

## Results of 2017 Mendocino Coast Clinic Crab Events from Debrief w/ Tawny:

1. For Crab Cake Cook-off, attendance was up compared to 2016: 395 v 538, in 2015 attendance was 517. 2016 was a fluke year due to closed crab season.
2. For Crab Cake Cook-off, guest/patrons were mostly return with an increase in new local/Nor Cal attendees. (Tawny noted seeing more local millennials than in previous years)
3. For the Crab Cake Cook-off, guests/patrons were mostly visitors who stayed overnight (with 30% coming from inland Mendocino county for both the cook-off and the Cioppino dinner.)
4. Visitors who stayed overnight for MCC's event, most stayed in motels/hotels/house rentals. Tawny confirmed that 3 out of county attendees stayed in their 'second home's in Mendocino county.
5. From 'in-state' out of county visitors to MCC events, the top three localities they came from were 1) Santa Clara County; 2) Sonoma County; 3) 3-way tie between Alameda, San Francisco & Contra Costa County.
6. Re: Out the **36** of State visitors who attended, there were 10 states represented: Colorado (8), New York (7), Washington (5), Texas (4), Florida (2), Illinois (2), Kansas (2), Nevada (2), Oregon (2), Florida (2)
7. The most useful contributions made by VMC to the success of the MCC events was the Bay Area News Group publication in early January plus ads/press releases
8. VMC can better improve their role in the future by reorganizing the professional judging which according to the 2 (out of 15 chefs) polled, was not acceptable. Tawny gave several examples of how things were done previously, including one very successful method that was changed which may be worth revisiting. VMC should also keep stage presence for 'judges introductions' at a "minimum"
9. Professional Judges/People's Choice reporting: The method of communicating the results of the professional and people's choice judging should be more standardized. The use of a 'results sheet' to convey the winners to the announcer has been developed and will be made a part of the Memorandum of Understanding, to ensure it passes along to whomever handles VMC's portion of this event in the future. Additionally, judge's start time for Crab Tasting was not to MCC's liking. VMC staff suggests having a 'timeline for the day's events' or flow of show also made a part of the MOU. Advantage of having it attached to MOU is that it carries over from year to year making it clear this is a part of the understanding between the parties and also being part of the MOU makes it less likely to be lost if the voluminous emails that are exchanged by the parties.

# **DRAFT CWB Master Outline Timeline/Schedule**

(Subject to change: verify w/ MCC staff yearly)

## **Thursday evening**

Reception for Judges, location TBD

## **Friday (From Noon to Evening)**

**Wine Competition at LRI, Abalone Room**

10:00 – 11:30 am Set-Up (MCC staff & their volunteers)

11:30 ----- Judges plus VMC Staff arrival time

12:00 – 4:00 pm---- **Professional Judges' Wine Competition  
Results recorded on "Results Sheet" by VMC**

4:00 – 6:00pm----- VMC Staff takes judges to lunch & for quick FAM tour of area

6:00 – 8:00pm----- Judges Free Time

8:00 – 10:00pm---- Cioppino Dinner at Portugese Hall in Ft Bragg

## **Saturday, January 28 (Clinic Tour and Cook-off)**

9:00 –9:45am----- Judges tour at MCC, 205 South Street ~

10:00 am ----- Judges **begin tasting in tent (this means 1<sup>st</sup> station up has been cued at 9:45)**

10:00 – 11:30 am----Professional Judging **(must be done by 11:30!)**

**11:30 – 12:00pm-----Professional Judges Votes Tallied by MCC & VMC**

**Results recorded on "Results Sheet" by VMC then turned over to MCC**

12:45 – 1:00 pm -----Judges' introduction by VMC ED

**2:00-----People's Choice Voting ends. Tokens tallied by MCC**

**Results recorded on "Results Sheet" by MCC and sheet**

**Is turned over to announcer or emcee**

2:30-----Awards presented

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## Draft of 'Results Sheet' that will be Attached to MOU

### Awards Presentations – Crab-Cake Cook-off

Compiled and proofed by VMC/MCC and given to emcee

#### PEOPLE'S CHOICE – BEST WINE WITH CRAB CAKES

Please note vintage / varietal/winery

3<sup>RD</sup> PLACE \_\_\_\_\_

2<sup>ND</sup> PLACE \_\_\_\_\_

1<sup>ST</sup> PLACE \_\_\_\_\_

#### PEOPLES CHOICE – BEST CRAB CAKES

3<sup>RD</sup> PLACE \_\_\_\_\_

2<sup>ND</sup> PLACE \_\_\_\_\_

1<sup>ST</sup> PLACE \_\_\_\_\_

#### PROFESSIONAL JUDGES

##### PROFESSIONAL JUDGES CHOICE – BEST WINE WITH CRAB CAKES

Please note vintage / varietal/winery

3<sup>RD</sup> PLACE \_\_\_\_\_

2<sup>ND</sup> PLACE \_\_\_\_\_

1<sup>ST</sup> PLACE \_\_\_\_\_

##### PROFESSIONAL JUDGES CHOICE – BEST CRAB CAKES

3<sup>RD</sup> PLACE \_\_\_\_\_

2<sup>ND</sup> PLACE \_\_\_\_\_

1<sup>ST</sup> PLACE \_\_\_\_\_