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City of Fort Bragg

Meeting Minutes
Special Meetings

Tuesday, August 8, 2023 **9:30 AM** **Town Hall, 363 N. Main Street and Via Video Conference**

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

Chair Rafanan called the meeting to order at 9:36 AM.

ROLL CALL

Present: 5 - Alison DeGrassi, Debra DeGraw, Jason Hurst, Marcia Rafanan and Barbara Bruce

Absent: 3 - Tess Albin-Smith, Lia Morsell and Jamie Peters-Connolly

1. APPROVAL OF MINUTES

1A. 23-265 Approve Minutes of May 9, 2023 Special Meeting Visit Fort Bragg

These Committee Minutes were approved as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Ron White, and Anne Maureen McKeating.

3. CONDUCT OF BUSINESS

3A. 23-258 Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh of The Idea Cooperative gave an update on this item. Site traffic is steady. On the promotion calendar for this month is the Fort Bragg Photo Collection-Beach Bragg Photo Contest campaign.
Public Comment: Anne Maureen McKeating
Discussion: There was discussion about First Friday being a year round activity in the Downtown Business District.

3B. 23-260 Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz, presented on this item. Magic Market will be on October 28, 2023. This event will be free to vendors who want to participate. Non profits are invited to assist with the Winter Wonderland and photos with Santa happening on the first weekend of December.
Public Comment: None.
Discussion: None.

3C. 23-263 Receive Report and Provide Direction to Staff Regarding VFB FY 23/24 Budget

Administrative Analyst Cristal Munoz, presented on this item. She stated that the main focus of the funds for this committee is to spend them on shoulder-season events.
The funds were allocated as follows:
1. Magic Market $5000
2. Winter Wonderland $3600
3. Holiday Decor $5000
4. Street Lights $6000
5. Whale Festival $4500
6. Buskers $900

Public Comment: Megan Caron
Discussion: There was much discussion on how the funds would be best allocated. Rafanan suggested that the wooden cutouts be brought back to Guest House Museum lawn.

4. MATTERS FROM COMMITTEE / STAFF

Administrative Analyst Cristal Munoz, reported that she had attended Art in the Gardens where she was able to speak to vendors and Circus Mecca about participating in the upcoming Magic Market. She is looking for volunteers for Magic Market. DeGraw added that Visit Mendocino County will be participating in Magic Market. The Noyo Harvest Festival will be September 16 and 17, the Wonton and Clam Chowder cook-off will be Saturday September 16th only. This event will benefit the Humane Society and the Noyo Harbor District.

ADJOURNMENT

Chair Rafanan adjourned the meeting at 10:34 AM.