



# City of Fort Bragg

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

## Meeting Agenda Special Meetings

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Tuesday, January 14, 2025

3:30 PM

Town Hall 363 N Franklin Street and Via Video  
Conference

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### 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: Jan 14, 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/89481524215>*

*Join via audio:*

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

*Webinar ID: 894 8152 4215*

*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 Lenore Weaver, Acting City Clerk: [aweaver@fortbragg.com](mailto:aweaver@fortbragg.com)*

#### 1. APPROVAL OF MINUTES

- 1A. [24-1099](#) Approve Minutes of Visit Fort Bragg Committee December 10, 2024

**Attachments:** [VFB Minutes 12.10.24](#)

#### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

#### 3. CONDUCT OF BUSINESS

- 3A. [24-1100](#) Receive Update from Visit Mendocino



**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

416 N Franklin Street  
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## Text File

File Number: 24-1099

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**Agenda Date:** 1/14/2025

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Committee Minutes

**Agenda Number:** 1A.

Approve Minutes of Visit Fort Bragg Committee December 10, 2024





# City of Fort Bragg

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

## Meeting Minutes Special Meetings

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Tuesday, December 10, 2024

3:30 PM Town Hall 363 N Main Street and Via Video Conference  
REMOTE LOCATIONS: 344 North Barnes St, Ukiah CA 95482  
and 240 Starvation Flats Road  
Big Bear, San Bernardino CA 92315

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### VISIT FORT BRAGG COMMITTEE

#### MEETING CALLED TO ORDER

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

#### ROLL CALL

**City Staff:** Cristal Munoz and Amber Weaver

**Note:** Debra DeGraw joined the meeting at 3:38 PM

**Present:** 6 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Marcia Rafanan, Jamie Peters-Connolly and Barbara Bruce

**Absent:** 1 - Lia Morsell

#### 1. APPROVAL OF MINUTES

1A. [24-1038](#) Approve Minutes of Visit Fort Bragg Committee November 12, 2024

These Committee Minutes were approved as presented.

#### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comment: Jenny Shattuck

#### 3. CONDUCT OF BUSINESS

3A. [24-1059](#) Receive Update from Idea Cooperative

Melissa Holberton presented on behalf of the Idea Cooperative, discussing the promotional calendar for the upcoming months. They have updated the website to ensure that the shops reflect the latest information and have reimagined the Holiday Shopping page. The presentation highlighted new content titled "24 Hours in Fort Bragg." Looking ahead, they will focus on promotions for the Winter Visit and Whale Fest.

Public Comment: Jacob Patterson.

Discussion: They discussed strategic plans that focus more on hotels. Additionally, there were recent visits from French media guests at Glass Beach, who dined at the Harbor View Bistro. The Soroptimist organization will be launching a new website for the Whale Run.

**3B. [24-1060](#) Receive Oral Update From VFB Special Events Committee**

Munoz led the discussion on the success of the Winter Wonderland events, which included photos with Santa Claus at the Guest House Museum, live bands at the pergola during the day, and the Holiday Tree Auction at Town Hall. A total of 15 trees were donated, with the proceeds benefiting the Humane Society, amounting to over two thousand dollars. She expressed gratitude to all the volunteers who helped make this event possible. The Holiday Lights Parade featured 22 participants, and the community came out to enjoy the festivities. Three seats will be vacated on the Visit Fort Bragg Committee, and applications will close on January 3rd, 2025.

Public Comment: None.

Discussion: There was a discussion about ensuring a seat is always available for someone from the lodging sector. Jamie Peters-Connolly will continue to provide monthly updates from Visit Mendocino as a standing agenda item for the VFB committee meetings.

**4. MATTERS FROM COMMITTEE / STAFF**

**ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 4:10 PM



# City of Fort Bragg

416 N Franklin Street  
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## Text File

File Number: 24-1100

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**Agenda Date:** 1/14/2025

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Staff Report

**Agenda Number:** 3A.

Receive Update from Visit Mendocino



# City of Fort Bragg

416 N Franklin Street  
Fort Bragg, CA 95437  
Phone: (707) 961-2823  
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## Text File

File Number: 24-1102

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**Agenda Date:** 1/14/2025

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Staff Report

**Agenda Number:** 3B.

Receive Report and Consider Appointing New Visit Fort Bragg Committee Members



**CITY OF FORT BRAGG**

416 N. FRANKLIN, FORT BRAGG, CA 95437  
PHONE 707/961-2823 FAX 707/961-2802

**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**Meeting Date:** JANUARY 14, 2025  
**To:** Visit Fort Bragg Committee  
**From:** Cristal Munoz, Administrative Analyst  
**Agenda Item Title:** Visit Fort Bragg Committee Membership

**BACKGROUND AND OVERVIEW:**

The Visit Fort Bragg Committee (VFB) consists of five to seven public members and two Councilmembers, appointed for continuity. The table below displays the current membership and terms of service:

Member	Sector	Term
Marcia Rafanan	Councilmember	Mayor Appointment
Tess Albin-Smith	Councilmember	Mayor Appointment
Debra DeGraw	Dining/Retail	24 months – expires 12/31/25
Alison de Grassi	Other	24 months – expires 12/31/25
Cory Epperson	Retail	24 months – expires 12/31/25
Roxanne Perkins	Attraction/Retail	24 months – expires 12/31/25
Jamie Peters-Connolly	Recreation/Attraction	24 months – expires 12/31/24
Barb Bruce	Other	24 months – expires 12/31/24
Lia Morsell	Art/Culture	24 months – expires 12/31/24

Three members' terms will expire at the end of 2024. On December 5, 2024, the staff opened applications for these seats through social media, press releases, and the City website. They also reached out to the individuals whose terms are ending to see if they would like to reapply, as the VFB protocols permit past members to do so. Applications closed on January 3, 2025, at 5 PM.

We received six applications, which have been redacted to remove personal information. The applicants were contacted and informed that new members would be appointed at the meeting on January 14, 2025. They were also asked to be available at this meeting to answer any questions from the VFB.

Staff recommends that the VFB review the attached applications and engage with the candidates by asking pertinent questions to facilitate the appointment process. To assist the Council members in decision-making, the VFB Protocols have been included as a reference (Attachment 1 – VFB Protocols).

**STAFF RECOMMENDATION:**

The Committee to review the submitted applications and make recommendations to the Council members to appoint new members to VFB, or provide guidance to staff regarding the recruitment and appointment process for VFB members.

