



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Minutes

DATE: Wednesday, February 6, 2019 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
Martha Barra (MB)	<input checked="" 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 type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Maria Martinson (MM)	<input type="checkbox"/> Present	<input checked="" 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	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
Cally Dym & Colby Bowan (10:06 AM)

III. CHAIR’S COMMENTS

- Introduction of New Committee Members
- Brief Festival Committee History/Description

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.

V. APPROVE MINUTES FROM 12.05.2018 Discussion Possible Action

TL moved for approval, GL 2nd, All present approved, 2 absent

VI. Festival Updates: Discussion

- Crab Feast Review**
Very successful, majority of events sold out, survey sent out yesterday to all participants with the option to be anonymous (in hopes of having more feedback). TS – verbal feedback positive, 16 chefs.
Notes: Ran out of crab cakes early, favorites go fast, volunteers eating supplies, 3 judges were a good number count, perhaps add a flight recognition to the wine competition.
- Whale Fest**
Heavy on marketing in Sacramento, Whale digital campaign to launch this week. See our homepage. 3 weekends of Whale Festivals + Stays.

c. Spring Feast 2020 **(Standing Item)**

TL – What about a Wildflower Festival? MB – the venue matters. ADG – What if we pair it with the Spring Passport, as a build on? TL – Use the UC Davis Location? ADG – work with Destination Hopland? TS – Bring Redwood Valley and Hopland together? Katrina to open the conversation with Hopland.
Make a standing Item.

d. (Standing Item) New Festival Development

Combo with VI. C.

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

- (HAP) Hotel Adoption Program Visits
KK – Schedule has been set up and already put into action
- Stakeholder Training
KK - Classes starting the end of February 2019, an email of the class schedule will go out today, the classes are free of charge to stakeholders
- Quarterly Stakeholder Meetings } In the concept stages; mixers + engage our stakeholders
- Networking Opportunities }

VIII. Taste Mendocino ✓ **Discussion** ✓ **Possible Action**

- Private Media Event: Thursday, April 25, 2019
Cancelled, possibly bring to on the Road 2020 in Sacramento/Silicone Valley?
- Public Event: Saturday, April 27, 2019
Showcasing food and wine from Mendocino County

IX. FUTURE AGENDA ITEMS ✓ **Discussion**

- Possibility of combining Festival & Marketing Committees

XI. NEXT MEETING DATE ✓ **Discussion**

SET DATE: Wednesday, March 6, 2019 TIME: 10:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 & 345 North Franklin Street, Fort Bragg CA 95437

XII. ADJOURN ✓ **Action**

11:00 AM