



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Minutes

DATE: Tuesday, July 2, 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

10:09 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 type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent	Member (called In from a non-agenized location, vote = absent)
Greg Lamer (GL)	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
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 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
Traci Pellar, Community Member

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.

Traci Pellar (TP) – Mendocino Wildlife Organization came in to speak about a Mendocino Micro Farm Event, including cannabis. A micro farm is = to 10k square feet or less. She is wanting to elevate and educate the population on what micro farms are and what they offer. To participate you would have to be a “Local” = mendocino made/grown product, would have to have your permits and be in compliance, it would be exclusive to Mendocino County. TS – asks who is your sponsor? TP – Mendocino Producers Guild could host the event; they are not currently a non-profit but they could be. 6/6/2020 would be the estimated time of year, around the summer solstice. Targeting June and have she has spoken with John Hascheck. Wants to include the entire County. BB – It is an exciting concept. MB – how will you market the event? TP – Facebook, Instagram, also noting she is a realtor. TP notes this is not a bulk market and they do not need to grown more, the public want to buy the better products and she knows they can not compete with a bulk market. She says we do not have the watershed to produce a bulk market, we have the heritage market/products. TS – we do not produce events, but we do market events. TL – refers TP to Uma at the Ukiah Chamber for networking. MB – refers TP to VMC website to see how we are able to market events. TP – notes she is looking for financial backing and partners at his time. ADG – provided her with contact information and to assist with connections.

V. CONSENT AGENDA ITEMS Discussion Possible Action

- Minutes from 6.5.2019 Meeting
MB made a motion to approve the consent agenda, TL 2nd the motion, Roll Call; all present approved, 2 absent.

VI. ITEMS FOR REVIEW Discussion

- a. (Standing Item) Spring Feast 2020
- b. Festivals

- Taste Mendocino 2020 | Venue Research: August 9, 2019, Berkley County Club on the venues to be viewed
 - Mushroom Feast | Update: Good Participation, County wide, Pizza and Pint Trail, Nature Walks, WineMaker Dinners, Stay Packages, HomeBrew Festival November 2, 2019, Willits Weekend 8th – 10th, Flo Kanna Dinner at Hopland_new space_40 ppl_focus on Mendocino craft weekend package_working with Amanda Ryman
- c. Partner Outreach Update (KK)
- (HAP) Hotel Adoption Program Visits | Most recent was in Laytonville, Legget and Ukiah, having great feedback from stakeholders | Target of HAP Program = Visit with all 220 Lodging/Other Stakeholders/Partners | Last Quarter = +80 Visits | Working to finalize a stakeholder talking piece
 - Leadership Mendocino Celebration Review
+56 vehicles, wonderful networking event, great send off for Heidi Dickerson

VII. FUTURE AGENDA ITEMS  Discussion

XI. NEXT MEETING DATE  Discussion

TENTATIVE: Wednesday, August 7, 2019 at 10:00 AM (SET)

XII. ADJOURN  Action

11:01 AM