**ATTACHMENTS:**

1. Visit Fort Bragg Committee Protocols (Reviewed December 8, 2022)
2. Application – Barb Bruce (redacted)
3. Application – Jon Glidewell (redacted)
4. Application – Robert Matson (redacted)
5. Application – Stathi Pappas (redacted)
6. Application – Patrick Quan (redacted)
7. Application – Scott Schneider (redacted)

## **Visit Fort Bragg Committee Protocols**

Created January 17, 2018

Amended November 19, 2019

Reviewed December 8, 2022

### **I. Purpose**

The purpose of these protocols is to provide rules and procedures for conducting all Visit Fort Bragg Committee meetings, operations and performance of duties. Visit Fort Bragg is an advisory committee to the City of Fort Bragg; the project manager and VFB are supervised by City staff from the Community Development Department.

The purpose of the Visit Fort Bragg (VFB) Committee is to promote Fort Bragg, California as a travel and retail destination for the expressed purpose of increasing spending within the city, generating additional tax revenues from increased travel and retail spending and sustaining and expanding tourism and retail income and employment within Fort Bragg.

### **II. Members**

- a. The VFB shall be composed of up to 9 members—7 from the community and 2 councilmembers.
- b. Members should represent a cross section of the Fort Bragg tourism sector. Ideally (but not mandatory) the Committee would be comprised of a cross-section of the sectors below. Achieving a diversity of interests should be considered when reviewing applications for membership.
  - i. Lodging with representation from both large and small establishments; branded and not branded
  - ii. Retail
  - iii. Dining
  - iv. Recreation/Attraction
  - v. Art/Culture
  - vi. Other
- c. Members are not required to reside in Fort Bragg city limits.
- d. Members may be nominated by City representatives and committee members. Members may be recommended to the committee by community members.
- e. Potential members are required to complete the current VFB Committee Membership Interest form.
- f. Members are required to complete the current VFB Committee Member Conflict of Interest Disclosure Form. The purpose of this form is to provide full transparency about committee members' interest and affiliations. The forms will be reviewed by City staff.
- g. New members must be approved by the City Council representatives on the Visit Fort Bragg Committee.
- h. If committee membership is full, the committee may consider rotating members or increasing membership.

**III. Sub-Committees**

All VFB committee members will be encouraged to join a subcommittee or ad hoc committee. This is not mandatory.

Members of sub-committees are not limited to VFB committee members. Sub-committees can include community members or any other person outside the VFB committee. Examples of sub-committees could include Special Events, Marketing, Website, etc.

**IV. Meetings**

- a. All regular meetings shall be scheduled, agenzized, conducted and posted in accordance with the City’s public meeting noticing procedures and sent to all committee members.
- b. VFB will hold bi-monthly meetings, unless rescheduled. Each meeting will be on a regular schedule at a date and time convenient to the majority of members unless otherwise noted.
- c. The regular meeting place of VFB shall be at the City of Fort Bragg Town Hall located at 363 N. Main Street or other public place as agreed.
- d. A special meeting of the VFB may be called by the Project Manager or by a majority vote of the members or by City staff.
- e. Each member of the VFB is expected to attend all regular meetings. If any member misses three consecutive meetings, that member may be eligible for removal from office with a majority vote of the Committee.

**V. Financial**

- a. The committee may recommend expenditures to the project manager and to City staff for consideration and discussion.

**VI. Voting**

- a. Voting will be subject to Brown Act voting procedures.

**VII. Amendments**

- a. These protocols may be amended at any time by a majority vote of the committee.



APPLICATION

Name: Barbara Bruce

Company: Robert Bruce D.D.S.

Mailing Address:

Email Address:

Phone Number:

Please excuse the hand written miss ~ regardless I am a very passionate Fort Bragg Fan!!

1. Why would you like to be on the Visit Fort Bragg Committee?

Not to sound too cliché, but I LOVE our town!! I love helping people & "selling" area favorites to tourists & locals alike!!

2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.

I want our area to be even more of a destination than it is, growth is important to me, but also preserving our environment ~ that's what makes our town & county special.

3. What are some of your prior board/committee experiences?

president of every single parent club & site council in this town - for 20 years. Soccer board for 4 years - Booster President for 8 years

4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

well, mostly through social media ~ & lets face it, I am chatty to all I come across when I feel the need to get a point across, I also of course budgeted through all my years on every board planned & executed countless events & fundraisers.

5. What does success for this Committee look like to you?

Success, well, all of us working together cohesively to share the passion of Fort Bragg & spread the word!! Helping facilitate local businesses a steady stream of tourism that will keep our town alive!! I do also work at my husbands dental office, (payroll, payables & much more ~ I am known for finding a way to get things done!! 😊)

# FORT BRAGG

NORTH COAST CALIFORNIA



## Visit Fort Bragg Committee Application

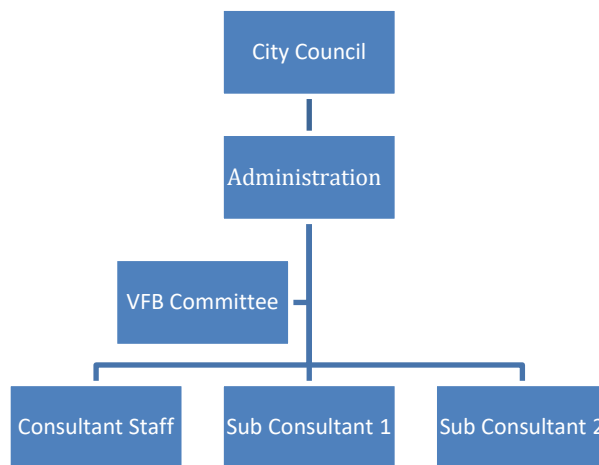
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

The City of Fort Bragg is currently seeking committed, inspired big-picture thinkers to help bring the mission to life. Applicants should represent some aspect of Fort Bragg’s Tourism Economy with a focus on the lodging industry.

Board Commitment: Currently meetings will be held monthly. Meetings are regularly scheduled for the second Tuesday of every month at 3:30 pm.

This Committee is subject to the Ralph M. Brown Act. Members are expected to fully comply with all applicable laws and regulations related to the Brown Act. (assistance with adherence to the Brown Act will be provided by City staff). As the Committee is subject to the “Brown Act”, information on this application is subject to the CA Public Records Act and related regulations.

The Committee is comprised of 5-7 community members serving staggering terms of 2 years.



