



Festival Committee Minutes

Date: Tuesday November 21, 2017

Time: 1:00PM

Place: AVWA Office, 7000 Hwy 128, Philo, CA

I Call to Order: The meeting was called to order at 1:05PM

II Roll Call:

Present: Tom Yates TY (Phone) , Bernadette Byrne (Phone), Tom Liden (Phone), Cynthia Ariosta (Phone), John Cesano (Present)

Staff: Luz Harvey (LH-Present) **Guest(s):** Kacy Palmieri (KP-Present)

III Public Comment/Chair's Comments: KP greets the members and states she'll be present for the entire meeting since it's taking place in her office and she'll be working. BB thanks KP

IV Approval of Minutes: JC motions for approval w/ condition of the correction of Tom Liden's name which was misspelled (was entered as Linden); CA seconds. No discussion follows; All present vote to approve.

V Festival Committee New Members & Recruitment: BB introduces new committee member Tom Liden who serves on Visit Ukiah among other boards inland. LH offers to bring TL up to speed on things. LH reports reaching out to John Schaeffer of Real Goods and his request to be contacted in early December to discuss further.

VI Grant Fund Applications: Staff explains there are three to be reviewed, two of which are submitted by committee members who will be allowed to explain their requests and answer questions then recuse themselves from discussion and votes on recommendation. Committee members agree w/ this procedure. Application review follows.

Taste of Mendocino: This consumer tasting event put on by Mendocino Winegrowers Inc will be in its third year in 2018. MWI requests \$2,500 sponsorship from VMC as they've rec'd in previous years. BB exits the room and a brief discussion follows and JC motions for recommending the full \$2,500, TY seconds; all present vote in favor.

Holly Near and Friends: This application was submitted by Space Near & Arnold Performing Arts Center. The application is for \$2,500 to "complete fundraising goals in the budget". Discussion follows with several committee members stating their hesitation since 1) the event was not likely to bring in many overnight visitors (applicant's estimate was for 15 room nights), and 2) request was essentially for cash to assure reaching their funding goal, neither of which is supported by this grant program. Staff notes this application is very similar to the Rural Health Rocks event that was funded through this program but the room nights fall short of what that event brought in. CA motions to deny request, JC seconds. BB calls for roll call vote – Nays CA, BB, TY, TL, JC - Yays 0. Committee does not recommend funding.

Promo Video for New AVPNF Venue: This application was submitted by AVWA for the production of a promotional video to support their move of the Pinot Noir Festival from Goldeneye Winery to Camp Navarro. JC explained some longstanding festival attendees indicated they won't attend any event at a "camp". This request would fund the creation of three videos (one 60 s, one 30s, and one 15 s) that would show the new venue's unique attributes how these would appeal to the 'well healed' clientele of AVPNF. The video would also be useful for attracting new patrons, especially millennials. The video would be layered to make changing audio and graphic tracks for different events easy and make the video versatile to a number



of different occasions/events. JC exits the room and discussion follows. All present vote in favor of recommendation. There shall be conditional language in the award letter stating that MCTC will get copies of the final product to use as they deem appropriate.

VII Festivals

a) **Mushroom Festival Update:** Staff reports that surveys have gone out to all 2017 participants. Non-lodging surveys went out to 81 participants with 14 replies rec'd to date. Lodging surveys went out to 26 participants with 1 rec'd to date. There have been emails relaying anecdotal info which has been mostly very positive. Staff reports on the three events that rec'd Grant Funding for their Mushroom Festival events. Homebrew festival, as has previously been discussed, was a success and will most likely take place again inland next year. The 'Mycelium in Industry and Art' talk at the Mendocino Art Center was also a success with 50 attendees and good reviews from attendees and event host. Finally staff reported that UC Extension Center event organizer has discussed a 'Citizen Scientist' event as part of their Bio-Blitz to take place next April and coincide w/ the Almost Fringe Festival where the unspent grant fund from their planned Nov 4th canceled concert and dinner can be used. She will submit an application to account for the unused grant funds as was discussed at the last Festival Committee.

b) **Crab Wine & Beer:** Staff reported judges for the Crab Cake Cook-off have been secured. They include Emma Krasov, a food and travel writer from SF; Michael Tuohy, a restaurateur from Sacramento; and Susan Ellicot, a food and travel writer originally from the UK, now living in Bay Area but still writing for the overseas market. Mendocino Coast Clinics will raffle off a judging seat to one of their VIPs as a thank you for their continued support so at this point it appears that there will be a panel of 5 judges in all. PR was to secure a 'wine judge' but as of yet hasn't and proposed using Emma's photographer husband as fifth judge. BB has offered to assist securing wine judge and CA has offered to contact her restaurateur friend as well.

c) **Almost Fringe Festival:** Staff reported initial planning is underway. Meetings are being scheduled with stakeholders throughout the county starting December. Interest is high among PAMA, and Flynn Creek Circus has already planned a show for April 14 in Mendocino. CA put an idea for a 'signature event' for Inland, a Tatoo Convention! TL suggested talking with Lyle Tuttle in Ukiah, a retired Tatoo artist with an extensive collection of tattoo art that would be a fine exhibit. BB suggested contacting Gracia Brown, former VMC event coordinator whose husband is Ukiah based tattoo artist Joe Love for suggestions and feedback on that scene.

VIII **Future Agenda Items:** (from 10-31-17) Identify event and organizations to receive standing funding via line-itemized budgeting.

IX **Next Meeting:** Tuesday December 19 @ 1PM, 2017 – VMC Office in Ukiah

X **Meeting adjourned 1:55PM**