



**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**Festival Committee Minutes**

**DATE: Wednesday, October 3, 2018 TIME: 10:00 AM**

**PLACE: 105 West Clay Street, Ukiah CA 95482**

**\*CALL-IN LOCATIONS: 31751 Greenwood Rd, Elk CA 95432, 100 S Franklin St, Fort Bragg CA 95437, 345 N. Franklin Street, Fort Bragg, CA 95437, 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**

10:08 AM

**II. ROLL CALL**

<b>a. Committee Member</b>	<b>Attendance Status</b>		<b>Title</b>
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Cally Dym (CD)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Cynthia Ariosta (CA)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member (Joined at 10:12 AM)
Tom Liden (TL)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Tom Yates (TY)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member (Joined at 10:17 AM)
John Cesano (JC)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member

  

<b>b. Staff Member</b>	<b>Attendance Status</b>		<b>Title</b>
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Luz Harvey (LH)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Sales, Hospitality and Events Coordinator
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**  
 Greg Lamer; Roederer Estates, Hospitality Director  
 Tawny MacMillan

**III. CHAIR’S COMMENTS**

No quorum

(Later changed with the addition of Cynthia Ariosta joining at 10:12 AM and Tom Yates at 10:17 AM)

**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.  
None

**V. APPROVE MINUTES FROM 09.05.2018  Discussion  Possible Action**

**TL moved for approval, TY 2<sup>nd</sup>, committee approved**

(Note: Addition to the 09.05.2018 Minutes, section b. edit “Crab Festival” to Crab/Winter)

## VI. Introductions

### VII. Festival Updates: FEAST MENDOCINO Discussion

#### a. Fall Feast:

Rebrand: Mushroom and Crab Festivals to breath new life into the festivals.

Previously known Mushroom Festival will now incorporate foraging, fermentation, growth of the idea to bring in bay area foodies. Our target demographic is millennials and generation X, as well as be family and pet oriented.

##### 1. Brochures & Yard Signs

They are in and being distributed.

##### 2. Local Marketing?

Landing page sent to 15,000 consumer emails on 10.02.2018

BB – the tool kit was great. LH – 3:1 reviews came back with, I love it vs. confusion due to the updates with explanations needed.

##### 3. What is the ‘brand education’ process for stake holders?

#### b. Winter Feast:

##### 1. ‘Learn’ events brainstorming

More Learn events needed for the Winter Feast, having trouble with getting people to come on board.

Ideas: Cooking Demo’s, Carolyn Radich, Hayde Dickerson with NCO, the other Travis, Robert Burns, Low Gap Distillery, Phil Castor, Ashley, Julie Golden, Hopland Tap, Campovida, Coro, Anderson Valley, Brewing House, Nicholas at Crush (60 seats), Clean up events, Key Fob Hunts w/ Photos, Inland Crab Feed (Janelle Bird/Ukiah Rotary + Partner)

##### 2. Crab Cake Cook-Off Judges Discussion Possible Action

Alison and Koleen working, to find travel writers to be judges for the event.

#### c. Almost Fringe Festival

CD – Festival needed during this time. During the April time period. Collaborate with the Hopland passport? LH – Piggy back with Whale Fest? Do a BBQ Festival? ADG – An anchor event is needed to bring in the target market. TS – lots of ideas and we need to take action. BB – Spring Feast (Wildflowers?)

Become a Spring Feast, do away with Almost Fringe

### VIII. New Festival Idea: BBQ Competition? Discussion

(topic blended in with Almost Fringe Festival discussion)

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

Redwood Ramble/Camp Navarro, Music Festival – Adopt 501c3, Parks Benefits, Pino in the Parks, Rei Sponsor?, (Tawny ok’d link to the Ticket page.)

### X. FUTURE AGENDA ITEMS Discussion

Spring Feast

### XI. NEXT MEETING DATE Discussion

~~TENTATIVE (SET)~~

**DATE: Wednesday, November 7, 2018**

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

**CALL-IN: 105 W. Clay, Ukiah, CA 95482**

### XII. ADJOURN Discussion Action

11:01 AM