**Applications are due Friday, January 3, 2025.** To submit an application or for more information please contact Cristal Munoz at [cmunoz@fortbragg.com](mailto:cmunoz@fortbragg.com) or (707) 961-2823 x103.

Only completed applications will be reviewed by the Visit Fort Bragg Committee during their regular meeting on January 14, 2025. Applicants are encouraged to attend the meeting in person and be prepared to address any questions from the committee. Supplemental materials supporting the application are strongly encouraged and may enhance the review process. In the event of a tie, the City Manager will cast the deciding vote.

APPLICATION

**Name:**

**Company:**

**Mailing Address:**

**Email Address:**

**Phone Number:**

1. **Why would you like to be on the Visit Fort Bragg Committee?**
  
2. **Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**
  
3. **What are some of your prior board/committee experiences?**
  
4. **What is your experience and expertise in strategic planning, budgeting and destination marketing?**
  
5. **What does success for this Committee look like to you?**

**1. Why would you like to be on the Visit Fort Bragg Committee?**

I am passionate about Fort Bragg's growth and development as a premier tourism destination. As a regional operations manager for a group of hotels in the area, I have firsthand experience of the opportunities and challenges within our tourism sector. Joining the Visit Fort Bragg Committee would allow me to contribute my knowledge and expertise to enhance the visitor experience, support local businesses, and strengthen the community's economic vitality.

**2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**

My vision for Fort Bragg's tourism economy is to uncover and implement innovative ways to effectively promote our destination while highlighting and enhancing access to our strongest tourism assets, such as the stunning coastline, unique cultural heritage, and vibrant local businesses. I envision a strategic focus on improving visitor infrastructure to ensure every tourist experiences a seamless, enjoyable, and memorable stay, fostering increased destination loyalty and lifetime value. By curating consistently high-quality experiences, we can grow visitation, extend visitor stays, and strengthen Fort Bragg's position as a must-visit destination. Through these efforts, I see Fort Bragg evolving into a beacon of sustainable tourism growth that benefits both visitors and the local community.

**3. What are some of your prior board/committee experiences?**

- Executive Director; Mendocino County Lodging Association (October 2022, Ongoing)
- Chairperson | Mendocino County Visitor Services Committee (September 2019, Ongoing)
- Chairperson | Mendocino County Business Improvement District Advisory Board (November 2018, Ongoing)
- Committee Member | USC Alumni Ambassador Committee for the Hospitality & Tourism graduate program (2022, Ongoing)
- Prior Committee Member | Visit Fort Bragg DMO (October 2017 – November 2019)

**4. What is your experience and expertise in strategic planning, budgeting and destination marketing?**

With a master's degree in Hospitality & Tourism from USC and over a decade of leadership experience in hotel management, I bring a robust skill set in strategic planning and budgeting. I have overseen the development of marketing campaigns that increased occupancy rates and revenue at multiple properties. My expertise also includes creating partnerships with destination marketing organizations to align campaigns with regional branding efforts, optimizing ROI for stakeholders while delivering memorable visitor experiences.

**5. What does success for this Committee look like to you?**

Success for the Visit Fort Bragg Committee involves a measurable increase in visitor satisfaction and spending, paired with tangible benefits for the local community. This includes creating jobs, supporting local businesses, and enhancing the infrastructure that serves both visitors and residents. Additionally, success means fostering a sense of pride and ownership within the community, ensuring that tourism growth aligns with the values and aspirations of Fort Bragg's residents.

# FORT BRAGG

NORTH COAST CALIFORNIA



## Visit Fort Bragg Committee Application

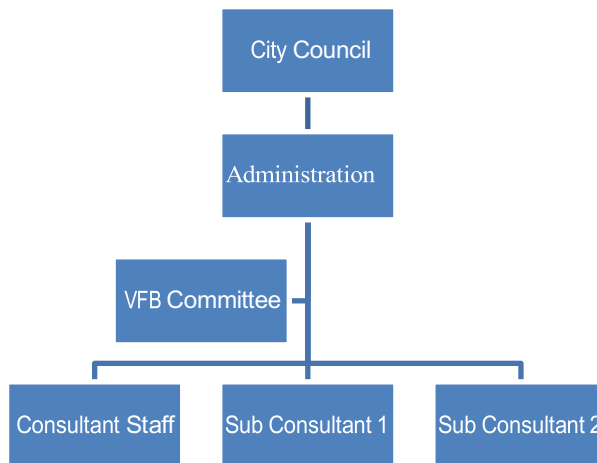
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

The City of Fort Bragg is currently seeking committed, inspired big-picture thinkers to help bring the mission to life. Applicants should represent some aspect of Fort Bragg’s Tourism Economy with a focus on the lodging industry.

Board Commitment: Currently meetings will be held monthly. Meetings are regularly scheduled for the second Tuesday of every month at 11:00 am.

This Committee is subject to the Ralph M. Brown Act. Members are expected to fully comply with all applicable laws and regulations related to the Brown Act (assistance with adherence to the Brown Act will be provided by City staff). As the Committee is subject to the “Brown Act”, information on this application is subject to the CA Public Records Act and related regulations.

The Committee is comprised of 5-7 community members serving staggering terms of 2 years.



**Applications are due Friday, December 22, 2023.** Submit completed applications to Cristal Munoz at [cmunoz@fortbragg.com](mailto:cmunoz@fortbragg.com) or call for more information, (707) 961-2823 x103.

Only completed applications will be brought forward to the Visit Fort Bragg Committee for consideration. Supplemental information supporting the application is welcome.

## APPLICATION

**Name:** Efstathios I. Pappas, MS

**Company:**  
California Western/Skunk Train

**Mailing Address:**

**Email Address:**

**Phone Number:**

**1. Why would you like to be on the Visit Fort Bragg Committee?**

Fort Bragg relies on tourism to sustain its economy and the well-being of the community. As leadership at a major attraction in the area, it is natural to combine efforts to achieve maximum effectiveness, and thus benefit all stakeholders. Our marketing budget exceeds \$500,000 per year and is highly effective in driving visitors to the area. By combining efforts and strategy, the successes seen at our operation can aid the community and region more explicitly than is currently the case. It is my feeling that any benefit to Fort Bragg is a benefit to my institution and vice versa.

**2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**

My goal is to grow sustainable businesses with living wages and support a healthy community. This can only occur if economic growth, thus visitorship, grows at a sustainable and significant rate. Maintaining this growth will require coordinated effort to foster relevant and desirable products and businesses. By keeping a steady drumbeat of lush imagery and content prominent within the greater public eye, as well as partnering with other DMO's, this transition can be achieved.

