



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Minutes

DATE: Tuesday, September 10, 2019 TIME: 10:00 AM

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

CONFERENCE CALL PHONE: CONFERENCE CALL NUMBER: 707-671-7833 participant pin 508962

\*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

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Bernadette Byrne, Martha Barra, Tom Liden, etc.

Introduction of Guests

III. CHAIR'S COMMENTS

BB – Happy to be home

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.

KK – Thank you everyone for your involvement with the mushroom festival.

TY – please add location to the next agenda.

V. CONSENT AGENDA ITEMS

- Minutes from 8.7.2019 Meeting
No Quorum

VI. ITEMS FOR REVIEW

- (Standing Item) Spring Feast 2020 | Launch April 17, 2020 – Ending May 3, 2020: TL motioned for approval of dates, MB 2nd, roll call; all present approved, 2 absent, motion passes | Ideas; "Live like a local" with fresh terminology, Everyone becomes our Brand Ambassadors, Family Based | Involve: Taste Mendocino, Earth Day, Hopland Passport + | Come back next month with fresh ideas
Festivals in Action
Taste Mendocino 2020 | Venue Research: August 9, 2019
Berkeley County Club | www.berkeleycountryclub.com | Saturday April 18, 2019 | Location to Assist with Marketing | Free Parking | Staff Assistance | Great Venue
Mushroom Feast | Update
Brochure | Sent to the Designer 7/31/2019 | See Attachment | Done and looks great
Mendocino County Homebrew Festival | November 2nd | www.mendohomebrewfest.com | Event up on FaceBook
Ukiah Down Town Celebration and Farmers Market | November 2nd | All Una
Willits Mushroom Weekend | November 8th – 10th | Main Events:
Friday –Art Showing, hosted by Willits Center for the Arts | Mushroom Sculptures
Saturday – Mushroom Cook Off, hosted by the Willits Chamber of Commerce | Recruiting Chefs Now Willits Home Town Celebration | Cathy the assistant City Manager is working to create a proclamation
Sunday – Train Ride, Mushroom Hunt and Bubble Brunch, hosted by the Skunk Train and Kemmy's Pies | Roberts got it under control
Partner Outreach Update (KK)
(HAP) Hotel Adoption Program Visits | See Stakeholder piece | Crab Call for events to go our soon
Wine Comp | 8.2.2019
Wedding Survey | Reported to the Visitor Services Committee | High Return form those with an invested interest

VII. FUTURE AGENDA ITEMS

Spring Feast 2020 Concepts

**XI. NEXT MEETING DATE**  Discussion

TENTATIVE: Wednesday, October 9, 2019 at 10:00 AM **SET**

**XII. ADJOURN**  Action

**10:49 AM**