



Festival Committee Minutes

Date: Tuesday June 19, 2018

Time: 1:00PM

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

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

II Roll Call:

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

Staff: Travis Scott (TS), Luz Harvey (LH)

III Public Comment/Chair's Comments: None

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

V A word from our new ED: TS is thrilled to be back on the committee and with VMC. He served on FC for five years (two as committee chair). Has many ideas for revving up the committee and making its efforts more productive. All welcome him.

VI Festivals:

a. 2018 Mushroom Festival: scheduled Nov 2 – 11. Theory SF is working on a new festival name that reflects the new themes of fermentation, foraging, and farming in addition to fungi and should have it to VMC by early next week. VMC talked with Katrina Kassen at former Solar Living Center (now Ecolandia) about having a new festival anchor event there. She is excited by the potential. VMC also talked w/ Destination Hopland about same and they are considering moving their planned October 2018 'Hopland Harvest' event to November to take advantage of the Ecolandia collaboration. CA expresses concern about how this new event will impact last year's star anchor event, the Homebrew Festival, scheduled Nov 3, 2018 in Ukiah. TS says Ecolandia event would not compete since it would be on the following weekend. Staff is instructed to commence recruitment of tangential events.

b. Almost Fringe Festival, is it worth keeping? Staff reports that 2nd annual Almost Fringe Festival rec'd approx \$1.5K in promotional funds for FY 2017-18 (used on rack cards and yard signs). Compared to the approx \$10K of promo rec'd by the soon to be 20th annual Mushroom Festival, this likely explains the lack Almost Fringe festival recognition. 95% of this year's participants are eager participate again next year. BB & TS suggest this committee make a formal request to MCTC Marketing committee regarding sending the AFF case to Theory SF for their recommendation on what to do with the festival. All in attendance agree.

c. Exploration of new Festivals: BB and TS want to explore new festivals this committee can work on with the idea of growing tourism, not necessarily creating a new umbrella festival. TS likes the idea of expanding on the existing Whale Festivals. CA is concerned this would not provide any benefit to inland businesses. JC suggest an "cal-ital" type festival for the wineries along 101 Corridor. This event could offer many components such as education session(s) in the morning, grand tasting in the afternoon, winemaker dinner(s) in the evening with open houses the following day. The event could bring together Destination Hopland, Taste of Redwood Valley and Mendocino Winegrowers Inc. All agree this is a good idea. BB suggest this would be a Spring or Winter event. More brainstorming to follow in the coming months.



d. Leveraging audiences of big events in Mendocino County to increase brand awareness: BB relays MCTC Board president's directive of VMC approaching event holders of large in-county draws like the Kate Wolf Music Festival and Sierra Nevada Music Festival regarding having a Mendocino County presence on their websites ticket pages. TY mentions that becoming a sponsor is an easy way to do this. Staff is instructed to identify a list of events to be reviewed by this committee. Once the list has been finalized, staff will contact event organizers regarding sponsorship at a level that allows website promotion.

- VII** **Future Agenda Items:** *Exploration of new festivals?*
- IX** **Next Meeting:** Tuesday July 17 @ 1PM, Location TBD
- XI** **Meeting adjourned 2:30 PM**