



# City of Fort Bragg

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

## Meeting Agenda

### Visit Fort Bragg

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Tuesday, November 18, 2025

3:30 PM

Town Hall 363 N Main St. 344 North Barnes St.  
Ukiah CA 95482 and Via Video Conference

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#### 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: Nov 18, 2025 03:30 PM Pacific Time (US and Canada)*

*Topic: Visit Fort Bragg Committee Meeting*

*Join from PC, Mac, iPad, or Android:*

*<https://us06web.zoom.us/j/84511516907>*

*And Telephone (\*6 mute/unmute, \*9 raise hand)*

*+1 669 444 9171 US*

*Webinar ID: 845 1151 6907*

*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 [Insert name/email address/address here].*

#### 1. APPROVAL OF MINUTES

- 1A. [25-507](#) Approve Minutes of Visit Fort Bragg Committee October 16, 2025

Attachments: [VFB MINS 10.16.2025](#)

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

#### 3. CONDUCT OF BUSINESS

- 3A. [25-503](#) Receive Update from Idea Cooperative

Attachments: [VFB Update 11.18.2025](#)





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## Text File

File Number: 25-507

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**Agenda Date:** 11/18/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Committee Minutes

**Agenda Number:** 1A.

Approve Minutes of Visit Fort Bragg Committee October 16, 2025



# City of Fort Bragg

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## Meeting Minutes Visit Fort Bragg

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Thursday, October 16, 2025

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

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### MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 3:32 PM.

### ROLL CALL

City Staff: Public Experience Liaison Adelaide La Torre and Administrative Assistant Stephanie Remington

**Present:** 8 - Tess Albin-Smith, Lindy Peters, Alison DeGrassi, Debra DeGraw, Barbara Bruce, Roxanne Perkins, Jon Glidewell and Stathi Pappas

**Absent:** 1 - Cory Epperson

### 1. APPROVAL OF MINUTES

1A. [25-307](#) Approve Minutes of Visit Fort Bragg Committee July 8, 2025

**Attachments:** [VFB Minutes 07.08.2025](#)

The minutes were approved by the committee as presented.

1B. [25-436](#) Approve Minutes of Visit Fort Bragg Committee August 12, 2025

**Attachments:** [VFB Minutes 8.12.2025](#)

The minutes were approved by the committee as presented.

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

None.

### 3. CONDUCT OF BUSINESS

3A. [25-429](#) Receive Update from Idea Cooperative

**Attachments:** [VFB Update 10.16.2025](#)

Tom Kavanaugh and Melissa Holberton presented a report for Idea Cooperative. Winner of Photo Contest were chosen and announcements will be published online this Saturday, October 18. Room with a Brew is live, ending October 31. Next year the discounted room rate needs more prominent advertisement. Idea Cooperative has begun using a Performance Max Brand Campaign costing \$750 a month were AI will be implemented to target specific demographics. It will be used for a 6 month period then reassessed for continued use.

Public Comment: Paul Clark

Discussion: Requests to make the Photo Contest Annual were received. Discussion of Beach Access Maps will continue in the subcommittee. Launch of the Cannabis page on the Visit Fort Bragg website was requested as an agenda item for next meeting.

**3B. [25-430](#)** Receive Update from Visit Mendocino

Jamie Peters-Connolly presented an oral report for Visit Mendocino. She suggested more cross marketing be used, specifically with Idea Cooperative. Winesong advertisements reach 200,677 individuals before the event and raised \$250,000 (reaching goal of CT Scanner purchase for the district). Octoberfest and November e-newsletters have been sent and Monday, October 20 will feature an advertising e-blast for future events.

Public Comment: Paul Clark

Discussion: Tear-off maps of the area can be found at the Chamber of Commerce, City Hall will receive them soon as well.

**3C. [25-431](#)** Receive Oral Update From VFB Special Events Subcommittee

Adelaide La Torre presented an oral report of recent events held in the City. Magic Market will occur on Saturday, October 25 from 11 AM to 4 PM. Vouchers have been printed and passed out to participating vendors (80 in total) and the downtown business window decorating contest is underway, ending Wednesday, October 22. Winners of the window contest will be featured on the City's social media pages. There is a need for volunteers for this event.

