



Festival Committee Minutes

Date: Thursday, November 17, 2016

Time: 2:00 PM

Place: Mendocino County Museum (MCM), 400 E Commercial Street, Willits CA

I Call to Order:

The meeting was called to order at 2:11PM

II Roll Call:

Present: Alison Glassey, Tom Yates (Phone), Bernadette Byrne (Phone), John Cesano (Phone),

Staff: Alison DeGrassi (ADG), Brent Haugen (BH), Luz Harvey (LH)

Guests: Tawny MacMillan, Mendocino Coast Clinics Event Coordinator (Phone), Paloma Patterson of MCM

III Public Comment/Chair's Comments:

None from the public. Chair Bernadette Byrne announced that committee member Tom Rodriques had submitted his resignation in order to devote more time to his business. She noted that bylaws stated the Festival Committee was to have 5 to 7 members. Committee is currently at 5 members after the resignation.

IV Approval of Minutes from August 3 and October 6 Meetings:

Tom Yates motioned to approve the minutes from the 8-03-16 and 10-06-16 meetings, Bernadette Byrne seconded. Motion passed.

V Funding Request Review:

Application submitted by Sid Hillman for funding of April 2017 50K Ultra Marathon was reviewed. Application request was for \$1,500 earmarked for advertising and promotion. LH stated that Sid had mentioned the race enrollment was already sold-out. Committee continued discussion on the request to allow for clarification on what the funds would be used for.

VI Mushroom Wine and Beer (MWB) Festival Debrief:

a. Alison Glassey and Paloma Patterson reported on the Mushroom Festival's signature event, the Mushroom Camp. They stated that while response from attendees was overwhelmingly positive, ticket sales were poor. Due to the intensive effort involved in producing the event, and lack of return, the Mendocino County Museum is not currently inclined to produce the 'signature event' next year.

b. LH reported on the methodology to survey MWB event. Stated that the surveys would be sent to a sampling of event participants. After reviewing the questions on the draft questionnaire, Committee members suggested the creation of surveys specific to each industry, such as lodging, wineries, culinary, etc.

c. Dates for the 2017 Mushroom Festival were selected as November 3-12, 2017.

d. BH mentioned VMC's desire to add a group tour component next year's Mushroom Festival Signature event. He also stated that if this was going to happen, event specifics would have to be firmed up soon since tour operators make their itineraries several months in advance.



VII Dates/Months for Mendocino County Fringe Festival:

LH debriefed the attendants on the art events currently scheduled for April of 2017 and suggested that events could be scheduled to piggy back on currently scheduled one. Alison De Grassi suggested making the Fringe Festival several months long with one signature event featured and promoted per month starting with Ukiah's Haiku festival. Brent Haugen noted the Board had approved a Fringe Festival to replace Party for the Planet in April and any scheme beyond that scope would have to be approved by the Board prior to being implemented.

VIII CRAB & Rosé Festival Updates:

Tawny MacMillan reported that Caito fisheries of Fort Bragg had indicated that the crab season looked promising, and that ticket sales for the Crab Cake Cook-off were brisk. She reported that chefs had yet to be invited since that was pending on crab availability. She closed by announcing North Coast Brewing Company (NCBC) will have their own tasting component added to the Cook-off where attendees will be able to select the best brew from a flight of NCBC beers. This is being done in lieu of them participating in the wine competition.

LH reported that two of the three judges for the Cook-off had been confirmed by VMC, Bob Ecker of Rosé Today, and Travel writer Jennifer Bowden, of California Wine & Travel. ADG reported that she'd reach out to some of her contacts to secure the third judge.

ADG reported that she'd recently met with Craig Palmer of Rose Today (RT) regarding a private, invitational soft-launch on Jan 21, 2017 at Jaxon Keys (JK) in Hopland for the Mendocino component of their June 2017 event. This event would be for RT, Wilson Artisan Wines (JK's parent company), VMC staff and Board, Media, and partner organizations. She stated that she and LH would collaborate on this. BH suggested that LH reach out to Craig Palmer to ascertain what RT's lodging needs would be in June and start making those arrangements.

IX Staff Update:

None

X Future Agenda items:

Recruitment of new committee member to replace Tom Rodrigues.

XI Next Meeting:

December 15 in Fort Bragg

Adjournment

The meeting was adjourned at 4:15PM.