

## Festival Committee Minutes

**Date:** Thursday, August 25, 2016 **Time:** 10:00 am  
**Place:** Mendocino County Museum, 400 E. Commercial Street, Willits, CA 95490

### **Call to Order:**

The meeting was called to order at 10:07 am

### **Roll Call:**

Present: John Cesano, Alison Glassey, Paloma Patterson  
Phone: Cally Dym  
Staff: Gracia Brown, Brent Haugen

### **Public Comment:**

N/A

### **Approval of Minutes from August 3 Meeting:**

Tabled due to lack of quorum.

### **Fort Bragg Chalk Art Festival:**

City of Fort Bragg suggested that the Festival Committee discuss holding a Chalk Art Festival in Fort Bragg along the coastal trail.

Committee discussed the annual Pastels on the Plaza in Ukiah where artists seek sponsors to help fundraise for a local elementary school. The event works well because it is held in one area downtown where vendors and artists come together at Alex R. Thomas Plaza.

The Ukiah event draws shoppers in to local businesses so if Fort Bragg was to do a similar event they may want to consider doing in an area that would help to support local businesses verses doing along the coastal trail where there are no retailers.

Could be turned into a county wide festival with multiple towns participated. If on the coast, consider a Kite Festival along the coastal trail and chalk art squares closer to retailers. If held in Fort Bragg could be combined with the annual Coastal Trail Celebration in June.

Brent also shared the Pageant of the Masters event in Laguna Beach, a month long event where people pose to recreate famous works of art. Perhaps the artwork could be crafted at indoor venues so works can be sold for fundraising vs. washing away if outdoors.

Committee discussed if there would be a non-profit interested in planning the festival such as the Arts Council. MCTC staff to reach out to Arts Council Executive Director and share the suggestions discussed by the Festival Committee in case one of their members would like to take it on.

**Review of Event & Program Grant Information & Application:**

The MCTC Board of Directors provided feedback on the Event & Program Grant Application that required additional edits to the application. Brent reviewed the changes with the committee.

Festival Committee to review requests and final decision to be made by MCTC Executive Director. If there are concerns over a conflict of interest on the request, then it will go before the Board for approval.

John Cesano motioned to accept the policy with the noted changes and recommend to the Board of Directors for approval. Alison Glassey seconded the motion, discussion followed on how committee would review policy, motion passed.

The Funding Policy can be found online at <http://mendocinotourism.org/opps/>

**Mushroom Festival**

Brochure is nearing completion, 40-page brochure this year with several lodging specials and events.

Mendocino County Museum is hosting Mushroom, Wine & Beer Camp on 11/5 as the signature event for the festival. The location will be at Wente Scout Reservation in Willits with a dining hall that overlooks the lake. Model will be similar to the train with chefs, wineries and breweries competing for best taste awards. BBQ, camp activities will round up the day. A shuttle option to and from the Museum will also be available for an additional \$10. Hours will likely be 12-5 pm with alcohol service concluding at 4 pm. Hoping to attract 400 attendees.

Paloma shared the challenges over how to recruit chefs if the event will not have celebrity judges this year.

Discussions over Visit Mendocino's role in the promotions of the event.

Brent inquired if the Museum would partner with lodging to offer consignment tickets with hotels as part of a package deal. Paloma said they were open to the idea but would need guidance on how to set up and assistance getting the word out to lodging.

**Staff Update:**

Tabled

**Next Meeting**

To be determined

**Adjournment**

The meeting was adjourned at 11:24 am