Subcommittee members Debra De Graw and Barb Bruce requested the committee consider the addition of a new event at or near the Noyo Headlands coastal trail, possibly at the end of May 2026.

Public Comment: None.

Discussion: It was requested that the Visit Fort Bragg budget be provided to the subcommittee for accurate budgeting.

#### **4. MATTERS FROM COMMITTEE / STAFF**

#### **ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 4:58 PM.



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## Text File

File Number: 25-503

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**Agenda Date:** 11/18/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3A.

Receive Update from Idea Cooperative



# City of Fort Bragg

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## Text File

File Number: 25-504

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**Agenda Date:** 11/18/2025

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**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3B.

Receive Update from Visit Mendocino



## November 2025 VFB Meeting

### **VMC Ads via Facebook and Instagram (Combined)**

Harvest Mendocino Meta (FB/IG) Ad – as of 11/13

~Ad spend: \$5K

~Reach: 458,000 approximately

~Site Traffic to VMC's Harvest Mendocino Landing Page: 15K

~Cost per Click: \$ 0.27 cents

### **MailChimp eBlasts**

Harvest Mendocino (sent 10/20)

~ Included the Mushroom Train

~Included Magic Market

~Included link to lodging

~Included link to Specials & Deals

~Included link to Harvest Mendocino brochure on VM.com

38,452 delivered

Open Rate: 7.9% (which is 3,032; total opens 4,454)

Harvest Mendocino link had the top click-through rate at 16.5%, while the Magic Market had 8.8% of click rate. The Specials & Deals link, which is to lodging specials primarily had a click rate of 14.63%.

More Harvest/Nov Events/Holiday Planning (sent 10/23)

~ Included the Mushroom Train

~Included Mendo Parks/Mushroom Train

~Included link to Festival of Lights

~Included link to lodging

~Included link to Harvest Mendocino brochure on VM.com

38,420 delivered

Open Rate: 7.7% (which is 2,967; total opens 4,389)

Lodging link had the top click-through rate at 13.6%, while the MendoParks/Mushroom Train had 8.1% click rate. The Skunk Train/Mushroom Train link had an additional 6.4% link and Festival of Lights had a 5.4% link.

### **Events**

Mushroom Train benefiting MendoS Parks

~Estimated 150+ guests, mostly from out of the area.

~Three local bands, a DJ on the train, North Coast Brewing Company, Schnaubelt Distillery, Mendocino Spirits, Mendocino Wine Inc, and food purveyors & sponsors from Terra Farm Kitchen, the Spontaneous Chef, Little River Inn, Harvest Market.

Hotel Occupancy for Beachcomber Motel Group for Mushroom Train Weekend:

- Average occupancy was 84.7% (~85%) throughout 223 rooms

## **Media**

~We've just had a media guest partake in the Mushroom Train and her article is included in the VFB packet.

~Gabe Saglie is visiting later this month to film TV travel segments on "Quietcations" which appear on multiple stations around the country.

## **Upcoming Promotions**

~On Friday, Dec 14<sup>th</sup>, Calendar of Events to stakeholders for the latter half of November, which includes Small Business Saturday as well as the Lit Boat Parade.

~VMC's next push will be holiday events (primarily happening Dec 6<sup>th</sup> around the entire county), followed by other December events and one specific to New Year's Eve happenings.

~Seafood & Sips – Jan 30th – Feb 8<sup>th</sup> is starting promotion in December, so any lodging, restaurant and attraction specials will be featured in our brochure and/or on our website and via e-newsletters.

