



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Minutes

DATE: Wednesday, March 6, 2019 TIME: 10:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 and 345 N Franklin St, Fort Bragg CA 95437

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

10:00 AM

II. ROLL CALL

a. Committee Member	Attendance Status		Title
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Chair
Martha Barra (MB)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Tom Liden (TL)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Tom Yates (TY)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member
Maria Martinson (MM)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member RESIGNED
Greg Lamer (GL)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member

b. Staff Member	Attendance Status		Title
Travis Scott (TS)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Katrina Kessen (KK)	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Partner Relations Manager
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

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.

MB – Whale Festival Marketing was so successful it was nearly overrun, only cash option was available (no square). The wine tasting was mobbed, next year more wineries maybe needed or the wineries that attend need to provide more wine to prevent running out.

V. CONSENT AGENDA ITEMS Discussion Possible Action

- Minutes from 2.6.2019 Meeting
 - MB moved for approval, TL 2nd, all in attendance approved, 2 absent, motion passed

VI. ITEMS FOR REVIEW Discussion

- a. Festivals
 - First Friday Art Walk
 - Inkfish working on the Logo
 - VMC 105 Clay Street Grand Opening, Friday April 5, 2019
 - VMC to obtain ABC License
 - Barra to provide wine
 - Roederer to provide champagne
 - Mendocino College Culinary Department to Cater
 - Inform Chamber + UDJ
- Printing Brochures
 - Do we still want to do this?
 - Fully loaded cost is roughly \$11k per brochure send out
 - Other Options: Rack Cards – to inspire people to visit our website

GL – likes the printed brochures, social media can only show so much and our brochures are done so well.
ADG – What if there is no internet. (agreed by all to be a good point)

- **(Standing Item) Spring Feast 2020**
 - Wildflower hikes, Earth Day, Back to the Wildflower Festival, Rail Bikes, Skunk Train, One Central large Wine Event, County Wide Spring Festival, Land Trust

b. Partner Outreach Update

- **(HAP) Hotel Adoption Program Visits**
 - Willits and Coastal Visits Recently, going very well
- **Stakeholder Training**
 - Started February 2019, Inland workshops have been light but Coastal workshops have had very good turn out with excellent feedback. Two workshops so far: Website is Your Brand and Innkeeping Workshop
- **Quarterly Stakeholder Meetings**
 - An Inland and Coastal Meeting is in the works/planning stages
- **Networking Opportunities**
 - Covered in the above topics

c. Taste Mendocino

- **Saturday, April 27, 2019**
 - BB and Janice have been hard at work! They are working on a few ideas. Possibly having a farmer's market set up outside with the winemakers and prepped food inside.
 - Taste Mendocino is our next digital/programmatic campaign, expected to start March 18th. MB – suggests a baguette is provided to the attendees while wine tasting. (possibly asking Schats for assistance)

VII. FUTURE AGENDA ITEMS  **Discussion**
(Standing Item) Spring Feast 2020

XI. NEXT MEETING DATE  **Discussion**

TENTATIVE: Wednesday, April 3, 2019 at 10:00 AM PLACE: 105 W. Clay Street, Ukiah CA & 345 N. Franklin Street, Fort Bragg CA

XII. ADJOURN  **Action**

11:02 AM