



Festival Committee Minutes

Date: Thursday February 21, 2017 **Time:** 2:00PM
Place: VMC Office, 390 W Standley Street, Ukiah CA 95482

I Call to Order: The meeting was called to order at 2:05PM

II Roll Call:

Present: Bernadette Byrne BB, Cynthia Ariosta CA, Cally Dym CD (Phone), Alison Glassey AG (Phone), Tom Yates TY (Phone)

Staff: Alison DeGrassi (ADG-Present), Brent Haugen (BH Present), Luz Harvey (LH-Present)

Guest(s): Eric Schraam

III Public Comment/Chair's Comments: None

IV Festival Updates:

a. Mushroom Wine & Beer Festival

This agenda item was moved up to accommodate guest Eric Schraam of 'the mushroom man' who attended to discuss new possibilities for the 2018 Mushroom festival. He's been a proponent of changing things up to make the festival more appealing to new attendees. He cited the Telluride and McCloud mushroom festivals as examples of successful events. He suggested things like adding a parade, vendors, Mushroom Ball (aka Funghi Finale') to spice things up. He noted many locals aren't aware of the festival. There was a discussion of using the Boonville Fairgrounds or the Botanical Gardens in Ft Bragg for technical conferences, bringing in high profile speakers like David Aurura, and Paul Stammitz. ADG noted that paying speakers like this was not VMC's purview. Other ideas discussed included approaching Mendocino College, or UC Extension in Hopland about sponsoring or hosting a signature event. CA proposed forays and talks, progressive dining experience with emphasis on the inland corridor. BH stressed the importance of knowing who the audience for this event is. Lots of idea and the topic will be picked up again at future meetings.

b. Crab Wine & Beer Festival

LH reported a debrief w/ Tawny MacMillan, event coordinator for the Mendocino Coast Clinics will be taking place on Feb. 22nd. After that meeting there will be more to report to the board. This item is continued for future discussion.

c. Almost Fringe Festival

LH reported on the Almost Fringe Festival. The rack cards are done and being disseminated throughout the county. The website is up and the press release has been completed by ADG. LH reported that there's the potential for creation of ticket packages. BH described the idea for ticket packages.

d. Rose' Today

LH reported that a 'save the date' has been released for a March 23rd Rose' Today Media and Trade Day at Soda Rock Winery in Healdsburg and any interested committee member will be copied on the notice. The wine tasting competition at Soda Creek will be on March 22nd.



V Approval of Minutes of Feb 2, 2017.

CD moves to approve, AG seconds the committee votes to approve the minutes w/ Cynthia Ariosta abstaining.

VI Introduction of New Festival Committee Member:

Cynthia Ariosta was welcomed to the Festival Committee. LH offered to bring her up to speed on anything she had questions about.

VII Grant Application Reviews: Two applications were reviewed.

- i. Rural Health Rocks Concert in FB: This application for \$2500 was presented by ADG. The event is a fundraising concert featuring '70's musical sensation Michael McDonald who will be appearing in Cotton Auditorium in Ft Bragg to raise money for a project intended to promote Medical residency programs in Mendocino county with the intention of having residents set-up practice in the community. The event took place last year and was quite successful. TY 'fully disclosed' his radio station is a sponsor. Committee members discussed pros/cons of supporting this event w/ grant funds. The committee voted to recommend funding of \$2500 to the ED.
- ii. Ben Wood's Projection Art Project for Almost Fringe performance in Mendocino was presented by LH. Ben Wood submitted this application for \$2500 to cover production and editing costs for the project he's creating focusing on the Town of Mendocino for the upcoming Almost Fringe Festival. This performance will be open to the public and free of charge. His contribution to the festival will help attract out of county visitors for April. He has created projection projects for the town in 2015 and 2016 in collaboration with the Mendocino Art Center and the Mendocino Film Festival. The committee voted to recommend funding of \$2500 to the ED.

VIII Future Agenda Items:

Review Grant Program Funding Criteria; Bike Monkey; Crab Wine & Beer Debrief and Surveys; Almost Fringe Updates; Mushroom Festival Explorations.

IX Next Meeting:

Tuesday March 21st at 2:00pm, Fort Bragg Office.

XI Adjournment

The meeting was adjourned at 3:37PM.