



Festival Committee Minutes

Date: Monday March 5, 2018

Time: 1:00PM

Place: VMC Office, 345 N Franklin St, Fort Bragg CA

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

II Roll Call:

Present: Bernadette Byrne BB, Tom Liden TL, John Cesano JC, Tom Yates TY, Cally Dym CD

Staff: Luz Harvey (LH-Present)

Guests: Lia Wilson, Bryon Corral, Claudia Wenning, Ian Fitzpatrick, Mo Mulheran

III Public Comment/Chair's Comments: None

IV Grant Fund Applications: A total of six grant fund applications were up for review with a number of applicants present to pitch their proposals and these were heard in the order of receipt of their paperwork. Applicants were instructed to make their presentation and answer questions afterward. Committee held off on discussion until all presenters had finished and left. (Grant Fund balance for FY 2017-18 is \$12,565)

-First application heard was for the Alley Art Project. This project was submitted by Lia Wilson, Community Art Activist and Flockworks, a community art 501C3 which has been active on coast for 10 years. Application requested funding to create and install murals in the alleys of FB with the intention of having visitors meander through town 'discovering' them then creating social media postings that would promote the area to others (via Instagram, Pinterest, etc) and add a cultural aspect to a town transitioning from resource-based economy to tourism. Committee unanimously liked all aspects of the proposal and voted unanimously to recommend funding in full (2.5K requested) with stipulation that \$500 be used solely for promotion.

-Second application heard was for the Women's Empowerment Summit. Organizer Claudia Wenning described this event as aimed at women mostly but also welcoming men. She stated the event was partnering with local businesses and lodging to create opportunity for visitors to explore Willits which is needed since the bypass has detoured many from coming into town. Committee members agreed that Willits needs visitor facing events however felt that until this festival has the ability to attract note worthy speakers, this event won't likely do this. Committee voted unanimously not to recommend funding but did state that once the 'well-known speaker' hurdle is crossed, they would welcome reapplication.

-The third application presented was from the Redwood Metalfest. Applicant Bryon Corral explained the background for this heavy metal music fest as being an outlet for at risk youth. Event has been successful in that regard and is now positioning itself to grow with the goal of becoming a 'go-to' festival that attracts visitors from surrounding counties and known acts to the area. JC and TL were both personally familiar with this event and supported funding it, noting it's one of the few events that brings in a younger demographic. Committee unanimously agreed to recommend funding (2.5K requested.)

-The fourth application was from Mo Mulheran for funding that would help Ukiah Valley Networking Agency 'build an app and more interactive website' as well as pay for promotional materials such as posters and rack cards that would help to build the existing First Friday Art Walk, FFAW, which centers around downtown Ukiah. JC asked Mo for a breakdown of tourists attending FFAW's. She said about 10%. Staff asked what information the app would allow organizers to gather and if the app would be solely useful by Ukiah. Mo said info gathered would name, email and phone number, same as the info they currently gather on paper via raffles. App would be created for Ukiah First Friday's use, but might be usable by other events. Committee members JC and TL, both familiar w/ the First Friday events noted that the majority (i.e. in excess of 90%) of attendees are locals. Committee unanimously agreed not to recommend funding due to this fact.

-The fifth application was from the organizers of the Dystopian Prom. Now in its second year, the event is one of the successful carryovers from the inaugural Almost Fringe Festival and the organizers are expanding it



to include a dinner portion prior to the actual 'prom'. Committee members noted the organizers (Flynn Creek Circus and Circus Mecca) bring a high level of professionalism to the Almost Fringe Festival due to their established promotional channels and level of performance. TY inquired about funding for a second consecutive year and staff checked to verify that event funding is for up to three consecutive years. (This would be the second year the Dystopian Prom.) Committee unanimously agreed to recommend full funding (\$2.2K requested).

-The sixth application was a 'housekeeping' one submitted by UC Hopland Extension, UCHE, to satisfy paperwork requirements for the \$2,5K fund they were awarded in August 2017 for a November 2017 Mushroom Festival event that was cancelled due to a fire relief fundraiser at the Ukiah Fairgrounds on Nov 4th (the same day their event had been scheduled for, taking their scheduled musician). The cancellation took place after \$1K of the award had been expended on out-of-county promotion and UCHE requested ability to use remaining funds towards another event. Committee agreed the change was beyond UCHE's control and they could redirect the funds but would have to provide an accounting. In this application, UCHE accounted for the remainder of the grant (1.5K) towards their April 27 and 28, 2018 Nature Fest/Bio Blitz which is one of the signature events for the 2018 Almost Fringe Festival. Committee reviewed the application and unanimously agreed this would be an acceptable use of remaining funds and recommended issuing a letter to UC Hopland stating so.

V Approval of Minutes: JC motions for approval, BB seconds. All present vote to approve.

VI Festivals: Crab Festival: Mendocino Coast Clinic Event Coordinator Tawny MacMillan submitted the following on their best year to date:

"Crab Fest: 2018 Gross to date: \$152,905.67; Net: \$101,515.23!!!

Expenses: \$51,390.44

Cioppino, including comps: 482

Cook-Off, including comps: 566

Chefs: 17 (a new high), including from Westport, Ukiah, Hopland and Willits!

States represented, at minimum: CO, GA, IL, MI, NV, OR, TX, VA

29 CA Counties with the greatest attending from the SF, Santa Clara County, SAC County, Marin County, Sonoma County; also from the So. Cal counties of LA, SD, OC

A new influx of 1st time supporters, seemingly young and spending easily." Staff mentioned the lodging surveys have been held up due to issues w/ Survey Monkey but anticipated having these resolved by next meeting

Almost Fringe Festival: Staff reported that 'save the date' rack cards are in and being distributed countywide. Also our 'call for lodging specials' would go out Tuesday March 6th and the Almost Fringe Festival landing page would be going live on website later in the day. Signature events include a Sparkling Wine Tasting and Bio Blitz in Hopland; an Ukulele festival in Fort Bragg; Topless Tapas and Dystopian Prom in Mendocino; Willits has discussed at least five events but has not submitted paperwork yet; Ukiah has a First Friday collaboration with Space Theatre dancers and the Ukiah High Marching band. Additionally merchants in Pt Arena, Ft Bragg and Mendocino village are planning events.

VII Festival Committee Recruitment: Standing agenda item, nothing to report.

VIII Future Agenda Items: CD mentioned the rebranding of the Mushroom Wine & Beer festival and the need to get this going ASAP for Nov 2018.

IX Next Meeting: Tuesday April 17 @ 1PM, 390 W Standley St, Ukiah

X Meeting adjourned 2:37PM