



## Festival Committee Minutes

**Date:** Tuesday June 27, 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 1:00PM

**II Roll Call:**

**Present:** Tom Yates TY (Phone) , Bernadette Byrne (Phone), Cynthia Ariosta (phone)

**Staff:** Luz Harvey (LH-Present)

**Guest(s):** none

**III Public Comment/Chair's Comments:** LH reports on the Brown Act Training that took place June 13. Both CA and BB were also in attendance. During the training Brown Act requirements for BoD's of organizations receiving public monies were discussed. While BoD's require quorums to have meetings, committees do not since they have no decision making authority for action items. It was suggested that committees still have quorums present when making recommendations to either E.D. of BoD. Both BB and CA agree this should be the practice.

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

**V Festival Updates:**

**Mushroom Festival:** LH reported call for participation has gone out. Responses are being taken by WuFoo form, the same system used for Almost Fringe Festival that garnered good results. Outreach via phone and email will also be made, but it's hoped that the participation forms can streamline the process. To date responses have been rec'd from UC Extension center that has a full day of events planned for Sat. Nov 4 including a forage in the morning, dinner at 5 and concert w/ Alex DeGrassi at 7. Willits Rotary has expressed interest in sponsoring the Mushroom signature event, a homebrew competition. CA has also been in contact with Scott Cratty of Ukiah's Farmers market and they're potentially interested in doing a homebrew competition at the Ukiah Airport. LH will reach out to Holly Madrigal, president elect of Willits Rotary to determine level of interest. LH reported festival theme has expanded to include foraging and fermentation. Name will remain the same while VMC goes through rebrand but these may likely change down the line.

**Rose' Today Festival:** LH reported Craig Palmer, event producer for Rose' Today had sent in a report on the June 17<sup>th</sup> event (included in the packet). All who attended agreed it was a very well curated and well laid-out event and that it was an asset to Mendocino County. Attendance was dismal (150 of anticipated 400). LH polled the committee members in attendance for ideas on how to improve event.

Bernadette: Coordinate event earlier in year to allow more lead time for wineries to advertise their participation; The event is unique in that it's not just Mendocino County wines, this should be played up.

Tom: First year is always tough...so many things done right but also things that were out of organizer's control like heat and folks having other plans; Stick with it.

Cynthia: Maybe offer tickets for sale at other wine events in the county like Alsace, Pinot fest, DH Barrel Tasting and they reciprocate by allowing their ticket sales at Rose' Today; Focus on getting attendees from other counties that don't have that many established wine events.



Consensus was 'great event' and let's see what we can do to keep it in the county. One suggestion was to promote it through our established PR channels. LH explained that VMC does not promote specific events per se, but rather issues broad press releases that may or may not be picked up, so this method is no guarantee of success for future of Rose' Today Garden Party.

**VII Grant Fund Application Review & Discussion of Draft Membership-Sponsorship Policy:** LH reported the Hopland Extension Center submitted an application for a Nov 4<sup>th</sup> event. (She had suggested the center submit an app as soon as possible when they were considering Phil Ross as a speaker in order to book him with plenty of time.) Now that he was no longer in play, CA suggested that since the application instructions call for submittals in the same fiscal year, the app should be tabled. All agreed. Re: Review, LH reported the existing 2016-17 application needs to be reviewed/revise to reflect new fiscal year starting July 1 and given the number of pages of the application, suggested that FC members make notes on the application to share with the group. BB was curious about Alan's feelings about the program. LH reported he seemed enthusiastic to continue it and BB suggested that any revisions be discussed at meeting he attends. All agree to table to later date. CA did have some comments re: the 2017/18 app, specifically getting demographic of attendees to events funded by the grant; reviewing the reporting forms from completed events, and building in a 1% assessment into the grant. Recipients would automatically pay this into the grant fund upon receipt in order to keep the fund going. LH reports these forms are due 45 days after the event and they are scanned and filed digitally. She will send out link to FC committee members for their review.) Draft membership policy (created by Brent) was also tabled since LH was unsure how this fits into new ED's strategy.

**VII Future Agenda Items: 2017/18 Grant Fund Application review & update: Hopland Extension Center's Grant Fund App for November Event**

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

**Adjournment**

The meeting was adjourned at 2:00 PM.