



# City of Fort Bragg

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

## Meeting Agenda Special Meetings

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Tuesday, May 9, 2023

9:30 AM

Town Hall, 363 N. Main Street and Via Video  
Conference

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### Visit Fort Bragg

#### 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 9, 2023 09:30 AM Pacific Time (US and Canada)*

*Topic: Finance and Administration Committee*

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

*<https://us06web.zoom.us/j/89165109513>*

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

*Webinar ID: 891 6510 9513*

*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 Administrative Analyst, Diana Sanchez at [dsanchez@fortbragg.com](mailto:dsanchez@fortbragg.com).*

#### 1. APPROVAL OF MINUTES

- 1A. [23-143](#) Approve Minutes of April 11, 2023

*Attachments:* [VFBM 04112023](#)

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

#### 3. CONDUCT OF BUSINESS

- 3A. [23-144](#) Receive Update from Idea Cooperative on Visit Fort Bragg Efforts
- 3B. [23-145](#) 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 5, 2023.

\_\_\_\_\_  
Diana Sanchez, Administrative Analyst



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## Text File

File Number: 23-143

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**Agenda Date:** 5/9/2023

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Committee Minutes

**Agenda Number:** 1A.

Approve Minutes of April 11, 2023



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## Meeting Minutes Special Meetings

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Tuesday, April 11, 2023

9:30 AM

Town Hall, 363 N. Main Street  
and Via Video Conference

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### Visit Fort Bragg

#### MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 9:33 AM.

#### ROLL CALL

**Present:** 7 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Lia Morsell, Marcia Rafanan, Jamie Peters-Connolly and Barbara Bruce

**Absent:** 1 - Jason Hurst

#### 1. APPROVAL OF MINUTES

1A. [23-086](#) Approve Minutes of February 14, 2023

The minutes were approved by the committee as presented.

1B. [23-100](#) Approve Minutes of March 14, 2023

The minutes were approved by the committee as presented.

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

None.

#### 3. CONDUCT OF BUSINESS

3A. [23-108](#) Receive Oral Update from Idea Cooperative on Visit Fort Bragg Efforts

Tom Kavanaugh, of The Idea Cooperative gave an update on the promotion calendar. Site traffic has been increasing due to the Whale Festival Campaign. For the April they will be focusing on the Arts and Culture Campaign. The Visit Fort Bragg Committee is the sole sponsor of the Mendocino Film Festival at the Coast Cinemas. Melissa and Tyler of the Idea Cooperative have also been working on a social media restructure.

Public Comment: Jay Rosenquist, Jacob Patterson.

Discussion: There was discussion about how great the Idea Cooperative is putting together the pages and ads. It was noted by committee member Bruce that she has not seen much activity on Instagram. Also mentioned was that craft breweries should be added to the wine/spirits category since Fort Bragg will soon have three craft breweries. Committee members discussed in depth on how the best way to communicate among staff and The Idea Cooperative for advertising events within the city limits.

**3B. [23-115](#)** Receive Oral Update from VFB Special Events Subcommittee

Committee member De Graw gave an update of upcoming events. There are plans for an end of spring/kickoff summer event in the beginning of June.

Public Comment: Jacob Patterson, Jenny Shattuck.

Discussion: There was discussion about upcoming First Friday's. Also discussed was the possibility promoting events that include Canna Tourism.

**4. MATTERS FROM COMMITTEE / STAFF**

The Quarterly Merchant Meeting will take place Saturday April 15 at Town Hall from 9 am to 11 am, everyone is welcome.

**ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 10:26 AM.



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## Text File

File Number: 23-144

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**Agenda Date:** 5/9/2023

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Staff Report

**Agenda Number:** 3A.

Receive Update from Idea Cooperative on Visit Fort Bragg Efforts



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## Text File

File Number: 23-145

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**Agenda Date:** 5/9/2023

**Version:** 1

**Status:** Business

**In Control:** Special Meetings

**File Type:** Staff Report

**Agenda Number:** 3B.

Receive Oral Update from VFB Special Events Subcommittee