



**MENDOCINO COUNTY TOURISM COMMISSION, INC.
FESTIVAL COMMITTEE AGENDA**

"The Festival Committee shall be composed of a maximum of seven (7) voting members as follows: (i) one (1) Director of the Corporation; (ii) six (6) members-at-large; and (iii) the Executive Director or its designee. The Festival Committee chair shall be elected by a majority of committee members. The Committee shall be responsible for advising and making recommendations to the Board in fulfillment of its duties and obligations regarding all activities, including partnerships as they relate to Visit Mendocino County festivals and events." - bylaws, Article 6, Section 6.1, (d) (vi)

DATE: Thursday, February 2, 2017

TIME: 10:00AM

PLACE: Visit Mendocino County Office, 345 N Franklin St, Ft Bragg 95437

CALL-IN LOCATIONS: MCM 400 E Commercial St, Willits, CA 95490; VMC Office, 390 W Standley, St, Ukiah, CA 95482; AVWA Office 7000 Highway 128, Philo, CA 95466; 110 S Franklin St, Ft Bragg 95437

CALL-IN NUMBER: 712-770-4090 **Passcode:** 632397

**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
- III. PUBLIC COMMENT
- IV. APPROVAL OF MINUTES FROM DECEMBER 15, 2016 MEETING
- V. RECRUITMENT FOR FESTIVAL COMMITTEE MEMBERS
- VI. FESTIVAL UPDATES
 - a. CRAB, WINE & BEER FESTIVAL
 - i. Proposed Dates for 2018 Festival Jan 19-28
 - ii. Survey: Phone v Email; how to select participants; review draft survey
 - b. ROSÉ FESTIVAL
 - c. ALMOST FRINGE FESTIVAL
 - i. Update on Events per corridor weekend; North Coast, 101 Corridor, 128 Corridor, S Coast.
 - ii. Review of proposed Almost Fringe Festival Logos & Discussion of printed collateral
 - iii. PR & Marketing
 - d. MUSHROOM, WINE & BEER FESTIVAL
 - i. Proposed Date Format Change (dedicated weekends per travel corridor)

ii. Change of Focus from Mushroom to *Forage-to-Table* Culinary Event

VII. CREATING GROUP-READY COUNTY EVENTS (Describe grp tour planners criteria for events; which existing county events should be focused on?)

VIII. MEOW WOLF- Immersive Exhibit in Santa Fe w/ a Mendocino Theme.

IX. FUTURE AGENDA ITEMS

NEXT MEETING DATE

ADJOURN