



Festival Committee Minutes

Date: Tuesday August 21, 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, John Cesano JC, Tom Yates

Staff: Luz Harvey (LH)

III Public Comment/Chair's Comments: None

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

V Festivals:

a. 2018 Mushroom Festival: Staff reports that brochure is currently with graphic designer and TSF will be delivering new festival logo in the next day or so. Once the logo is rec'd it will be distributed to both Festival and Marketing committees for approval. The festival has a generous amount of offerings with the categories for the rebrand being "eat, play, learn" with sip and stay being added for purposes of brochure. Listings are being created for website and marketing director will upload at her discretion.

b. 2019 Crab Festival: Staff reports the Crab Wine & Beer festival is being rebranded on the county level as Feast Mendocino with a tagline to come. Purpose of doing this is to have options for when crab is hard to get is which happening more often. Staff also reports having spoken with MCC event coordinator, Tawny MacMillan for update. Their crab cake cookoff will be taking place on Jan 26, 2019. They will continue using Crab Wine and Beer for marketing their event and understand VMC's need to have leeway in the festival name. Tawny reports their anchor event is consistently selling out and that the venue has reached capacity. Staff asks committee to start thinking about how the winter Feast Mendocino event can grow since part of the strategic plan is to grow existing events.

VI ID of Non MCTC events to partner with: Staff reports this item results from John Kurry's directive for VMC to have a presence on websites for events taking place throughout the county. Specifically the goal is to have out of county event patrons learn more about what Mendocino Count has to offer as they purchase their tickets. Committee instructs staff to contact each event listed on VMC's calendar of events to commence this project.

VII Changing Festival Committee Mtgs to Coincide w/ Marketing Committee mtgs: BB reports that starting next month, the festival committee meetings are being moved to take place before the marketing committee meetings. This change is due to the many overlapping projects between the two committees and will allow the festival committee chair and staff to easily attend marketing meetings.

IX Next Meeting: Wed Sept 5 @ 10AM, Location TBD

X Meeting adjourned 1:50 PM