



City of Fort Bragg

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Meeting Minutes Special Meetings

Tuesday, February 26, 2019

3:00 PM

Town Hall, 363 N. Main Street

Visit Fort Bragg Committee

MEETING CALLED TO ORDER

Chair Morsell-Haye called the meeting to order at 3:03 PM.

ROLL CALL

Present: Jessica Morsell-Haye, Tabatha Miller, Brenda Jourdain, Aspen Logan, Nancy Bennett, KatieTurner-Carr, Debra DeGraw, Jon Glidewell, James Sant, Anne Semans

Absent: - Tess Albin-Smith, Robert Pinoli

1. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

2. CONDUCT OF BUSINESS

- 2A. [19-114](#)** Discussion and Committee Direction on Frequency and Preferred Date and Time for Visit Fort Bragg (VFB) Committee Meetings

Project Manager Aspen Logan recommended meeting as a committee every other month. This will give a short enough time to update committee on new accomplishment and work with the Ad Hoc Committees.

Discussion:

*Committee agreed to hold the Visit Fort Bragg Committee meetings every other month starting in April on Tuesday at 3 PM. There will be an extra meeting in May and July for budgetary purposes.

- 2B [19-115](#)** Receive Marketing Update - Cubic

Project Manager Aspen Logan presented an oral report and PowerPoint presentation regarding the Marketing Update report. The report included the following: Immersion, Brand Concept, Key Themes, Brand Objective, Creative Concepts, Ad Campaign, Sneak Peak and Website. The Marketing Committee gave their comments on the work they contributed.

Public Comment was received from:

- Baki - Spoke about how the glory of Fort Bragg is portrayed on the website.
- Mary Anne Petrillo, CEO of West Business Development Center - Recommended stating the difference of Fort Bragg, California from Fort Bragg, North Carolina on the

website and in marketing; Use website to promote shopping in our businesses and eating at our restaurants.

- Sabine Brunner - Commented that art galleries, shops and attractions are not visual on front page of the website.
- Jamie Peters of Coast Radio - Recommended using people's stories and local history in marketing. She asked if experiences are curated.

Discussion:

There was discussion regarding the Business Directory and Website that included:

- A downtown link and personal stories of locals are needed on the website.
- A business map of Fort Bragg in pdf to download off the website or a link to the City site regarding downtown.
- Putting stories regarding experiences encountered in our town to get visitors on the website.
- A map to our downtown businesses with names or individual websites.
- Printed material as material handouts and maps showing how to get to the City and nearby attractions.
- The map can be linked to the City or Chamber website not to interrupt the flow of the Visit Fort Bragg website.

- 2C.** [19-110](#) Discussion and Direction from Committee on how to Spend Visit Mendocino County Grant Funds in the Amount of \$7,480.00 before June 30, 2019

Due to time restraints, this item was continued to the next meeting.

- 2D.** [19-111](#) Receive Oral Update from Project Manager - Aspen Logan

Due to time restraints, this item was continued to the next meeting.

- 2E.** [19-112](#) Report of Visit Fort Bragg Promotions Expenses for FY 2018-19 and Summary of the Fort Bragg Transient Occupancy Tax (TOT) Revenues

Due to time restraints, this item was continued to the next meeting.

ADJOURNMENT

Chair Morsell-Haye adjourned the meeting at 4:00 PM.