



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Minutes

DATE: Wednesday, April 3, 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

II. ROLL CALL

a. Committee Member	Attendance Status	Title
Bernadette Byrne (BB)	<input checked="" type="checkbox"/> Present <input 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
Gregg Lamer (GL)	<input type="checkbox"/> Present <input checked="" 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 checked="" type="checkbox"/> Present <input 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

Kevin Brutocao

III. CHAIR'S COMMENTS

Welcome Kevin

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.

V. CONSENT AGENDA ITEMS  Discussion  Possible Action

- Minutes from 3.6.2019 Meeting
- Kevin Brutocao – New Member?

TL motioned for approval, MB 2<sup>nd</sup>, motion approved

VI. ITEMS FOR REVIEW  Discussion

a. (Standing Item) Spring Feast 2020

Group Brainstorm: Earth Day 22<sup>nd</sup>, Wine Maker Dinner Kick Off, April 22<sup>nd</sup>, 3<sup>rd</sup> week, Start taking flower photos now.

b. Festivals

- VMC Ukiah Grand Opening & First Friday Art Walk | April 5, 2019 | 5 – 8 PM
- Printing Brochures  
Group Brainstorm: what about internet issues, simplify them, they visually grab you, think brochure vs. rack card.
- Mushroom Feast Ideas (Travis)  
Start thinking: what are you going to do and how are you going to participate. Group Brainstorm: Anchor event inland? (Mushroom Train), Friday night Art Show, Mushroom Cook Off (Willits Community Center), Mushroom Fair, Sunday Mushroom Brunch, Mushroom Hike w/ Boxed Lunch.

c. Partner Outreach Update

- (HAP) Hotel Adoption Program Visits (FB w/ Sharon Davis)
- Stakeholder Training Going well, would like to add certifications. What kind of workshops do you want?
- Stakeholder Meetings (engaging, beneficial and relevant)
  - Inland | Travel Lodge, Ukiah | April 2, 2019 | 4 to 6 PM | Review (went very well)

- **Coast** | Location TBA | April 30, 2019 | 4 to 6 PM
- Networking Opportunities | [mendocinotourism.org/opps/](http://mendocinotourism.org/opps/) ([rack card/how too needed](#))

d. Taste Mendocino

- Saturday, April 27, 2019 | 1 to 4 PM | [tastmendo.com](http://tastmendo.com) | Fort Mason Center SF CA | [Purchase Tickets Now!](#)

**VII. FUTURE AGENDA ITEMS**  **Discussion**

[Destination Hopland](#)

**XI. NEXT MEETING DATE**  **Discussion**

[SET](#): Wednesday, May 1, 2019 at 10:00 AM PLACE: 105 W. Clay Street, Ukiah CA & 345 N. Franklin Street, Fort Bragg CA

**XII. ADJOURN**  **Action**

**11:03 AM**