



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Minutes

DATE: Wednesday, June 5, 2019 TIME: 10:00 AM

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

10:04 AM

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 checked="" type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member (By phone at a non-agendized location: Vote = Absent)
Greg Lamer (GL)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member (10:06 AM)
Kevin Brutocao (KB)	<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 checked="" type="checkbox"/> Absent	Partner Relations Manager (By phone at a non-agendized location)
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.

V. CONSENT AGENDA ITEMS Discussion Possible Action (Voted on at 10:07 AM)

- Minutes from 4.3.2019 Meeting
 - Note: 5.1.2019 Meeting Cancelled
- MB made a motion to approve the consent agenda items, TL 2nd the motion, roll call; all present approved, 2 absent, motion passed**

VI. ITEMS FOR REVIEW Discussion

- (Standing Item) Spring Feast 2020
 Dates: April 22nd to May 3rd (Earth Day) | Concept: Art, Food, Wine, Senses, Mother Earth (Committee Brainstorm)
 Events/Items that could be included: Broaden Spring Passport, Taste Mendocino, Corro Mendocino, Murals, Barrel Tasting, Earth Day Celebration, Sparkling Wine + Olive Oil, 101 Engagement, Roll out the Barrell, Spring Release.
 Logo: Knife and Fork, to start us off.
- Festivals
 - Printing Brochures
Sill going to do, we will be selling adds to help pay for the cost, full and half page adds.
 - Mushroom Feast
Main Hosts:

- Willits (Weekend One)
 - Friday – Art Showing + VIP Event
 - Saturday – Old School Cook Off (Willits Community Center) + Learn/Educational Pop ups
 - Sunday – Mushroom Train + Mushroom Hunt
- Home Brew Festival (Weekend Two)

Additional Suggestions needed + Call for entries going out next week

Notes: possibly a new main event venue the first weekend, more locations being researched

c. Partner Outreach Update (KK)

- (HAP) Hotel Adoption Program Visits

Going great

- Stakeholder Trainings
Very good turnout, going very well.

- Stakeholder Meetings Review

Fantastic Fort Bragg Meeting

d. Economic Development Workshop - Updates

Went great, Mark Wilson was the speaker, event was put on in partnership with West Development Center

VII. FUTURE AGENDA ITEMS Discussion

Taste Mendocino 2020 Locations

XI. NEXT MEETING DATE Discussion

~~TENTATIVE: Wednesday, July 3, 2019 at 10:00 AM~~

SET: Tuesday, July 2, 2019 at 10:00 AM

XII. ADJOURN Action

MB made a motion to adjourn, meeting adjourned at 10:56 AM