**3. What are some of your prior board/committee experiences?**

Heritage Rail Alliance Board Member, Federal Railroad Administration part 230 committee, Peninsular Lumberman's Museum Board Member, etc.

**4. What is your experience and expertise in strategic planning, budgeting and destination marketing?**

I have been senior leadership at heritage railroads for over ten years. I have lead institutions with budgets of five to eight million dollars annually, as well as managed projects with budgets over three to four million. I have managed and worked with marketing departments/firms with annual budgets of over \$750,000. A rewarding aspect of my experiences has been conducting strategic planning retreats for several institutions to better determine outcomes and methods.

**5. What does success for this Committee look like to you?**

Success looks like enhanced outreach, greater penetration into previously under exploited markets, and enhanced visitorship to Fort Bragg and nearby attractions. This would be achieved by enhanced digital presence, more regular content generation, and greater collaboration with major stakeholders with significant marketing horsepower to drive business.

**Name:** Patrick M. Quan

**Company:** Artisan Marketing Group

**Mailing Address:**

**Email Address:**

**Phone Number:**

**Why would you like to be on the Visit Fort Bragg Committee?**

I am eager to contribute and support the community. As a resident of Fort Bragg, I recognize both the challenges and the immense potential of our wonderful town. My professional background in marketing spans various industries, but here in Fort Bragg, my focus is on promoting tourism and enhancing its appeal.

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**Briefly describe your vision for Fort Bragg’s Tourism Economy over the next 3-5 years.**

Fort Bragg will become the premier vacation destination along California's upper coastline. It will attract individuals living in or visiting California, rivaling other Northern California coastal gems such as Santa Cruz and Monterey. Fort Bragg will serve as the hub of Mendocino County, hosting new festivals, events, and tours that showcase the region's unparalleled offerings.

This growth will stimulate opportunities for tourism-focused businesses, including travel services, accommodations, dining, equipment rentals, spas, and guided tours. Our town’s industries will evolve to meet this increased demand, strengthening the local economy and creating a thriving, dynamic community.

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**What are some of your prior board/committee experiences?**

- **CTE Advisory Council – Fort Bragg High School**  
Industry Representative for Business Marketing Technology.
- **Partners in Art, Fresno, CA**  
Introduced underprivileged children to the creation and appreciation of fine art.
- **Central California Rugby Foundation**  
Promoted youth sports and the culture of rugby.
- **Bulldog Rugby Inc.**  
Supported and developed the California State University Fresno men’s rugby program.



- **Fresno Arts Council**  
Enriched the community through the arts.
  - **Friends of China Camp**  
Supported the nonprofit that maintains China Camp State Park.
- 

### **What is your experience and expertise in strategic planning, budgeting, and destination marketing?**

As a partner and CEO of Artisan Marketing Group, I bring nearly two decades of experience in marketing, strategic planning, and budgeting. These skills are essential to my business's continued success and have been integral to my involvement in numerous campaigns designed to boost tourism in various destinations.

On a personal note, I am a descendant of a family that lived and worked in a Chinese fishing village on San Francisco Bay, now a California State Park called China Camp. I have collaborated with Friends of China Camp to promote the park and its brand, further solidifying my understanding of destination marketing.

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### **What does success for this Committee look like to you?**

The era of Fort Bragg as a logging and fishing town has passed. Unlike many communities that struggle after losing key industries, Fort Bragg is blessed with a stunning natural setting. Tourism is the logical next step for generating industry and creating jobs.

Success for this committee involves developing a clear, goal-oriented, and actionable strategy that includes measurable KPIs. Initiatives should balance immediate impact with long-term growth, laying a solid foundation for the future of Fort Bragg's tourism industry. With thoughtful planning and execution, we can establish Fort Bragg as a world-class destination.

73 YR 2024

APPLICATION

Name: Robert W. Matson

Company: See attached website and  
an eudocus guidebook download.

Mailing Address: [Redacted]

Email Address: [Redacted]

Phone [Redacted]

1. Why would you like to be on the Visit Fort Bragg Committee?

To be of service to the community and many  
mom & pop businesses I already serve.

2. Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years

To promote organic food production  
on our small farms, manufacture tiny houses

3. What are some of your prior board/committee experiences?

- None  
and provide housing for tourists and  
and a health in our destination lodging.

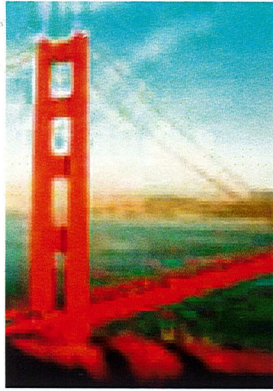
4. What is your experience and expertise in strategic planning, budgeting and destination marketing?

I have published and sold over  
100,000 guide books on northern CA.

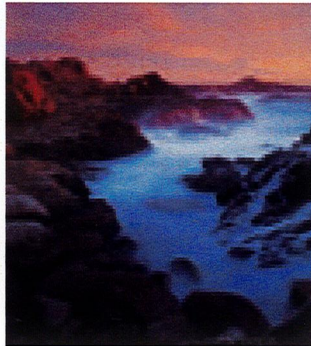
5. What does success for this Committee look like to you?

The Big Picture - a healthy  
settling by promoting affordable  
healthy food, affordable housing  
and lodging - the key to inner  
and world peace is food & shelter.  
The Mendocino Coast offers  
crisp air, good water, lush natural  
environment and health - cancer curatives

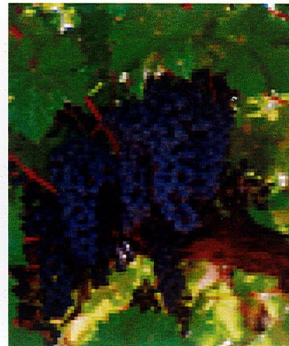
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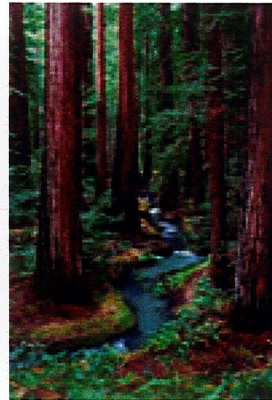
**San Francisco**



