



Festival Committee Minutes

Date: Wednesday, October 6, 2016 **Time:** 10:00 am
Place: Visit Mendocino County, 345 N. Franklin St, Fort Bragg, CA 95437

I Call to Order:

The meeting was called to order at 10:06 am

II Roll Call:

Present: Tom Yates, Bernadette Byrne (phone), John Cesano (phone) and Cally Dym (phone), Alison Glassey (phone) listening in
Staff: Gracia Brown, Brent Haugen, Luz Harvey

III Public Comment:

None.

IV Approval of Minutes from August Meeting:

John Cesano motioned to approve the minutes from the 8-25-16 meeting, Tom Yates seconded. Motion passed. John Cesano noted that the minutes from 8-3-16 Festival Committee meeting had yet to be approved. Gracia Brown mentioned they'd be presented for the next meeting.

V Introduction of New Sales & Hospitality Coordinator:

New Sales & Hospitality Coordinator Luz Harvey introduced herself to the committee. She noted her other non-profit work in the area included Mendocino Music Festival and Winesong. Explained her role to the board. All members welcomed her. Gracia Brown announces her new job at Duckhorn and last day w/ VMC will be 10-13-16.

VI Grant Funding Application Review, Discussion & Recommendations:

There were six applications for review by the committee, including four submitted by committee member John Cesano and one submitted by committee member Alison Glassey.

Brent Haugen explained there are \$25,000 in grant funds for the fiscal year which ends in June 2017. Festival Committee reviews applications to make recommendations to Executive Director for funding. He also explained that if the Committee feels there's a conflict of interest, they are free to pass the application in question along to Board of Directors for them to make recommendation to Executive Director.

- 1) 11-5-16 Transportation for Mushroom Wine & Beer Camp on Saturday, November 5, 2016. The request was for \$2,500, submitted by Mendocino County Museum. John Cesano made a motion to recommend full funding; Tom Yates seconded. Motion for recommendation of funding \$2,500 passed.
- 2) 12-3/4-16 1st Annual Hwy 128 Wine Passport Weekend– Request for \$1,406, submitted by John Cesano of the Anderson Valley Winegrower's Association. Funds would be for promotional material. Bernadette Byrne motions for \$1,000 grant; Cally Dym seconded. Motion for recommendation of funding \$1,000 passes.



- 3) 2-25/26-17 12th Annual Alsace Fest- Request was for \$2,500, submitted by John Cesano of Anderson Valley Winegrower's Association to provide for payment of speakers and lodging to make the event, now in its twelfth year, better. Application was denied recommendation for funding.
- 4) 6-17-17 Rose Today in Mendocino County- Request was for \$2,500, submitted by Craig Palmer, event organizer. Funds would be used for promotion of an inaugural event dedicated to promoting Rosé wine via a new festival, Rosé Today, in Hopland during the month of June. John Cesano suggested making the event a two day event by adding a countywide Rosé Open House tasting as a condition of granting the request. Motion for funding \$2,500 to be conditional on event including an Open House was made by Bernadette Byrne; John Cesano seconds. Motion passes.
- 5) 5-18/21-17 20th Annual Pinot Festival - Request was for \$2,500, submitted by John Cesano of Anderson Valley Winegrower's Association to enhance logistical needs of this longstanding event. Application was denied recommendation for funding.
- 6) 4-05-17 Anderson Valley Winegrower's Association Coast Trade Tasting- Request was for \$2,500, submitted by John Cesano of Anderson Valley Winegrower's Association to increase outreach and attract more wine writers. Application was denied recommendation for funding.

VII New Potential County Events for consideration:

- a. Fringe festival, a celebration of live art performance, theatre, art demos, installations, education, etc. was proposed to swap out for Party for Planet. Many of potential venues available for Fringe Festival events exist. Idea is to engage performance groups, shops, galleries, and this new event can also potentially help promote Mendocino Film Festival film. VMC would help organize by coordinating with Arts Council. Tom Yates motions to change from Party for the Planet to Fringe Festival. Bernadette Byrne seconds. Motion passes.
- b. Rosé Festival: discussed as part of Grant Funding Application Review.

VIII Mushroom Festival Update:

Gracia Brown reported the Mushroom Festival brochures would arrive 10-6-16, and will be distributed throughout the county. Signature event, the Mendocino County Museum's Mushroom Camp, is having trouble selling the tickets. Museum has many ads about to air in Bay Area which may turn things around re: ticket sales. Gracia Brown suggested the Museum reach out to local radio stations for Public Service Announcements to promote their Mushroom Camp.

IX Crab Festival update:

Luz Harvey reports event guide listing are trickling in. She requested assistance from Bernadette Byrne in getting Inland wineries to sign-up for event guide. Bernadette agreed to assist.

- a. Judges: Gracia Brown reports that judges are coming along for mushroom festival. Still looking for judges for Crab Wine & Beer Festival. Number to be used this year is three judges. Gracia Brown received an inquiry from Mary Butano from FunofTravel.com who volunteered herself as judge, she checked Mary's site and recommended her to the committee. She also petitioned John Cesano and Bernadette Byrne for suggestions for wine expert judges. Brent Haugen reported he'd reach out to Bay Area News Group contact for potential judges.



X Action Items:

Aside from the recommendations of funding covered under item VI, none.

XI Future Agenda Items:

None.

XII Next Meeting

Next meeting was tentatively scheduled for Thursday, Nov 17 at 10 am.

Adjournment

The meeting was adjourned at 12:00 pm