



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

Tuesday, July 8, 2025

3:30 PM

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

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: Jul 8, 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/85912617911>

Phone one-tap: +16694449171,,85912617911# US

Webinar ID: 859 1261 7911

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 cityclerk@fortbragg.com.

1. APPROVAL OF MINUTES

- 1A. [25-287](#) Approve Minutes of Visit Fort Bragg Committee June 10, 2025

Attachments: [VFB Minutes 06.10.2025](#)

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

3. CONDUCT OF BUSINESS

- 3A. [25-283](#) Receive Update from Idea Cooperative

- 3B. [25-284](#) Receive Update from Visit Mendocino

- 3C. [25-285](#) 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 July 3, 2025.

Stephanie Remington, Administrative Assistant

NOTICE TO THE PUBLIC

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- *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*

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Text File

File Number: 25-287

Agenda Date: 7/8/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 1A.

Approve Minutes of Visit Fort Bragg Committee June 10, 2025



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Meeting Minutes Visit Fort Bragg

Tuesday, June 10, 2025

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

MEETING CALLED TO ORDER

Albin-Smith called the meeting to order at 3:30 p.m.

ROLL CALL

Present: 5 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Barbara Bruce and Cory Epperson
Absent: 4 - Lindy Peters, Roxanne Perkins, Jon Glidewell and Stathi Pappas

1. APPROVAL OF MINUTES

1A. [25-226](#) Approve Minutes of Visit Fort Bragg Committee April 8, 2025

The minutes were approved by the committee as presented.

1B. [25-225](#) Approve Minutes of Visit Fort Bragg Committee May 13, 2025

The minutes were approved by the committee as presented.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public Comments were made by Ron White.

3. CONDUCT OF BUSINESS

3A. [25-222](#) Receive Update from Idea Cooperative

Tom Kavanaugh from Idea Cooperative provided a PowerPoint with Visit Fort Bragg website statistics and events reviews/previews. Continued 25/26 priority to entice younger demographic.
Public Comment: Ron White.

Discussion: There was discussion on the following: Need to use Social Media and tag events to increase visitors. Continued focus on younger audience with targeted events. Revisit TikTok to capture younger demographic, will be reviewed in subcommittee meeting; check to see if name is registered.

3B. [25-223](#) Receive Update from Visit Mendocino

Janis MacDonald reported on behalf of Visit Mendocino. Upcoming weekend is Urchin Festival in

Noyo Harbor. Tour Urchin, 4th of July events and Parade, Fireworks and Salmon BBQ on July 5. Sent out recent Call of Action for Harvest Festival October 25-Nov 15. Magic Market in Fort Bragg will be the anchor event for the Harvest Festival. Working toward Winesong on September 6th at Botanical Gardens.

Public Comment: None.

Discussion: North Coast Brewery to assist Visit Mendocino. June 29, 2025, Art in Gardens with Symphony of Redwoods.

3C. [25-224](#) Receive Oral Update From VFB Special Events Subcommittee

Administrative Analyst Cristal Munoz reported on the June 6th Summer Kick Off Event. Great showing; puppies, music, food trucks, Flockworks sponsored scavenger hunt, Jenga, family events, bubbles, chalk art, etc.

Public Comment: None.

Discussion: Graduation night affected local attendance. Subcommittee will revisit event and discuss how to encourage shopping and vendor activities, possibly collaborating with monthly downtown business meeting, and including nonprofits in the future. Events ahead: Nor. Coast Rodders Car Show, Skate and Create Meet Up, Fireworks at dusk, Worlds Largest Salmon BBQ, and Craft Fair outside Town Hall. Email Cristal Munoz to join subcommittees.

4. MATTERS FROM COMMITTEE / STAFF

ADJOURNMENT

Albin-Smith adjourned the meeting at 4:36 p.m.



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Text File

File Number: 25-283

Agenda Date: 7/8/2025

Version: 1

Status: Business

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File Type: Staff Report

Agenda Number: 3A.

Receive Update from Idea Cooperative



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Text File

File Number: 25-284

Agenda Date: 7/8/2025

Version: 1

Status: Business

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File Type: Staff Report

Agenda Number: 3B.

Receive Update from Visit Mendocino



City of Fort Bragg

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Text File

File Number: 25-285

Agenda Date: 7/8/2025

Version: 1

Status: Business

In Control: Visit Fort Bragg

File Type: Staff Report

Agenda Number: 3C.

Receive Oral Update From VFB Special Events Subcommittee