



# City of Fort Bragg

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

### Visit Fort Bragg

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Tuesday, May 13, 2025

3:30 PM

Town Hall 363 N Main St. 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: May 13, 2025 03:30 PM Pacific Time (US and Canada)*

*Topic: Visit Fort Bragg Committee*

*Please click the link below to join the webinar:*

*<https://us06web.zoom.us/j/87651596863>*

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

*Webinar ID: 876 5159 6863*

*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](mailto:cityclerk@fortbragg.com).*

#### 1. APPROVAL OF MINUTES

1A. [25-170](#) Approve Minutes of Visit Fort Bragg Committee January 14, 2025

**Attachments:** [VFB MINS 01-14-2025](#)

1B. [25-171](#) Approve Minutes of Visit Fort Bragg Committee on February 11, 2025

**Attachments:** [VFB MINS 02-11-2025](#)

- 1C. [25-172](#) Approve Minutes of Visit Fort Bragg Committee on March 11, 2025

**Attachments:** [VFB MINS 03-11-2025](#)

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

### **3. CONDUCT OF BUSINESS**

- 3A. [25-164](#) Receive Presentation From Pam Bell and City Manager Isaac Whippy on Fort Bragg Blues Festival
- 3B. [25-166](#) Receive Update from Idea Cooperative
- 3C. [25-167](#) Receive Update from Visit Mendocino
- 3D. [25-168](#) Receive Presentation and have Discussion on Visitor Engagement Ideas

**Attachments:** [VFB - Pull Marketing Visitor Engagement Ideas](#)  
[VFB - Pull Marketing Visitor Engagement Slides](#)

- 3E. [25-169](#) Receive Oral Discussion on Potential Hanging Flower Baskets
- 3F. [25-165](#) 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 May 9, 2025.

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Cristal Muñoz, Administrative Analyst

### **NOTICE TO THE PUBLIC**

#### **DISTRIBUTION OF ADDITIONAL INFORMATION FOLLOWING AGENDA PACKET DISTRIBUTION:**

- *Materials related to an item on this Agenda submitted to the Council/District/Agency after distribution of the agenda packet are available for public inspection in the lobby of City Hall at 416 N. Franklin Street during normal business hours.*
- *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*

**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).*