



Festival Committee Minutes

Date: Wednesday Sept 5, 2018

Time: 10:00

Place: 390 W Standley St, Fort Bragg CA

I Call to Order: The meeting was called to order at 10:05AM

II Roll Call:

Present: Bernadette Byrne BB, Tom Liden TL, Tom Yates TY, Cally Dym CD

Staff: Luz Harvey LH, Alison de Grassi AG, Travis Scott TS **Guests:** Jo Bradley JB, Russell Quinn TSF, Chip TSF

III Public Comment/Chair's Comments: None

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

V Festivals:

a. Feast Mendocino Logo Presentation: LH introduces the official new Feast Mendocino Logo which was approved by the Marketing Committee. JB notes the "established 2018" does not reflect the almost 20-year history of the Mushroom Festival. BB directs staff to create a Feast Mendocino Toolkit which contains verbiage explaining how Mushroom Festival has been expanded and renamed Feast Mendocino. Toolkit will also contain Festival Logos, official press release and festival brochure and will be distributed to all participants for their use in promoting the festival to their audiences. Staff is also directed to create a 'brand asset' page for MCTC website which will contain the above referenced toolkit, and be accessible on the opportunities page of MendocinoTourism.org.

b. 2019 Crab Festival Rebrand Discussion: [Background: 'Feast Mendocino' has been proposed as the new name for both the Mushroom Festival (November) and the Crab Festival (January). Festivals are 19 and 20 yrs old respectively.] CD starts discussion by stating how many longtime crab festival participants are concerned that rebranding the Crab Wine & Beer festival will have negative financial impact on them during an already slow time of the year since the word CRAB is synonymous with the festival. JB agrees stating that her business always saw increase during the festival. TSF explains that Feast Mendocino creates a larger brand w/ a one name designator for the Nov and Jan festivals and proposes to insert a crab graphic element into the Feast Mendocino logo. Additionally they suggest including verbiage in promotional materials stressing Feast Mendocino is an expansion of the Crab Wine & Beer festival, not a replacement.

c. Feast Mendocino new Anchor Event in Hopland: [Background: in keeping with the VMC's goal of creating more events along the 101 corridor during VMC umbrella festivals, this year Hopland's EcoTerra, formerly the Solar Living Center, will host Savor Mendocino. This will join Ukiah's Homebrew Festival (started last year) as the second anchor event for November's umbrella festival along 101 corridor.] AG reported on Savor Mendocino to take place on Nov 10, from 10AM to 4PM. This date will not conflict w/ Homebrew fest on Nov 3. Savor Mendocino will feature pop-up art studio, mycelium building materials workshop, mushroom talks, olive oil demonstrations, distilled spirits tasting and entertainment, all for \$65. Afterwards there will be a 'wine-down' featuring Hwy 101 wineries and Golden Pig will host a mixology class for extra fee. Also for extra fee is a dinner by Carolyn Radiche of Good Farm Fund, but this not confirmed as of meeting date.



- VI Future Agenda Items:** BB directs staff to add standing item of 'Partner Outreach' to future agendas where updates are provided regarding efforts to have VMC presence other event's websites.

- VII Next Meeting:** Wed Oct 3 @ 10AM, Location TBD

- X Meeting adjourned 10:50 PM**