**Coast**



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**Redwoods**



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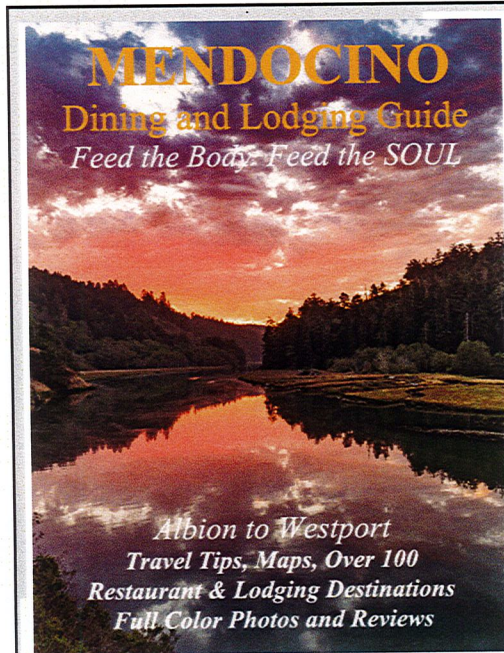
Website: <http://www.northofs.com>

**RETAIL: \$14.95**

WHOLESALE: @35%-\$10.00 @40%-\$9.00

MENDOCINO DINING and LODGING GUIDE

## 2nd Edition!



6	\$60.00	35%
10	\$100.00	35%
*12	\$108.00	40%
*24	\$216.00	40%
48	\$436.00	40%
100	\$900.00	40%

NOTE: Normal Freight Charges Are In Effect for COD's

**SEA WOLF PUBLISHING / Robert W. Matson**  
**P.O. Box 150**  
**Fort Bragg, CA. 95437**  
**Order Line: (707) 522-0550 Robert@northofs.com**

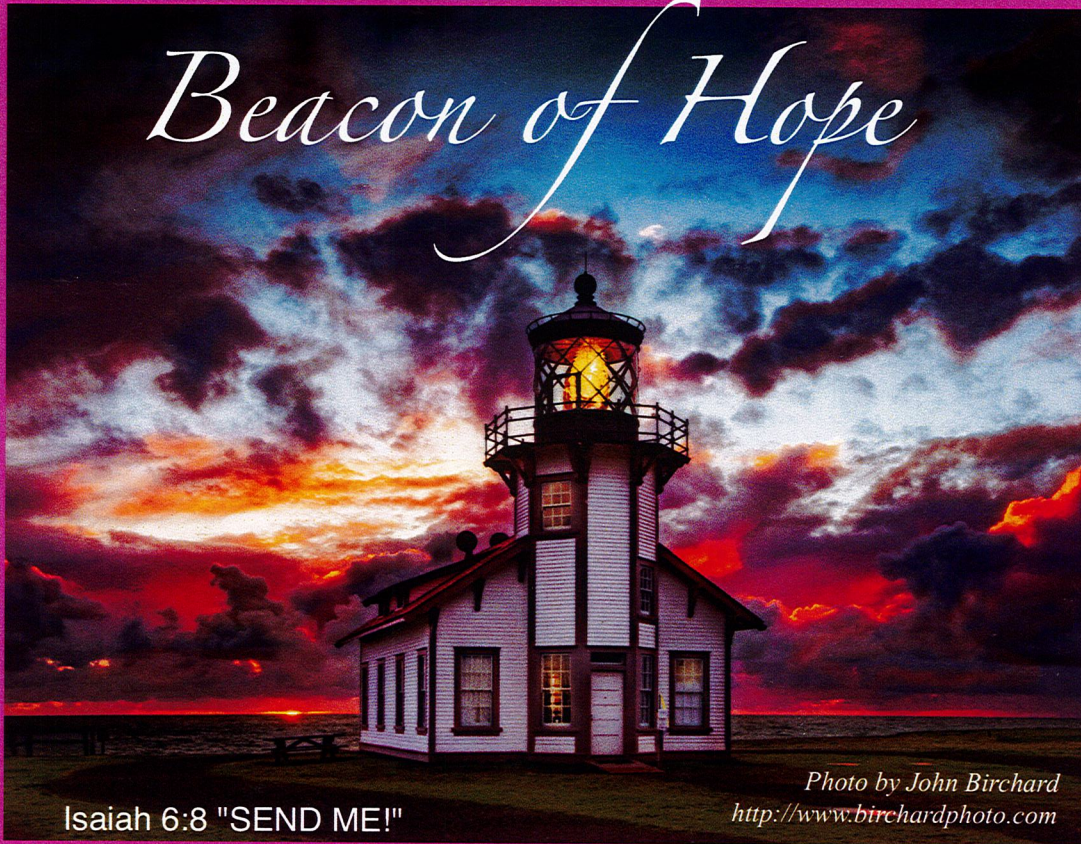
Date of Order: \_\_\_\_\_  
 Telephone # \_\_\_\_\_  
 When Wanted: \_\_\_\_\_



# Travel and Health

Over 50 Full Color Photographs, City and County Maps! Dining, Lodging, Galleries, Wine, Camping, the Healing Arts, State Parks and Travel Safety  
*Reviews by travel expert Robert W. Matson*

## *Beacon of Hope*



Isaiah 6:8 "SEND ME!"

*Photo by John Birchard*  
<http://www.birchardphoto.com>

Then I heard the voice of the Lord saying, "Whom shall I send?  
And who will go for us?" And I said, "Here am I. Send me!"

*Besides offering crystal clear air, living water, full spectrum sunlight and the tallest trees on earth, the Mendocino Coast is home to numerous quality restaurants and comfortable lodging destinations.*

*You'll enjoy farm to table cuisine, fresh seafood right off the boat, pet friendly havens, fishing and kayaking.*

*Toast the sunset with award winning organic wines, stroll or meditate in the magnificent forests and rejuvenate in the heath spas.*