THINGS TO DO > TRAVEL • News

# Riding the Mushroom Train for fungi, fine wine and forest conservation

A beloved Mendocino railroad, once built to haul logged redwoods, now funnels fun into fundraising for coastal forest protection



Passengers enjoy a scenic journey aboard the Skunk Train, winding through towering redwoods along the historic California Western Railroad line. (Photo by Clara Shook)



By **AUDREY T. WILLIAMS, CORRESPONDENT**

PUBLISHED: November 13, 2025 at 8:00 AM PST

Mendocino County is what happens when the Pacific Ocean decides it wants to date a rainforest. Once a year, Mendocino Area Parks Association (MendoParks), invites folks to join them on the Mushroom Train, a journey into the redwoods to partake in artisanal cocktails and locally foraged culinary delights, all in the name of fun and fundraising.

The Mushroom Train is just one offering from the Fort Bragg-based Skunk Train depot. This post-logging railroad, once a conveyor belt for redwood extraction, now runs a very different kind of harvest: foodie-level bites, foraged fungi, fine wines and fundraising.

The annual Mushroom Train makes its run each November as one of MendoParks' largest fundraising events. The nonprofit receives no tax dollars yet manages education, stewardship and community programming across Mendocino Coast state parks. Every ticket is a direct donation to redwoods, trail access and the future of this ecological corridor.



Travelers mingle on the open-air car, savoring the fresh forest air and lively atmosphere of the Mushroom Train. (Photo by Clara Shook)

## All aboard

The morning of the event the depot hums with pre-departure anticipation. It's a 21+ event. People flash their IDs, sip warm cider or coffee and pull their puffy jackets tighter against the morning chill. For a few more dollars, the presidential class car, new for 2025, is a plush little jewel box complete with emerald velvet tufted seats, vintage radio speakers at each table and, this year, Tamar Kaye and Crispin Cain of Mendocino Spirits pouring its Low Gap California Whiskey.

Someone asks, "Is bourbon an acquired taste?" and Cain grins. "Bourbon is ... a commitment," he says. The car erupts in laughter, and everyone accepts it.

## **The ride into the reds**

The train runs parallel to Pudding Creek, rattling along a wooden trestle, then the canopy closes in. We glide into second-growth redwoods, descendants of the giants felled for profit in the early 20th century.

This railroad used to export forests. Now, it transports the people who protect them.

The second pour: Kaye and Cain share tastes of their distillery's limited-edition candy-cap mushroom liqueur, and the whole car warms with the smells of butterscotch and maple.

## **Glen Blair Bar: A forest party with a purpose**



Guests prepare their own snacks at DIY s'more and hot dog stations at the large campfire pits outside the Glen Blair Bar pavilion. (Photo by Clara Shook)

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Twenty minutes later, we disembark at Glen Blair Junction and enter “Glen Blair Bar,” a large open-air pavilion filled on this day with mushroom-infused light bites, local craft wines and spirits, and vendors selling mushroom-themed art and accessories.

Live music from three local bands starts soon after arrival. The opening act is the Sid Hillman band, fronted by the executive director of MendoParks himself. Next, we are treated to the soulful sounds of 18-year-old guitar virtuoso Bella Rayne & friends, followed by instrumental world fusion band The Runabout.

In the clearing next to the pavilion are three large campfire rings adjacent to DIY s'more and hot dog stations, for the kid in you. This is an adult play date after all.

Guests cluster around the mushroom education and identification table as Eric Schramm points to a cluster of California golden chanterelles and a 1.5-pound porcini he found the previous day.

Next, we have the wine education table, led by Cory Lester of Bee Hunter Wines, who shares tastes of its red and white varieties from its Boonville tasting room.



Locally foraged mushrooms like Candy Cap and Morel invite guests to explore the diverse flavors of Mendocino County's forest bounty. (Photo by Clara Shook)

## Optional experiences

An hour into the festivities, the first round of the forest bathing tour fans out into the woods, guided by Certified Forest Bathing Guide Megan Carson, who talks about this Japanese practice known as *shinrin-yoku* as medicine. With slower breathing and reduced stress hormones, it helps the body remember its somatic connection to nature.

