



Festival Committee Minutes

Date: Thursday February 2, 2017 **Time:** 10:00AM
Place: VMC Office, 345 N Franklin St, Ft Bragg, 95437

I Call to Order:

The meeting was called to order at 10:11AM

II Roll Call:

Present: Cally Dym, CD (in Person), John Cesano, JC (Phone), Alison Glassey AG (Phone), Tom Yates TY (Phone)

Staff: Alison DeGrassi (ADG-Phone), , Luz Harvey (LH-Present)

Guests: None

III Public Comment/Chair's Comments:

None

IV Approval of Minutes from Dec 15, 2016:

CD motioned to approve the minutes, AG seconded. Motion passed.

V Recruitment for Festival Committee Members:

LH reported that Bernadette had approved inviting Kara Starkweather from the Mendocino Dance Project to join the Committee, but she politely declined citing her many responsibilities. The bylaws state the Festival Committee should have 7 members, currently there are 5. AG suggested reaching out to someone inland, perhaps from one of the Chambers.

VI Festival Updates:

a. Crab Wine & Beer

i. Proposed 2018 dates for festival (Jan 10-28th) approved
ii. CWB Surveys: Committee reviewed the draft survey and made recommendations to additions including adding a question about where patrons were coming from. CD suggested that having a raffle or other contest where participants provided their name and zip code would be a good way to glean this info. Suggested also asking those participating in the festival to keep track of out-of-towner info PRIOR to the festival starting. LH reported BB had requested survey's to be done via phone due to poor email responses.

b. Rose' Today

LH reported that the launch event was held Sat. Jan 21st at Jaxon Keys in Hopland and a total of 10 county wineries poured their Rose' wine. Event was intended as a 'meet n greet' for all the county players involved and key players from out of the county. JC reported it was a great event. All wine industry folk involved are looking forward to having the June 17th Garden Party in Hopland. He wants to encourage as many county Rose' producers as possible to partake of the March competition in Healdsburg so they can potentially have a seat at the pouring table at the June event.



c. Almost Fringe Festival

i. LH reported the Almost Fringe Festival has some very well formed events and some that are a bit slow in developing. Among the former, the South Coast, the North Coast Travel Corridor and Anderson Valley. Among the latter, 101 Corridor. She is continuing outreach to that area to build things up.

ii. LH presented the committee the logos prepared by graphic designer. She had reviewed the logos w/ Bernadette prior to meeting and got her vote for Option C. Option B got the votes of TY, AG, and CD. JC was unable to view the logos due to technical difficulty. LH reported Richard Strom would be at a trade show in LA at the end of the month and offered to distribute Almost Fringe promo material there. Committee agreed that if the budget allowed, material should be sent w/ him.

iii. ADG spelled out what she'll need to get promo/marketing started. Basically only the events that are of interest to out of county attendees qualify. LH will prepare an outline of events/ venues/ dates to send ADG and the committee by early next week.

c. Mushroom Wine & Beer Festival

i. Proposed date format change from 10 all over the county festival to a festival w/ dedicated travel corridor weekends: CD pointed out that if more than two weekends per month are involved, it's problematic from Lodging Standpoint, proposes inland and coastal weekends. AG pointed out that in essence, the festival is already split up to inland and county. It would only codify what's already existing.

ii. Change focus from mushrooms only to 'forage to table' culinary theme: LH reported that as result of the marketing summit, Brent asks committee to consider changing the festival theme. CD pointed out this was something that has been discussed for many years. She prefers a 'fungus & fermentation festival' focusing on mushrooms, wine, beer, cheese, kombucha, etc. Admits the name poses some problems. ADG suggests a mushroom fair as the main event and bringing in Eric Schram to discuss his experience with these events in other parts. This item will be continued at future meeting w/ Eric present. Whatever direction is ultimately chosen, the final determination must be by August 1 to stay atop marketing/pr calendar.

VII Creating Group Ready Travel: This topic needs to be researched further by staff and will be brought back at a later date for discussion.

VIII Meow Wolf-immersive exhibit in Santa Fe w/ Mendocino theme.

LH reported about the Meow Wolf, an interactive exhibit/installation in Santa Fe, NM with a Mendocino theme. Bankrolled by the author of the Game of thrones, the complex is built in an repurposed building. The Mendocino tie-in is a full scale Victorian house built inside the space that visitors can walk thru and interact with by literally rummaging thru the items which includes "Mendocino" branded collateral that has been sent by Mendo residents to for inclusion in exhibit. The developer's initial estimates of how many visitors would be necessary for success the first year was 300,000. Seven months after opening, visitors were at 400,000. The exposure for the Mendocino Brand is huge! Committee approved LH to reach out to the founder in hopes of exploring having a Meow Wolf exhibit or TED Talk in the county.

IX Future Agenda Items: Mushroom Festival, Recruitment, Almost Fringe Updates.

XI Next Meeting:

Tuesday February 21st at 2:00pm, location to be determined.

Adjournment

The meeting was adjourned at 11:37AM.