*Surround yourself with Love. . .*

**\$14.95**

**Updated annually on <http://www.northofs.com>**

ISBN 978-0-916310-00-4 \$14.95

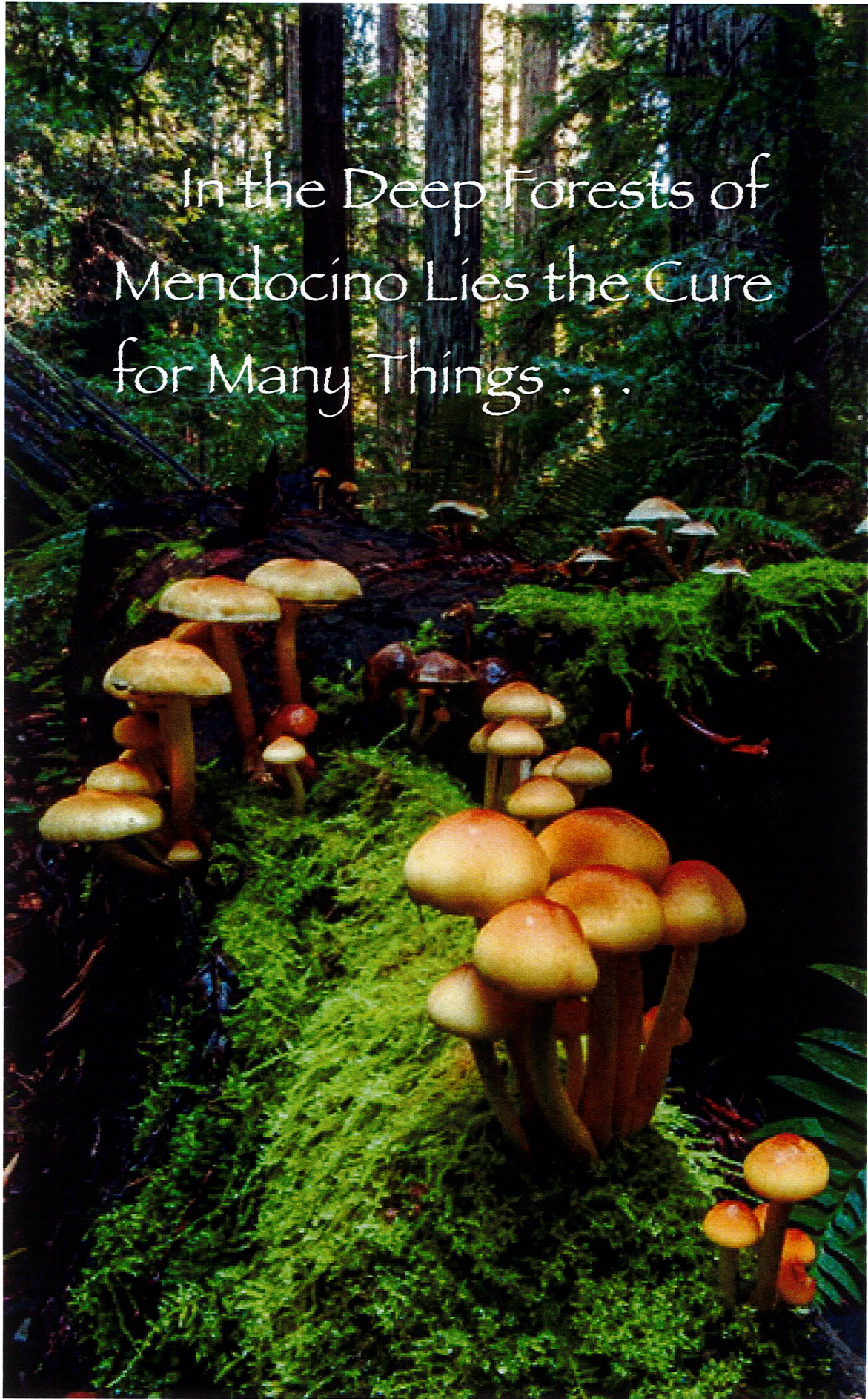


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In the Deep Forests of  
Mendocino Lies the Cure  
for Many Things . . .







[SAN FRANCISCO BAY AREA](#)



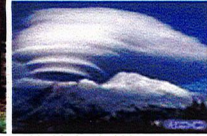
[COAST](#)



[WINE COUNTRY](#)



[REDWOOD FORESTS](#)



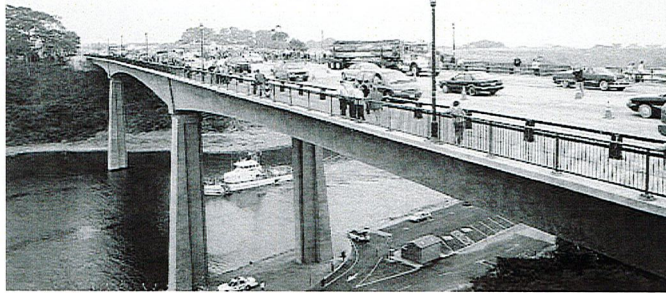
[MOUNTAINS](#)

North of San Francisco COUNTIES

- [Del Norte](#)
- [Humboldt](#)
- [Lake](#)
- [Marin](#)
- [Mendocino](#)
- [Napa](#)
- [Shasta](#)
- [Sonoma](#)
- [Trinity](#)
- [Contact](#)
- [Book Downloads](#)
- [Organic Wine List](#)

## MENDOCINO, FORT BRAGG and NOYO HARBOR DINING GUIDE

# MENDOCINO DINING GUIDE



Fort Bragg, located 120 miles north of San Francisco, is a mid-sized city with a "small town personality" that was named after a fort built in 1857 on the surrounding ocean headlands. The population today is 7,000 plus and growing. It can be reached from the east by State Highway 20 and State Highway 128 and from the north/south by state Highway One. Rarely does the temperature go over 89 degrees, however days can be

windy and winter storms fierce and exciting.

Visitors can escape the summer heat and stay in a multitude of motels, hotels, bed n breakfast inns, campgrounds and RV parks. Fancy to traditional restaurants satisfy appetites from raw-vegan to steaks and seafood. Check out the Frugal Traveler link below for snacks and meals under \$6.00 and rooms under \$65.00. Those seeking more extravagant and romantic dinners and accommodations will not be disappointed as there are many choices.

Here is [Today's Weather](#), [Today's Tide Chart](#), and [Today's Nighttime Star Chart](#). Enjoy the "Mom & Pop" business's linked to and in some cases reviewed below.

America's Favorite Family Food

**PIZZA**

**ROUND TABLE**

**PIACI PUB & PIZZA**

Large Selection of Craft Beers, Wines, Comfort Food and Gourmet Pizza Indoor, Patio Dining & Orders To Go  
120 West Redwood Ave., Fort Bragg (707) 961-1111



**DRAGONFLY**  
WELLNESS CENTER  
ADULT-USE & MEDICINAL CANNABIS  
Open everyday, 10 am-7 pm

17975 North Highway 1  
Fort Bragg, CA 95437  
707.962.0890  
dragonflywellness.org

Veterans visiting Dragonfly  
for the first time get 15% off.  
10% off for vets after that.

