



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Minutes

DATE: Wednesday, November 7, 2018 TIME: 10:00 AM

PLACE: 345 N. Franklin Street, Fort Bragg CA 95437

\*CALL-IN LOCATIONS: 105 W. Clay Street, Ukiah CA, 3766 Feliz Creek Road, Hopland CA, 390 W. Stanley Street, Ukiah CA, 100 S Franklin St, Fort Bragg CA 95437, 4501 Hwy 128, Philo, CA 95466, 1061 Main Street, St. Helena CA.

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

10:02 AM

II. ROLL CALL

Table with 3 columns: Member Name, Attendance Status (Present/Absent), and Title. Includes Committee Members (Bernadette Byrne, Cally Dym, Cynthia Ariosta, Tom Liden, Tom Yates, John Cesano, Greg Lamer) and Staff Members (Travis Scott, Luz Harvey, Alison de Grassi, Emily Saengarun).

III. CHAIR’S COMMENTS

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. TS – JC has missed 3 consecutive meetings, please reach out to him as he is no longer able to be a committee member due to his absences.

V. APPROVE MINUTES FROM 10.03.2018 [checked] Discussion [checked] Possible Action

TL motioned for approval, CD 2nd, committee approved

VI. Festival Updates: [checked] Discussion [checked] Possible Action

- a. Fall Feast
• Ticket Sales/Events to date

LH – sales sluggish, forced cancellation of an event. BB – Only 4 tickets were sold. TS – VMC created a landing page, put 10k into marketing of events. However, some things were a miss as well as unfortunately one of the event spaces were closed down last minute due to building compliance issues. We need to refocus where ticket sales are now and how we can prevent low sales in the future. TY – Don't discount the election, a lot of people are staying home to focus on the elections. TS – Jackson Keys are sold out this weekend, the Mushroom Club event is sold out, is there anything else going on this weekend and how can we help?

TS -VMC paid a caterer \$450 that had already prepared drinks for the Eco Terra event that was canceled and had them take their product to the Hopland Field Bar.

TL – Lets focus on the beer event, heard it turned out really well.

ADG – we have a lot of PR coming for the fall feast and focusing of mushrooms.

- Post Festival Survey

LH – Any input? All feed back is welcome. This survey is to go out on Tuesday or Wednesday of next week.

#### b. Winter Feast

- Events / Brochures & Signs / Crab Cake Cook-Off Judges

LH – Mendocino Coast Clinic is doing really well, so far 34 Feast Mendocino Hotel specials. Brochures are at the printers. We are waiting on the logo to print the signs. ADG – 3 judges; John Hamilton, Roberta Gonzalez and Ziggy Eschliman

- Logo

Reviewed

#### c. Spring Feast

- Festival Dates

LH - April 18-21, 2019, incorporate earth day?

- Branding News/Logo

See packet

- Main Event Ideas

Brainstorming

### VII. Committee Collaborations: Festival & Marketing, how to best work together? Discussion

TS – more communication. BB – having meetings back to back is very helpful in allowing open communication. TS – 30-minute break between meeting to review and talk in the future.

### VIII. Taste Mendocino (~~Taste of Mendocino~~) Discussion Possible Action

Penthouse secured, New brand on its way, waiting to promote till branding ready, First planning meeting on December 12<sup>th</sup>, A-list media event.

### IX. (Standing Item) Partner Outreach Update Discussion

Nothing at this time

### X. FUTURE AGENDA ITEMS Discussion

Approval of new committee member

### XI. NEXT MEETING DATE Discussion

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

PLACE: 105 W. Clay Street, Ukiah CA 95482

### XII. ADJOURN Action

10:56 AM