



Festival Committee Minutes

Date: Thursday December 15, 2016
Place: VMC Office, 345 N Franklin St, Ft Bragg, 95437

Time: 2:00 PM

I Call to Order:

The meeting was called to order at 2:11PM

II Roll Call:

Present: Bernadette Byrne (Phone), John Cesano (Phone), Alison Glassey (Phone)
Staff: Alison DeGrassi (ADG-Phone), Brent Haugen (BH) , Luz Harvey (LH)
Guests: Alyssum Wier, (Mendocino Arts Council), Kara Starkweather, (Mendocino Dance Project Director), Paloma Patterson (MCM), Alex Perangeli, (Symphony of the Redwoods), Kate MacGruder (Ukiah Theatre)

III Public Comment/Chair's Comments:

Alyssum Weir, ED of Arts Council, presented an idea for attracting of 27-45 yr. olds interested in wellness, making things (jewelry, tiny homes, artisanal products, etc.) glamping and the like. This is an 'off center' movement in its early stages. Some examples of existing places/gatherings that embody the spirit of this movement include Temscal Alley in Oakland, Modern Macrame website, the Spirit Weavers gathering. A big part of the movement relates to the 'story of craft' as part of the marketing. Other facets include wellness, spirituality, groundedness, neo-back to the land movement. Leaders in this realm have large Instagram following so there's an excellent opportunity to get these folks into our county since Mendocino embodies many of the same values. The movement's leaders existing communication methods allow for organic viral spreading of the word. Some local businesses who would work well into this theme are Spinster Sisters Apothecary, Tequio Farm in Willits, Nye Ranch in FB. Potential venues: Camp Navarro or the Woodlands. A future agenda item. BB asked if AW would gather contacts for media outreach and AW said yes.

IV Approval of Minutes from November 17, 2016:

AG motioned to approve the minutes from the 11-17-16 meetings, JC seconded. Motion passed.

V Fringe April Arts Festival:

Guests (named above) introduced themselves.

LH explains fringe festival concept for April to be an umbrella festival intended to bring in out of county tourist who can attend several arts events during their stay. Guests brainstorm on events that could be added to those already scheduled for the month of April. Kara mentions she's willing to create a dance piece especially for April. LH mentions that Sus from Gualala Arts may have a patron who'd host the piece on his property. Alex mentions Symphony may be able to add another performance on the 6th. Paloma makes the excellent suggestion that Fringe events can be dispersed throughout the county with one region highlighted each w/e of the month. All like this idea. Finally the festival is rebranded as "almost fringe" due to the specificity of the term Fringe Festival in the art world.



VI Grant Application Update:

BH reported on the clarifications he rec'd from Sid re: the ultra marathon. Thus far event is sold out. But Sid would like to have back-up funds for recruitment in case of last minute attrition. Second question was re: lodging needs of the out of towners who attend. Sid: Beachcomber has a special for some runners and only 11 runners are from the county. Re: last year's profit, Sid: part of proceeds are donated to non profits, like the Woodlands Camp Assoc. Committee feels there isn't a need for grant but VMC can work directly w/ Sid to do a partnership on PR. If race promoters establish non-profit status then race might qualify for funding next year.

VII CRAB & Rosé Festival Updates:

LH reported on the Rose` Festival. There will be a meeting on Saturday 12-17-16 at Jaxon Keys winery in Hopland w/ festival producer Craig Palmer, his communication director Nancy Johnson and Jaxon Keys Asst Manager, Stacie Lynch who will be their point person for the event. Meeting will be a 'meet and greet' and a logistical session to start laying out the space, series of events, signage, etc. She also reported the Crab Wine & Beer festival brochures have arrived and she will start to deliver them this weekend. Also announced all the judges have been selected. They include Bob Ecker, Jennifer Boden and Mary Buttaro. BH explained that ADG had rec'd word from Visit California that they are interested in featuring the CWB and are looking for a PR person to send.

IX Recruitment:

BH reached out to Kara Starkweather about joining the festival committee. She indicated she'd need more information about the responsibilities in order to decide. LH will send her an overview of these.

X Future Agenda items:

Include exploration of Alyssum's yet un-named wellness idea and how it can relate to attracting out of town visitors to the county.

XI Next Meeting:

2:00 PM on January 19, 2017 @ VMC Satellite Office in Ukiah

Adjournment

The meeting was adjourned at 3:50PM.