



Festival Committee Minutes

Date: Tuesday April 24, 2018

Time: 1:30PM

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

I Call to Order: The meeting was called to order at 1:32PM

II Roll Call:

Present: Bernadette Byrne BB, Tom Liden TL, Cynthia Ariosta CA, Tom Yates TY, Cally Dym CD

Staff: Luz Harvey (LH), Richard Cooper (RC)

III Public Comment/Chair's Comments: None

IV Approval of Minutes: TL motions for approval, CD seconds. All present vote to approve.

VI Festivals:

Almost Fringe Festival: Staff reports final AFF weekend is coming up in Pt. Arena and encourages any committee member who is able to attend since that community had the best event last year and its organizers are anticipating equal or better this year. Staff is waiting to send festival surveys out until the festival ends but has received positive feedback from some participants. One example is the Topless Tapas/Dystopian Prom what sold out.

Mushroom Festival: Staff reported talks w/ Alison de Grassi re: the Mushroom festival brand. BB and CD remarked the expansion of festival (to include fermentation and foraging) was intended to freshen the festival image. RC suggested that CD reach out to Theory SF for their input for Mushroom Fest rebrand.

VII Festival Committee Recruitment: Staff reported meeting Chef James Sant, Creative director for Living Light Culinary Institute in Ft Bragg, and James is a big proponent of festivals having worked on several in Bend OR. Staff will invite James lunch or to future FC committee meetings to learn more about his experience and perhaps recruit him to join the committee.

VIII 2018-19 Budget Allocation: RC reported that for FY 2018-19 the BoD has approved the concept of allocating sponsorship dollars directly to the county's chambers of commerce, Visit Ukiah, Visit Willits and the three wine organizations, Mendocino Wine Growers Inc, Anderson Valley Winegrowers Association and Destination Hopland. The exact amount to go to each has yet to be determined. Staff will check with book keeper to see how much each organization has traditionally received and present these figures to new E.D.

IX Future Agenda Items: None

X Next Meeting: Tuesday May 15 @ 1PM, 345 N Franklin St, Fort Bragg

XI Meeting adjourned 2:20PM