



## Festival Committee Minutes

**Date:** Tuesday July 17, 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 1:05PM

**II Roll Call:**

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

**Staff:** Luz Harvey (LH)

**III Public Comment/Chair's Comments:** Staff noted that FC meetings are held monthly however, the MCTC bylaws state meeting can be held as needed. Staff suggested that unless there's an action item on the agenda, monthly meetings might not be necessary since they do take time away from more urgent tasks. If there are items of discussion these can be dealt with via email. CD mentions this could work if Brown Act is closely followed. BB recognizes staff's concern and requests FC continue on monthly schedule.

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

**V Festivals:**

a. 2018 Mushroom Festival: BB outlines the new anchor event for the festival to be held in Hopland. The event will take place on Saturday Nov 10 at Eco Terra (formerly Solar Living Center) and perhaps Campovida. Hours will be from 11am – 4pm and happenings include tastings featuring inland wineries and olive oil, workshops and wine reception. The day finishes off w/ WMD at Crush in Ukiah featuring Barra wines. The following Sunday, wineries along the 101 Corridor will hold open houses. Staff reports outreach for the festival brochure is moving along with the goal of having copy ready for graphic designer by first of August so distribution can commence in early September. Suggests that photos for brochure feature young business owners throughout the county. BB likes this and directs staff to take idea to Travis and Alison.

b. Rebranded name for the festival(s): BB reports the new name for the Mushroom Wine and Beer festival is Feast Mendocino (name selected by Marketing Committee at their July 10<sup>th</sup> meeting) with a tag line of "eat, play, learn". (In lieu of spending money on market research for the tagline, Marketing committee asked TheorySF for their recommendation.)

BB reports Travis will be addressing the potential of Almost Fringe Festival rebrand with TheorySF once Feast Mendocino rebrand is fully completed. CD states that while there's talk of canceling the festival, she'd prefer to have TheorySF make suggestions on how to fix the portions that aren't working, specifically a better communication of what the festival is about. CA Googles "Fringe Festival" and finds several listings with 29 such festivals throughout U.S. alone so there is a movement that we should investigate more. Some examples of things we could do include "Bad Poetry Readings", Magic shows, Drag Shows (Ukiah Brewing already has one), burlesque shows, Funky Dog Parade, inviting guest artists....all great ideas.

**VII Future Agenda Items:** *Almost Fringe Festival; Leveraging large festivals in Mendocino Cnty to grow brand awareness.*

**IX Next Meeting:** Tuesday Aug 21 @ 1PM, Location TBD

**X Meeting adjourned 1:50 PM**