Cannabis has been found to help with symptoms of PTSD and tbi.  
(This statement has not been reviewed by the State and Drug Administration.)

**Wednesday June 5, 2024**

*All Seafood  
Winemaker Dinner*  
5 Course Dinner + Amuse-Bouche

6:00pm  
542 N. Main St  
Fort Bragg, Ca 95437

707-900-1667  
Reservations Needed  
Per Person: \$145 W/Pairing  
\$95 W/O Pairing



Seehass

**Kw Saltwater Grill**  
Fresh Seafood and Oyster Bar

**Summer Hours**  
Mon - Sat 11:00am - 9:00pm  
Sunday 12 noon - 9:00pm

— ARCADE —

Boatyard Shopping Center  
Corner of Hwy 1 & 20 Fort Bragg

707-961-0580

**Bear's**  
  
Pizza & More

- Pizza •
- Beer • Wine •
- 23-Item Salad Bar •
- Pasta •
- Gluten-Free Crust available •
- 1/2 lb Burgers •

**We Deliver**

If you find the FORT BRAGG - MENDOCINO DINING GUIDE useful then please click Button to the left and DONATE. You will be helping webmaster Robert W. Matson, who winning Travel Author, keep this site up and maintained.

Donate



## MENDOCINO COAST DINING GUIDE

MOM & POP BUSINESSES of ALBION, LITTLE RIVER, MENDOCINO, CASPAR, FORT BRAGG, NOYO HARBOR, CLEONE and WESTPORT



AMERICAN and SEAFOOD CUISINE  
Featured Is  
Sea Pal Cove  
Dockside Cafe

- Angelina's Bar and Grill
- Cafe One
- Organic Cuisine
- [Cowlicks Ice Cream Parlor](#)
- David's Restaurant & Deli  
707-964-1946
- [Egghead's Cafe](#)

ASIAN CUISINE  
Featured Is  
Taka's Japanese Grill

- [Asian Fusion](#)
- [Sea Valley Cafe](#)
- [Gnar Bar - Chicken, Sushi, Seafood](#)
- [Lee's Chinese](#)
- Nit's Cafe
- [Taka's Japanese Cuisine](#)
- [Viraporn's Thai Cafe](#)

CALIFORNIA and CONTINENTAL CUISINE  
Featured Is  
The Wharf Restaurant

- [Fog Eater Cafe](#)
- [Ledford House](#)
- [Little River Inn](#)
- [MacCallum House](#)
- [Mendocino Hotel](#)
- [Noyo Harbor Inn](#)
- [Noyo River Grill](#)
- [Silver's The Wharf Restaurant](#)

GENERAL STORES DELI'S and SANDWICH SHOPS  
Featured Is  
Albion Store  
Deli & Wine Shop

- [Albion Store and Deli](#)
- [New B&C Market Fabulous Food Served Fast](#)
- Bernillo's Pizza & Subs
- [Cleone Market and Grocery](#)
- David's Restaurant & Deli  
707-964-1946



- [Gnar Bar - Chicken, Sushi, Seafood](#)
- [Headlands Coffee House](#)
- [Homestyle Cafe](#)
- Jenny's Giant Burgers
- [KW Saltwater Grill Fine Dining, Wild Seafood, Local Ingredients, Local Meats](#)
- [Laurel Street Deli & Desserts](#)
- [Mendocino Cookie Company Coffee Bar & Internet Cafe](#)
- [Miss KJ'S Bangin' Bites](#)
- [North Coast Brewing Tap Room](#)
- [Patterson's Pub](#)
- The Q Your North Coast BBQ Joint
- [Sea Pal Cove Dockside Cafe](#)

- Down Home Foods
- El Yucca Market
- [Harvest Market](#)
- Little River Market & Deli
- Mendocino Market
- [Nello's Market and Deli](#)
- Subway Sandwich Shop
- Westport Community Market & Deli



INTERNATIONAL CUISINE  
Featured Is  
Good Bones Kitchen  
Comfort Food

ITALIAN CUISINE  
Featured Is  
Luna Ristorante

MEXICAN CUISINE  
Featured Is  
Los Gallitos Cantina

PIZZA  
Featured Is  
Bear's Pizza and MORE  
(formerly Vinnys)

- [Cafe Beaujolais](#)
- [Caspar Pub House](#)
- [Cucina Verona](#)
- [Gnar Bar - Chicken, Sushi, Seafood](#)
- [Flow Restaurant & Lounge](#)
- [Good Bones Kitchen Comfort Food](#)
- [Mayan Fusion](#)
- [Mendocino Cafe](#)
- [Trillium Cafe](#)

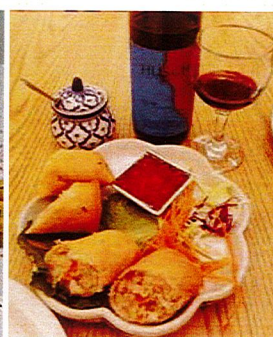
- [Cucina Verona](#)
- [D Aurelio's Pizza n Italian Dinner House](#)
- [LUNA'S Trattoria](#)
- [Piaci Pizza & Brew Pub](#)
- [Round Table Pizza & Buffet](#)
- [Bear's Pizza and MORE! \(formerly Vinnys\)](#)

- [Angelina's Bar and Grill](#)
- [Cafe One Organic Cuisine](#)
- [Casa del Sol](#)
- [Estrella Mexican Restaurant](#)
- [Good Life Cafe, Deli & Coffeehouse](#)
- [La Playa Restaurant & Bar](#)
- [Los Gallitos](#)
- [Mayan Fusion](#)
- [Noyo River Grill](#)
- [Purple Rose Restaurant & Cantina](#)
- CLOSED**

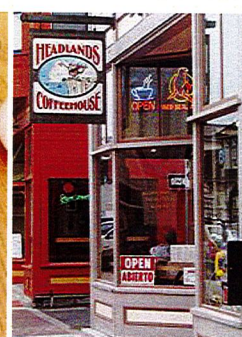
- [Cucina Verona](#)
- [D Aurelio's Pizza n Italian Dinner House](#)
- [Frankies Cafe & Ice Cream Parlor](#)
- [Mountain Mike's Pizza](#)
- [Piaci Pizza & Brew Pub](#)
- [Round Table Pizza & Buffet](#)
- [Bear Pizza and More \(formerly Vinnys\)](#)



