



Festival Committee Minutes

Date: Tuesday October 31, 2017

Time: 1:00PM

Place: VMC Office, 345 N Franklin Street, Ft Bragg, CA 95437

I Call to Order: The meeting was called to order at 1:05PM

II Roll Call:

Present: Tom Yates TY (Phone) , Bernadette Byrne (Phone), Cally Dym (Present), John Cesano (Present)

Staff: Luz Harvey (LH-Present), Alan Humason (AH-Present)

Guest(s): none

III Public Comment/Chair's Comments: None

IV Approval of Minutes: BB motions for approval; TY seconds. No discussion follows; Roll Call Vote: Yays, All Present. Minutes approved

V Festival Committee Recruitment: LH explains Alison Glassey has retired from the Mendocino County Museum and will no longer be on the committee and asks for feedback about filling her chair, noting there is currently no representation from Willits, Hopland or S Coast. JC suggests Chris Nelson for Hopland, but notes this would make the committee "Wine Heavy", he also names Martha Barra of Rdwd Valley (another wine candidate) and Tom Liden of Ukiah as good candidates. BB names John Schaefer of Hopland's Real Goods as a good nominee and a discussion ensues about the benefit of bringing Schaefer, or his appointee, onto the committee. It was decided that staff will reach-out to John Schaefer for input on his interest and BB will contact Tom Liden.

VI Festivals

a) **Mushroom Festival Update:** Staff reports the Mushroom Festival will start on Nov 3rd and run thru the 12. The recent fires caused the cancelation of three events; Frey's mushroom forage, Barra's Winemaker Dinner at Crush, and the Alex de Grassi concert scheduled for UC Hopland research center morphed into a fundraiser for fire survivors in Hopland on Nov 4th - Aside from these, all other events are on as scheduled including Nov 4th Inaugural Mendocino County Homebrew Fest. Staff reported the event was successfully organized by Matt Brown who secured 30 entrants with enough product to serve up to 500 attendees. Unfortunately, along with the fundraiser, there will be another competing event in Ukiah that day, a fundraising Fashion Show on a street adjacent to the convention center where Homebrew Fest is taking place, and the events' time will overlap. Staff noted it is unfortunate that the events could not have been staggered in order to provide the Homebrew Fest (the festival's signature event) more of an opportunity to succeed.

The committee discussed UC Hopland's Grant Fund for the Mushroom Festival events and how that should be dealt with given their events had been canceled. Staff explained that a portion of the grant had already be spent on ads prior to the fires so not all the money was available. All members agreed that the change in plans was obviously due to forces beyond organization's control and that funds already expended will be considered a wash. As for funds still unspent, the committee is willing to have those go towards UC Hopland's January 2018 'Robert Burn's event (which is scheduled to coincide w/ the 2018 Crab Fest), but this will require a grant fund app be submitted to cover and account for however much is left from the initial \$2,5K.



b) **Crab Wine & Beer:** Staff reported judges for the Crab Cake Cook-off have been secured. They include Emma Krasov, a food and travel writer from SF; Michael Tuohy, a restaurateur from Sacramento; and Susan Ellicot, a food and travel writer originally from the UK, now living in Bay Area but still writing for the overseas market. PR is working on securing a judge from the world of wine and Mendocino Coast Clinics will raffle off a judging seat to one of their VIPs as a thank you for their continued support so at this point it appears that there will be a panel of 5 judges in all. Staff also reported reaching out to Congressman Huffman's office to see about his being a judge at the Crab Cake Cook-off only but his schedule will not be set until early December. Committee agreed it would be all right to have him come in last minute. Staff also reported that YOY numbers have improved from the first CWB festival staff recruited last year that had a total of 96 cumulative events in four categories (lodging, events, restaurants, and drink). This year's cumulative number is 113.

c) **How to best support new and upcoming festivals:** Staff began item by stating a grant fund app had been rec'd from MWI for the 2018 Taste of Mendocino (T.O.M.) noting that from 2011 thru 2016 the event had a line-item budget amount of \$5k per year, then in 2017, the funding abruptly changed to Grant Funding that was intended to help new and upcoming events grow. CD explained the change was due to previous E.D.'s oversight during the budgeting process and intended as a stop-gap measure to ensure the event was funded. Discussion among committee members reached a consensus that now would be a good time to reinstate the sponsorship of events like T.O.M. as line items in the budget and directed staff to identify those events for review at a future meeting. In the meantime, grant fund apps for these events will be processed, starting the MWI's application that's already in the queue. Staff then discussed how to best support new and upcoming festivals in our county. It was decided a checklist/toolkit that outlined the process for event organizers, including but not limited to how to get ABC permits, fire marshall sign-offs, use permits, etc. This will be an ongoing project and staff will meet with BB to get her 'wishlist' as an event producer and JC to get a tutorial on all the different types of alcohol permits for different venues and categories.

- VII **Future Agenda Items:** Identify event and organizations to receive standing funding via line-itemized budgeting.
- VIII **Next Meeting:** Tues November 21, 2017 AVWA office in Philo
- IX **Meeting adjourned 1:50PM**