared. Scott Schneider reported his future involvement with Visit Mendocino.

Public Comment: None.

Discussion: None.

3C. [26-118](#) Receive Oral Update from VFB Special Events Subcommittee

None.

4. MATTERS FROM COMMITTEE / STAFF

Lindy Peters discussed future 'photo opportunities' throughout town. Jon Glidewell introduced the idea of creating and utilizing a Matrix evaluation for Visit Fort Bragg projects and proposals. He requested an agenda item be reviewed for the next Visit Fort Bragg meeting that would include discussion of adding this process to the Visit Fort Bragg Protocol and used moving forward to assess and track campaigns and initiatives.

Public Comment: None.

Discussion: None.

ADJOURNMENT

Chair Albin-Smith adjourned the meeting at 4:40 PM.