



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Agenda

DATE: Wednesday, October 3, 2018 TIME: 10:00 PM

PLACE: 105 West Clay Street, Ukiah CA 95482

***CALL-IN LOCATIONS: 31751 Greenwood Rd, Elk CA 95432, 100 S Franklin St, Fort Bragg CA 95437, 345 N. Franklin Street, Fort Bragg, CA 95437, 1061 Main Street, Helena CA.**

CONFERENCE CALL PHONE: (605) 562-0400 / CODE: 443 8581 #

*Please note: To abide by the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done at the posted locations above.

I. CALL TO ORDER

II. ROLL CALL

a. Committee Member	Attendance Status		Title
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Cynthia Ariosta (CA)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Tom Liden (TL)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Tom Yates (TY)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
John Cesano (JC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

b. Staff Member	Attendance Status		Title
Travis Scott (TS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Luz Harvey (LH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Sales, Hospitality and Events Coordinator
Alison de Grassi (ADG)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Emily Saengarun	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

III. CHAIR’S COMMENTS

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

V. APPROVE MINUTES FROM 09.05.2018 Discussion Possible Action

VI. Introductions

VII. Festival Updates: FEAST MENDOCINO Discussion

a. Fall Feast:

1. Brochures & Yard Signs
 2. Local Marketing?
 3. What is the 'brand education' process for stake holders?
- b. Winter Feast:
1. 'Learn' events brainstorming
 2. Crab Cake Cook-Off Judges Discussion Possible Action
- c. Almost Fringe Festival

VIII. New Festival Idea: BBQ Competition? Discussion

IX. (Standing Item) Partner Outreach Update Discussion

X. FUTURE AGENDA ITEMS Discussion

XI. NEXT MEETING DATE Discussion

TENTATIVE

DATE: Wednesday, November 7, 2018

PLACE: 345 N. Franklin, Fort Bragg CA 95437

XII. ADJOURN Discussion Action