Leslie Krongold of Leslie's Accessible Walks, known for her accessibility advocacy, maneuvers the well-maintained gravel path in her motorized chair expertly, proof that with intention, more people can access wild beauty.

## Dance, fire, cold air, warm faces

As the afternoon deepens, DJ Beetroot back on the train drops vintage dance tracks. People dance around the wooden embarkment platform in fleece and beanies. The cold makes the warmth from the round campfire pits more delicious.

In this redwood clearing, there's no pretense. This fundraiser feels like gratitude in motion.

## How to do this trip right



A guest dressed in festive mushroom-themed attire joins fellow riders for the whimsical redwood experience. (Photo by Clara Shook)

From San Francisco, Mendocino is 3-4 hours north. Highway 1 is scenic but can be a bit twisty to maneuver in the dark. Highway 101 to Highway 20 is faster, less nauseating. Savvy visitors arrive Friday night.

North Cliff Hotel in Noyo Harbor offers two-person jetted tubs with ocean views and fireplaces in every room.

Mendocino folks treat the Mushroom Train like a sacred annual ritual. Tickets sell out early.

Mendocino isn't selling novelty here — it's modeling a future: post-extraction, post-burnout, post-disposable culture. We're not just sipping liqueur under the redwoods. We're investing in the

comeback of a coastline long used, logged and left for dead. Growing up near the timber plantations, wetland marshes and barrier islands of North Carolina, I've seen land survive a lot — except human indifference when conservation is needed. Up here, on this quirky little train powered by bourbon, mushrooms and communal joy, the opposite is happening. This is what Northern California looks like when people decide the forest deserves more than nostalgia.

This isn't tourism.

It's stewardship disguised as a party, and this is your invitation.



Guests enjoy the open-air car's perfect view as the train snakes its way through the lush Mendocino redwoods. (Photo by Clara Shook)

**Details:** If you want to take the Mushroom Train, you'll have to wait to buy advance tickets for next year's MendoParks fundraiser. But adults can still ride the Skunk Train to Glen Blair Bar or on select weekends this year (\$59.95). The family-friendly Pudding Creek Express ride (\$54.95-\$295) with games, snacks and redwood exploration is available year-round, and "Mr. Skunk's Giant Christmas Tree and Workshop" holiday ride (\$85.45-\$113.95), featuring seasonal treats and decor, runs Nov. 22-Dec. 31. For tickets, visit [skunktrain.com](https://skunktrain.com)

## Mendocino County: If you go

**Bee Hunter Wines:** Open 11 a.m.-5 p.m. daily, 14077 CA-128, Boonville, 707-357-0598; [beehunterwine.com](https://beehunterwine.com)

**Mendocino Spirits:** Open noon-5 p.m. Tuesdays-Fridays, 1110 Bel Arbres Road #D, Redwood Valley, 707-485-2068; [mendocinospirits.com](https://mendocinospirits.com)

**Schnaubelt Distillery:** Open 1 p.m.-7 p.m. Wednesdays-Thursdays and 10 a.m.-8 p.m. Fridays-Sundays, 32425 N. Harbor Drive, Fort Bragg, 707-489-4805; [schnaubeltdistillery.com](https://schnaubeltdistillery.com)

**North Cliff Hotel:** 1005 S. Main St., Fort Bragg, 707-962-2500; [northcliffhotel.net](https://northcliffhotel.net)

**MendoParks:** Find parks, visitor centers, programs and events at [mendoparks.org](https://mendoparks.org)

**Visit Mendocino County:** For more inspiration for your trip, visit [visitmendocino.com](https://visitmendocino.com)



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2025 > November > 13



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## Text File

File Number: 25-506

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**Agenda Date:** 11/18/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3C.

Receive Oral Update From VFB Special Events Subcommittee



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## Text File

File Number: 25-505

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**Agenda Date:** 11/18/2025

**Version:** 1

**Status:** Business

**In Control:** Visit Fort Bragg

**File Type:** Staff Report

**Agenda Number:** 3D.

Discuss Potential 2026 Event: Tacos and Tequila/Beer