



Festival Committee Minutes

Date: Tuesday December 19, 2017

Time: 1:00PM

Place: VMC Office, 390 W Standley St, Ukiah, CA

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

II Roll Call:

Present: Bernadette Byrne BB, Tom Liden TL, Cynthia Ariosta CA, John Cesano JC

Staff: Luz Harvey (LH-Present); Alan Humason (AH-Present) **Guest(s):** Tawny MacMillan

III Public Comment/Chair's Comments: None

IV Approval of Minutes: CA motions for approval; JC seconds. No discussion follows; All present vote to approve.

V Festivals:

Crab Fest: Guest Tawny MacMillan from Mendocino Coast Clinics presents the most current list of chefs for their Crab Cake Fundraiser. She expressed concern about recruitment and asked the committee for ideas. Names of potential good potential hits for recruitment included Crush, Ukiah brewing co, The Golden Pig, Rock Seas and Campovida. LH reports that Crab Judge Michael Tuohy had to drop out of the festival and has been replaced by Sara Schnieder, Wine writer for Sunset Magazine.

Mushroom Festival: LH reports on survey results for 2017 festival. 81 surveys were sent to non-lodging, with 19 returned. Twenty six were sent to lodging with only one returned. Of the non lodging surveys 8 reported more participation than last year; 3 were on par and 5 reported less. Three of the surveys were from new events w/ no pt of reference, however all three of these events, the Homebrew Festival, the Kelley Houses 'Bars, Bordellos and Mushrooms' talk, and Assiagre forage and cooking class reported excellent attendance. The only lodging survey returned reported increase percentage of occupied rooms during the festival weekends compared to the weekends immediately before and after the festival. Committee members suggested adding more open ended questions to the surveys.

Almost Fringe Festival: LH reported that a "Call for Participants" has been drafted and circulated in Fort Bragg. Staff will be distributing it to other parts of the county following the holidays. Staff has been exploring leads for a possible tattoo convention to be held inland. There has been interest from the Ukiah tattoo community and preliminary talks have been held w/ a potential event sponsor. Staff is hoping to reach Ukiah Tattoo Legend Lyle Tuttle to discuss his involvement.

VI Festival Committee Recruitment: Staff spoke with John Schaeffer of Real Goods re: going the committee and while he expressed interest in the committee he declined due to other obligations. Staff will approach Destination Hopland regarding the Festival Committee seat. Committee members mentioned names of potential candidates, however staff expressed interest in recruiting a member from one of the non-represented communities in the county such as Hopland, or South Coast.

VIII Grant Fund Applications: None to review

IX Next Meeting: Tuesday January 16 @ 1PM, 2017 – VMC Office in Fort Bragg

X Meeting adjourned 1:55PM