



City of Fort Bragg

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

Meeting Agenda Special Meetings

Thursday, January 12, 2023

11:00 AM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

ROLL CALL

PLEASE TAKE NOTICE

Due to state and county health orders and to minimize the spread of COVID-19, Committee Members and staff will be participating in this meeting via video conference. The Governor's executive Orders N-25-20, N-29-20, and N-15-21 suspend certain requirements of the Brown Act and allow the meeting to be held virtually.

The meeting will be live-streamed on the City's website at <https://city.fortbragg.com/> and on Channel 3. Public Comment regarding matters on the agenda may be made by joining the Zoom video conference and using the Raise Hand feature when the Chair calls for public comment. Any written public comments received after agenda publication will be forwarded to the Committee Members as soon as possible after receipt and will be available for inspection at City Hall, 416 N. Franklin Street, Fort Bragg, California, during normal business hours. All comments will become a permanent part of the agenda packet on the day after the meeting or as soon thereafter as possible, except those written comments that are in an unrecognized file type or too large to be uploaded to the City's agenda software application. Public comments may be submitted to Administrative Assistant, Diana Sanchez at dsanchez@fortbragg.com.

ZOOM WEBINAR INVITATION

You are invited to a Zoom webinar.

When: Jan 12, 2023 11:00 AM Pacific Time (US and Canada)

Topic: Visit Fort Bragg Committee

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/84975221433>

Or Telephone:

*US: +1 669 444 9171 or +1 346 248 7799 (*6 mute/unmute, *9 raise hand)*

Webinar ID: 849 7522 1433

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.

1. APPROVAL OF MINUTES

1A. [22-655](#) Approve Minutes of November 10, 2022

Attachments: [VFBM 11102022](#)



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Text File

File Number: 22-655

Agenda Date: 1/12/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Committee Minutes

Agenda Number: 1A.

Approve Minutes of November 10, 2022



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Meeting Minutes Special Meetings

Thursday, November 10, 2022

11:00 AM

Via Video Conference

Visit Fort Bragg

MEETING CALLED TO ORDER

Co-Chair Morsell-Haye called the meeting to order at 11:07 AM.

ROLL CALL

Present: 5 - Tess Albin-Smith, Jessica Morsell-Haye, Nancy Bennett, Tonda Fochs and Jason Hurst

Absent: 4 - Alison DeGrassi, Debra DeGraw, Barbara Bruce and Megan Caron

1. APPROVAL OF MINUTES

1A. [22-567](#) Approve Minutes of October 13, 2022

A motion was made by Morsell-Haye, seconded by Albin-Smith, that the Staff Report be recommended for approval. The motion passed by the following vote:

Aye: 4 - Albin-Smith, Morsell-Haye, Bennett and Fochs

Absent: 4 - DeGrassi, DeGraw, Bruce and Caron

Abstain: 1 - Hurst

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Shelley Green.

3. CONDUCT OF BUSINESS

3A. [22-573](#) Receive Update from Idea Cooperative

Tom Kavanaugh of The Idea Cooperative gave a monthly update on the promotion calendar for the Visit Fort Bragg website. Site traffic is a little down as is to be expected. A new story went up on Arts and Culture Page. They are working on a shoulder season video reach campaign promoting a family day on the coast and also a couple's day in the outdoors. The 2022 Holiday Gift Guide is also in the works. The Winter Wonderland is coming right up.

Public Comment: None.

Discussion: There was discussion from committee members about whether Mountain Biking

could be a good winter attraction.

3B. [22-571](#) Receive Oral Update from VFB Special Events Subcommittee

Administrative Analyst, Cristal Munoz gave an update on the VFB Special Events Subcommittee. The Magic Market did really well, it doubled in size from last year and was a great event for all ages. The next event is the Winter Wonderland. The Historical Society is allowing us to set up at the Guest House Museum for photos with Santa and Mrs. Claus for this upcoming event. There will be a lighted truck parade, the tree lighting and activities for kids at Town Hall.

Public Comment: Jacob Patterson.

Discussion: Committee Members were very pleased with the outcome of the Magic Market. It was suggested that we start promoting this event sooner as to get more exposure and attendance for next year. There are still volunteers needed for the Winter Wonderland.

3C. [22-572](#) Receive Oral Update from Arts and Culture Subcommittee

Lia Wilson from the Arts and Culture Subcommittee gave an update about plans for directional signage for the downtown business district. There was also talk about putting plants in with the directional signs. Lighting is also something that is being looked at for the near future.

Public Comment: Shelley Green

Discussion: There was discussion among committee members about putting QR codes for the plants and for our walking map on the directional signage. There was also some discussion about downtown projects including the renovation of the public bathrooms by Town Hall.

3D. [22-574](#) Receive Report on Busking for First Fridays

Administrative Assistant, Cristal Munoz gave an update on Busking in the downtown area. The recommendation is that the Visit Fort Bragg (VFB) Committee will apply for a limited term permit for busking and the busker will carry that application with them. The limited term permit would only be valid for First Friday's and would be valid for one year. It was decided that the VFB Committee will apply for two limited term permits, one for the holiday season and one for First Friday's.

Public Comment: Jacob Patterson.

Discussion: There was discussion about whether there may be exceptions for busking during the holiday shopping season. It was explained by Assistant City Manager, Sarah McCormick that a separate limited term permit could be applied for just for the holiday season.

3E. [22-575](#) Review Visit Fort Bragg Membership Status Application and Direct Staff to Publicize the Open Seats and Application Materials to Appoint New (or Returning) Members in December 2022

This matter will be moved to the next regular Visit Fort Bragg Meeting on December 8, 2022.

4. MATTERS FROM COMMITTEE / STAFF

None.

ADJOURNMENT

Co-Chair Morsell-Haye adjourned at 12:03 PM.



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Text File

File Number: 22-652

Agenda Date: 1/12/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3A.

Receive Verbal Update from Idea Cooperative



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Text File

File Number: 22-656

Agenda Date: 1/12/2023

Version: 1

Status: Business

In Control: Special Meetings

File Type: Staff Report

Agenda Number: 3B.

Receive Oral Report on Next Quarterly Merchant Meeting

Save the Date!!

*The Quarterly
Downtown Community
Meet UP*

**Saturday Morning
April 15th 9am - 11am**

**Come Meet Fellow Merchants,
Businesses and Property Owners!**

**& Learn About Downtown
Revitalization Efforts!**

*Town Hall, 363 N Main Street
Coffee, Tea & Pastries Provided*



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Agenda Number: 3C.

Discussion and Committee Direction on Preferred Date and Time for Regular Visit Fort Bragg (VFB) Committee Meetings