



Festival Committee Minutes

Date: Thursday, May 19, 2016 Time: 10:00 am
Place: Visit Mendocino County, 390 W. Standley Street, Ukiah

Call to Order:

The meeting was called to order at 10:03 am

Roll Call:

Present: Bernadette Byrne, Tom Rodrigues (phone), Tom Yates (phone), Cally Dym (phone) Staff: Gracia Brown. Alison Glassey arrived after roll call was taken.

Public Comment:

N/A

Approval of Minutes from April 14 Meeting:

Bernadette motioned to approve the minutes from the April 14th meeting, Tom Rodrigues seconded, all in favor, motion passed.

Marketing Plan Edits:

The committee discussed challenges over the growth of the festivals.

- Bigger isn't necessarily going to be better, lots of competition from other nearby festivals.
- Growing the size of the existing events – events have a definitive life span, it's about creating something new, desirable and unique vs. growing attendance.
- Such a big county how do we create the critical mass in one location? Technical conference element could be a good direction to draw in a new audience.
- Bernadette and Gracia will work together to reword the festival portion of the marketing plan to reset measurable goals.

Party for the Planet Survey Results:

- Gracia gave a recap on survey results from the 2016 Party for the Planet Festival. There were seven responses received with overall positive feedback and good attendance at the larger events.
- It is difficult to gauge how many event attendees were from out of town as many of the events were offered at no charge and didn't use a tracking system.

Mushroom Festival Signature Event:

- Mendocino County Museum is planning a Harvest Fair as a signature event on November 5 to be held at Ridgewood Ranch. It will be similar to the Mushroom, Wine & Beer Train, but without the train: a tented promenade of wineries, breweries, cheese producers, and others with artisan foods;



larger attendance capacity, longer duration (4 hours rather than 3), BBQ lunch, and activities (walks, workshops, films, music).

- The Harvest Fair could serve as a welcoming/opening to the MW&B Festival with a concierge table to help direct folks to other events happening during the festival.
- Gracia is scheduled to meet with Hopland group to encourage an event at Solar Living Center on the second Saturday of the festival, November 12.

American Craft Week:

- Gracia updated the committee on the history of American Craft Week in Mendocino County explaining that the event coordinator Alexis Moyer is no longer able to coordinate. Over the past five years a brochure with participating artists has been printed and circulated around the county and events have been promoted on the American Craft Week website.
- Alison G. offered to reach out to the heritage network of museums and encourage participation in American Craft Week.
- Gracia to work with Alexis for a one sheet description on how folks can participate for 2016 to provide to Alison.

Committee Member Recruitment Update:

- John Cesano from Anderson Valley Winegrowers has agreed to join the committee.
- Gracia to reach out to Cynthia Ariosta from Saucy to see if she would like to join.

Next Meeting

Scheduled for Thursday, June 16 at 10 am

Adjournment

The meeting was adjourned at 11:18 am