



Festival Committee Minutes

Date: Thursday, April 14, 2016 Time: 10:00 am
Place: Visit Mendocino County, 390 W. Standley Street, Ukiah

Call to Order:

The meeting was called to order at 10:11 am

Roll Call:

Present: Bernadette Byrne, Tom Rodrigues (phone), Alison Glassey (phone), Cally Dym (phone) Staff: Gracia Brown

Public Comment:

N/A

Approval of Minutes from February 24 Meeting:

Tom Rodrigues motioned to approve the minutes from the February meeting, Bernadette seconded, motion passed.

Festival Committee Budget Discussion & Recommendations:

- \$16,000 line item recommended in 2016-2017 budget for Festival Guide printing and distribution
- Committee discussed lack of consumer interest in winery/brewery Passport program and elimination of this from brochure for future festivals. Brainstormed ideas on how to make up for lost income including smaller brochure and increased ad sales.
- \$5,000 line item recommended in 2016-2017 budget for Event Partnership funding
 - Cally inquired on event sponsorship opportunity and how interested parties would inquire for funding assistance. If businesses are seeking sponsorship, requests should be directed to the Event Manager who will then bring to the Festival Committee for discussion. Gracia will look into files for old form and update it.

Festival Advertising Opportunities 2016-2017:

- Gracia gave a recap on Crab Festival advertising for 2016. Hard to measure success of Press Democrat print ads and local Mendocino/Lake County digital ads. Reports from Ukiah Daily Journal indicated successful engagement.
- Alison indicated the Mendocino County Museum doesn't advertise locally but works with the Bohemian out of Sonoma and Marin County.
- Tom suggested looking at pricing for the digital billboard in Rohnert Park
- Committee discussed additional options for advertising and recommended a request for additional funding for Festival advertising to focus on getting more visitors to attend Festival events.
- Bernadette made a motion to request \$2500 for Festival advertising, Tom seconded, motion passed.



Party for the Planet:

- Gracia reported that 2500 Party for the Planet rack cards were ordered and distributed at CA Welcome Centers and nearby airports as part of our contract with Certified Distribution.
- Party for the Planet events came together well, Reptile Day at Little River Inn expecting 45 attendees. Hot Air Balloon rides will be happening at BARRA of Mendocino.

Mushroom Festival Signature Event:

- Alison shared ideas for Mushroom Festival Event focusing on wine county heritage to be held on Saturday, November 5 at Ridgewood Ranch in Willits. Envisioning an event similar to Mushroom, Wine & Beer Train but without the train. RV camping is available at Ridgewood Ranch.
- Gracia suggested tying the Mendocino Winegrowers Annual Harvest Party in with the event as many grape growers and vintners attend and it is usually held the Friday that kicks off the Mushroom Festival.
- Gracia shared other possible ideas for signature event including an event hosted by Mendocino Coast Botanical Gardens, Camp Navarro or Solar Living Center.
- Solar Living idea may be a good draw based on easy access to location, large event space, and onsite dispensary.
- Alison will work with her team to flesh out heritage event at Ridgewood. Gracia will reach out to Solar Living Center to feel out interest in hosting event and report back to committee. Possibility of doing both events, one on each Saturday of the festival.

Next Meeting

Scheduled for Thursday, May 19 at 10 am

Adjournment

The meeting was adjourned at 11:10 am