



## Festival Committee Minutes

**Date:** Tuesday May 16, 2017

**Time:** 1:00PM

**Place:** VMC Office, 345 N Franklin Street, Ft Bragg, CA 95437

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

**II Roll Call:**

**Present:** Cally Dym CD , Alison Glassey AG (phone), Tom Yates TY, Bernadette Byrne (Phone), Cynthia Ariosta (phone); Alan Humason (phone)

**Staff:** Vanlee Waters(VW- Present) , Luz Harvey (LH-Present)

**Guest(s):** none

**III Public Comment/Chair's Comments:** LH requests for agenda to be amended to discuss MCC's request for VMC to outreach to stakeholders about finding a group or organization to use the Crabcake Cookoff tent the evening of the event. This offer is an attempt to defer a portion of the costs of the tent (in the neighborhood of \$20K). MCC is open to what the ultimate buy-in would be. CD motions to allow amendment, Alison Glassey seconds. Discussion includes comments from CD that having an event in the tent after the main event can increase tourism, others concur. Staff is instructed to get specifics from MCC and draft a call to distribute.

**IV Approval of Minutes:** CD motions for approval; AG seconds. No discussion follows and minutes are approved by unanimous vote.

**V Introduction of Alan Humason:** MCTC's new Executive Director officially introduced himself to the Festival Committee. He noted he will be moving into the county mid-June and thanked all for their patience while the transition takes place. In the meantime, he is available via phone or through Fort Bragg staff.

**VI Festival Updates:**

**Almost Fringe Festival Debrief:** LH and VW presented an AFF Wrap-up Report. The committee found the report comprehensive. CA noted that it would be useful to have a method to team up venues with artists (LH suggested Arts Council for this service). CD suggested creation of press kit including the festival logo to distribute to participants (VW stated this is done for other festivals and can be done for AFF too.) In response to the non-existent Weekend Ticket Package Sales, CD suggested creation of an 'all access pass' that provides access all month long. Could be value added or incentivized in some manner (ex: N Coast Sequoia Room pkg could offer front row seats to concert and one free drink, etc). AG commented about the Easter weekend component and wondered if it was a plus or minus for the AFF. LH noted that foot traffic in FB had been brisk that w/e and perhaps this was potentially a captive audience. Alan closed this portion of the meeting by suggesting that AFF be placed as future agenda item to discuss how the festival fits into the overall game plan for VMC.

**Mushroom Festival:** LH reported on 2017 Mushroom Festival. The search is still on to find a host for the signature event. LH has spoken w/ Visit Ukiah, Ukiah Main street program and Ukiah Chamber of Commerce. All have expressed interest in doing something but not sure they have a 'draw' to get tourists into the area. LH researched mushroom themes and found Mycoworks, a SF based BioTech company that makes vegan leather, building materials and furniture from Mycelium; has spoken w/ principal Phil Ross and he's available



for either weekend of the Mushroom Festival, speaking fees would be \$2000. This information has been relayed to the Ukiah organizations, plus the Grace Hudson and UC Extension center. We are waiting to hear their thoughts. CD also suggested expanding the festival to fermentation including things like kombucha, cheese, beer, sauerkraut and kim chee. In addition foraging was also put on table for consideration. This topic will be discussed again at next month's meeting.

**Rose' Today Festival:** LH reported Craig Palmer, event producer for Rose' Today has communicated that ticket sales are slow for the June 17<sup>th</sup> event. He will be running radio ads, and distributing promo cards throughout 101 Corridor. LH has obtained some of these for distribution at events like MWI's economic summit, Sunset event in Bay Area, Taste of Mendocino, Pinot Noir Festival, as well as lodging properties along the coast.

**VII Grant Fund Application Review & Discussion of Draft Membership-Sponsorship Policy:** CD suggested we table this topic until next

**VII Future Agenda Items:** *Alan* AFF-how does it fit into overall festival game plan (from previous meetings and yet to be addressed: *Brent* review list of all festivals to study possibility of making one rack card for all events)

#### **Adjournment**

The meeting was adjourned at 2:27PM.