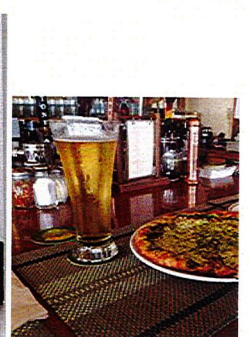
SEAFOOD  
Featured Is  
KW Saltwater Grill



VEGETARIAN and HEALTH FOODS  
Featured Is  
Viraporns Thai Cafe



COFFEE HOUSES  
Featured Is  
Headlands Coffee House



BARS, NIGHTCLUBS and LIVE ENTERTAINMENT  
Featured Is  
Piaci Pizza & Brew Pub

- [Albion River Inn](#)

- [Asian Fusion Sea Valley Cafe](#)

- [A Frame Espresso Drive Thru](#)

- [Albion River Inn](#)

- Angelina's Bar and Grill
- [Casa del Sol](#)
- [Cucina Verona](#)
- [Dijon Seafood and Grill](#)
- [Gnar Bar - Chicken, Sushi, Seafood](#)
- [Heritage House Resort & Spa](#)
- [KW Saltwater Grill Fine Dining, Wild Seafood, Local Ingredients, Local Meats](#)
- La Playa Mexican
- [Little River Inn](#)
- [Los Gallitos](#)
- [MacCallum House](#)
- Mayan Fusion
- [Mendocino Cafe](#)
- [Mendocino Hotel](#)
- [North Coast Brewing Tap Room](#)
- Noyo Fish Company Cafe
- [Noyo Harbor Inn](#)
- [Noyo River Grill](#)
- [Princess Seafood Restaurant & Market](#)
- The Q Your North Coast BBQ Joint
- [Sea Pal Cove Dockside Cafe](#)
- [Silver's at the Wharf Restaurant](#)
- [Taka's Japanese Cuisine](#)
- Cafe One Organic Cuisine
- Corners of the Mouth
- Down Home Foods
- [Fog Eater Cafe](#)
- [Stanford Inn Raven's Restaurant](#)
- [Viraporn's Thai Cafe](#)
- [DROP IN DONUT & Coffee](#)
- [Good Life Cafe, Deli & Coffeehouse](#)
- [Headlands Coffee House](#)
- [Mendocino Cookie Company Coffee Bar & Internet Cafe](#)
- Starbucks Coffee Cafe
- Angelina's Bar and Grill
- [Cucina Verona](#)
- Dick's Place
- [Heritage House Resort & Spa](#)
- [Kokkos Bar & Entertainment](#)
- [Little River Inn](#)
- [Los Gallitos](#)
- [MacCallum House](#)
- [Mendocino Hotel](#)
- [North Coast Brewing Tap Room](#)
- [Noyo Harbor Inn](#)
- [Noyo River Grill](#)
- Overtime Brewing Pub & Cafe
- [Piaci Pizza & Brew Pub](#)
- [Patterson's Pub](#)
- [Purple Rose Restaurant & Cantina](#)
- [CLOSED](#)
- [Silver's at the Wharf Restaurant](#)

 [Valid XHTML 1.0 Strict](#)

# FORT BRAGG

NORTH COAST CALIFORNIA



## Visit Fort Bragg Committee Application

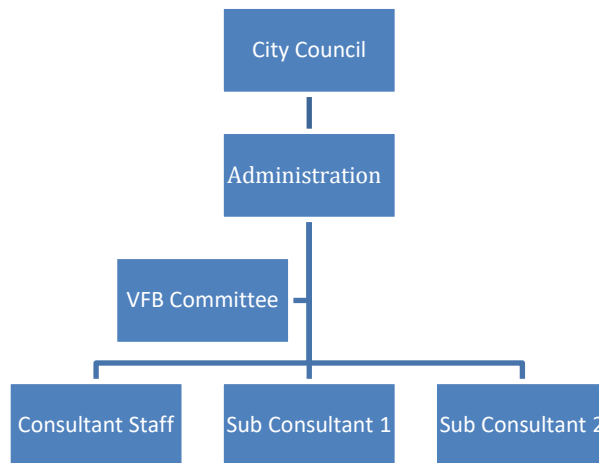
Visit Fort Bragg inspires visitors to enjoy Fort Bragg through comprehensive and collaborative outreach, ultimately increasing visitor spending and stimulating the local economy.

The City of Fort Bragg is currently seeking committed, inspired big-picture thinkers to help bring the mission to life. Applicants should represent some aspect of Fort Bragg’s Tourism Economy with a focus on the lodging industry.

Board Commitment: Currently meetings will be held monthly. Meetings are regularly scheduled for the second Tuesday of every month at 3:30 pm.

This Committee is subject to the Ralph M. Brown Act. Members are expected to fully comply with all applicable laws and regulations related to the Brown Act. (assistance with adherence to the Brown Act will be provided by City staff). As the Committee is subject to the “Brown Act”, information on this application is subject to the CA Public Records Act and related regulations.

The Committee is comprised of 5-7 community members serving staggering terms of 2 years.



**Applications are due Friday, January 3, 2025.** To submit an application or for more information please contact Cristal Munoz at [cmunoz@fortbragg.com](mailto:cmunoz@fortbragg.com) or (707) 961-2823 x103.

Only completed applications will be reviewed by the Visit Fort Bragg Committee during their regular meeting on January 14, 2025. Applicants are encouraged to attend the meeting in person and be prepared to address any questions from the committee. Supplemental materials supporting the application are strongly encouraged and may enhance the review process. In the event of a tie, the City Manager will cast the deciding vote.



APPLICATION

**Name:**

**Company:**

**Mailing Address:**

**Email Address:**

**Phone Number:**

1. **Why would you like to be on the Visit Fort Bragg Committee?**
  
2. **Briefly describe your vision for Fort Bragg's Tourism Economy over the next 3-5 years.**
  
3. **What are some of your prior board/committee experiences?**
  
4. **What is your experience and expertise in strategic planning, budgeting and destination marketing?**
  
5. **What does success for this Committee look like to you?**



# City of Fort Bragg

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

## Text File

File Number: 24-1104

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**Agenda Date:** 1/14/2025

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Committee Minutes

**Agenda Number:** 3C.

Receive Oral Update from Idea Cooperative



# City of Fort Bragg

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

## Text File

File Number: 24-1103

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**Agenda Date:** 1/14/2025

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Committee Minutes

**Agenda Number:** 3D.

Receive Oral Update from VFB Special Events Subcommittee