



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Minutes

DATE: Wednesday, December 5, 2018 TIME: 10:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482

*CALL-IN LOCATIONS: 345 N Franklin St, Fort Bragg CA 95437

CONFERENCE CALL PHONE: (605) 562-0400 / CODE: 443 8581 #

*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

10:00 AM

II. ROLL CALL

a. Committee Member	Attendance Status		Title	
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair	
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member	(joined @ 10:41 AM)
Cynthia Ariosta (CA)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member	
Tom Liden (TL)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member	
Tom Yates (TY)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member	
John Cesano (JC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member	
Greg Lamer (GL)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member	

b. Staff Member	Attendance Status		Title
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Katrina Kessen (KK)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Stakeholder and Partner Relations Manager
Alison de Grassi (ADG)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Emily Saengarun (ES)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. Introduction of Guests

~~Maria Martinson (MM)~~

Joe Bradley (joined at 10:37 AM)

III. CHAIR'S COMMENTS

BB - Excited about new transitions

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

None

V. APPROVE MINUTES FROM 11.07.2018 Discussion Possible Action

TY moved for approval, TL 2nd, Roll call; all yes: motion passed.

VI. Introduction of New Staff Member Discussion

Katrina Kessen, Stakeholder and Partner Relations Manager

TS - Welcomed Katrina with a brief introduction.

VII. Committee Member Updates ✓ **Discussion** ✓ **Possible Action**

- a. John Cesano has by default left the committee
- b. Cynthia Ariosta resigned as of 11.13.2018
- c. Nomination of Maria Martinson to committee
TL moved for approval, GL 2nd, Roll call; All Yes: motion passed.

VIII. Festival Updates: ✓ **Discussion** ✓ **Possible Action**

a. Crab Feast (~~Winter Feast~~)

TS - Fall Feast Recap, there was some confusion and steps have been taken to correct such issues in the future. A survey to go out to stakeholders today, for feedback on things we can work with and adjust as necessary.

ADG – by not featuring mushrooms we did not the engagement, we will reintroduce mushrooms and crab into the feast logo’s. We hope to sell more events out will our aggressive digital campaign, see iLoveCrab.VisitMendocino.com, all starting December 10, 2018.

c. Spring Feast

TY moved for approval, TL 2nd, event tabled till 2020 (2019 planning/development)

- Discussion/Ideas
TS – Suggests VMC takes a year off for the in-county event (Spring Feast). BB – prudent with forcing the feast, finds this to be a smart move. ADG – relaunch the Spring Feast in a year, to give more time to put it together. TS – we need more time then what we have, for more buy in. The event needs more development.
- Logo?
BB – use the icons that work best for your products, feast focused.

IX. Taste Mendocino (~~Taste of Mendocino~~) ✓ **Discussion** ✓ **Possible Action**

- Dates: Small Ritzy Event April 25th, 2019 at The Battery,
Big SF Event April 27th, 2019
- TheorySF is working on a tag line
- Logo has been selected to work with

X. (Standing Item) Partner Outreach Update ✓ **Discussion**

TS – Team VMC has been on the road and Katrina will out and about as well when her business cards arrive.

XI. FUTURE AGENDA ITEMS ✓ **Discussion**

Current Festivals/Events in the County and how we can support them

XI. NEXT MEETING DATE ✓ **Discussion**

SET

DATE: Wednesday, January 9, 2019 TIME: 10:00 AM

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XII. ADJOURN ✓ **Action**

CD motioned, Adjourned at 10:52 AM