



Festival Committee Minutes

Date: Tuesday April 18, 2017 **Time:** 2:00PM

Place: VMC Office, 390 W Standley Street, Ukiah, CA 95482

I Call to Order: The meeting was called to order at 2:03PM

II Roll Call:

Present: Cally Dym CD (phone) , Alison Glassey AG, Tom Yates TY (Phone), John Cesano JC

Staff: Alison De Grassi (ADG Present) , Luz Harvey (LH-Present)

Guest(s): Lisa Alexander (Ukiah Main St Program), Shannon Riley (Visit Ukiah), Willow Anderson (Ukiah Chamber)

III Public Comment/Chair's Comments: None

IV Festivals:

a. 2017 Mushroom Festival Alison De Grassi former event coordinator for VMC gave an overview of the mushroom festival in previous years; what worked and what didn't. The more successful festivals included the Skunk Train and Camp Mendocino which is found half way between Willits and Fort Bragg. When the tunnel along the route collapsed, the festival train ended. Alison Glasey reported last year, the Mendocino County Museum held a Mushroom Camp at Camp Wente which was a good event, but poorly attended. Factors included weather and remoteness. They lost money on the event and are not inclined to repeat. Inland guests expressed interest in exploring a Mushroom related festival in downtown Ukiah. ADG and JC suggested an Italian theme that incorporated olive oil, Italian Varietal Red Wines, one or two WineMaker Dinners, etc. Inland stakeholders will explore the idea. ADG informed them that a signature event needed to be in hand by mid June to keep the festival planning schedule on track.

b. Almost Fringe Update

LH reported the month long festival is now halfway completed. Remaining weekends include Anderson Valley and South Coast. Programs for each event has been compiled and uploaded onto the main webpage of the festival. A full report of the festival will be prepared once it's complete.

V Introduction of New MCTC Exec. Director Alan Humason

Alan phoned in but connection was so poor he dropped out so this was tabled to a later date.

VI Grant Application Reviews: Two applications were reviewed.

i. AVWA presented a request for \$2500 which mirrored the request submitted by MWI last month. The request was presented by JC. He explained the funds would be used for wineglasses for AVWA's upcoming 'Taste of Anderson Valley' to be held in the Presidio in November. Request was being made now in order to place order for special wine glasses from France, and leadtime required.

CD motioned for recommendation of approval to ED. TY Seconded. No Discussion. Roll call vote, all in favor w/ JC recusing himself.



- ii. Word of Mouth Magazine requested \$1000 for the publication of 2,000 Mendocino Agritourism Booklets to be distributed both in-county and at the June Taste of Mendocino Event at Fort Mason in San Francisco. AG asked if Word of Mouth was a business or a non-profit, and if that status mattered. LH informed they weren't a non-profit and it did not matter in regard to the application for funds. AG motioned for recommendation of approval of request to ED, JC seconded. No Discussion. Roll call vote, all in favor.
- iii. Discussion of DRAFT Grant Program wording was tabled until new ED can be present for discussion.

VII Standing Committee Mission:

LH explained that Committee was to develop a written Mission and Deliverables statement to be presented to the BoD. Time was short, so this was tabled.

IX Future Agenda Items: Review of Grant Fund Application and DRAFT Grant Program; Mushroom Wine & Beer Festival development; Almost Fringe Festival Report; (from previous meetings yet to be addressed: Review list of all festivals to study possibility of making one rack card for all events.)

XI Next Meeting:

2PM May 16, 2017, Location TBD

Adjournment

The meeting was adjourned at 3:27PM.