



Festival Committee Minutes

Date: Tuesday July 18, 2017

Time: 1:00PM

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

I Call to Order: The meeting was called to order at 1:04PM

II Roll Call:

Present: Tom Yates TY (Phone), Bernadette Byrne BB (Present), Cynthia Ariosta (phone), John Cesano JC (phone), Cally Dym CD (phone- late arrival)

Staff: Alan Humason (AH-Present), Luz Harvey (LH-Present)

Guest(s): none

III Public Comment/Chair's Comments: LH reports Committee member Alison Glassey of the Mendocino County Museum MCM is on leave from her position with no projected return date. BB asked LH to reach out to Paloma Patterson also of MCM to see about her taking Alison's place until she returns. Paloma declined.

IV Approval of Minutes: CA motions for approval; TY seconds. Roll Call Vote by BB: Yes TY, JC, CA, BB Minutes approved

V Grant Fund Application Review & Grant Reporting Form Review: LH explains the existing Grant Fund Application & Reporting Forms need to be revised to reflect new FY and other necessary changes should now be addressed.

Following items are mentioned for the Grant Fund App:

Change "Activities not eligible for funding" to "Activities Eligible"; Allow staff to vet applications for eligibility prior to bringing apps to the FC, Anyone denied can appeal in writing to ED within 10 days of decision; Add wording under eligibility to allow for events taking place outside the county that are intended to attract tourism into the county (ex. Taste of Mendocino). Regarding profitability; if an event is profitable the recipient should pay back the fund the amount awarded in order to keep the fund operating as a self-sustaining model (more of an endowment model). Staff was also instructed to create a 'tool kit' where recipients could get VMC logo, list of free marketing channels contact info, etc to promote their event.

Following items are mentioned for the reporting form:

Add a line item under 'Other Funding' that reads "VMC Grant Fund Amount" where recipients enter the contribution of the fund towards revenue. Staff was also instructed to create a list of VMC sponsored events where recipients could do their volunteer hours to be added to the reporting form and a 'check list' that the recipient could use to verify completion of this requirement.

The above changes will be made and distributed via email to committee for approval prior to the next meeting.

VI Mushroom Festival Updates:

LH reported she met w/ new Willits Chamber of Commerce coordinator Alison Findley who says the chamber is interested in perhaps having the signature event in Willits. (Willits Rotary will not be taking on the event) Allison is in contact w/ Chamber board members, Jan Rodrigues and Lisa Epstien who are scoping the possibility of having the signature event in Willits. The Chamber is due to approve their new FY Budget on the 26th and will then be able to decide one way or the other. LH will be meeting with Scott Cratty and Matt Brown of Ukiah on July 20th to discuss the potential of having a Home Brew beer competition as the inland



signature event for the festival. Members of the Potter Valley, Willits and Lake County home brew clubs have also been invited. LH will report the outcome of this meeting via email to the committee. CA has been instrumental in laying the groundwork with beer community in Ukiah. LH also reported that listings for the events calendar are coming in slowly. AH suggested that efforts on this should be stepped up in order to meet deadlines for printing and distributing.

Finally LH reported that she is investigating the potential of having Phil Ross of Mycoworks speak inland. The Mendocino Art Center has already indicated their interest in hosting him on November 5th in their theatre on Little Lake Rd in Mendocino.

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

VIII Next Meeting: August 22, 2017 @ 1:00PM, Location TBD

Adjournment

The meeting was adjourned at ~2:00 PM.