



## Festival Committee Minutes

**Date:** Tuesday May 15, 2018

**Time:** 1:00PM

**Place:** VMC Office, 345 N Franklin St, Fort Bragg CA

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

**II Roll Call:**

**Present:** Bernadette Byrne BB, Tom Liden TL, Tom Yates TY, Cally Dym CD

**Staff:** Luz Harvey (LH) **Guests:** Maria Martinson, Cornelia Reynolds

**III Public Comment/Chair's Comments:** None

**IV Approval of Minutes:** CD motions for approval, BB seconds. All present vote to approve.

**V Festival Committee Recruitment:** Staff has contacted James Sant re: meeting about Festival Committee. He is currently in the midst of a building project for Living Light and won't have time until that is complete.

**VI Grant Fund Applications: Committee has three applications to review.**

HWY 101N: Maria Martinson presents her application for funding of the HWY 101N project which promotes businesses along the 101 Corridor via website and cards driving traffic to site. Short question and answer follows. Committee reviews HWY101N website; majority of events listed on site are aimed at locals. Grant funding clearly states fund are intended to promote events that will have significant number of out of county, overnight tourists. No motion to approve is made.

KELLEY HOUSE EMPORIUM: Kelley House Museum event coordinator Cornelia Reynolds pitches her application for funding of this event featuring a weekend full of fun including a 'Speakeasy', silent auction and ways for local merchants to participate. Target audience are museum patrons from Bay Area, Sonoma and Sacramento. Committee deliberates and agrees that the timing of the event on Columbus Day weekend would be impetus to get overnight visitors. CD- Motion to approve. TY Seconds. All present vote in favor of funding the request for \$2,500

TASTE OF REDWOOD VALLEY: This event now in its 25th year showcases wineries and distilleries located along Hwy 101. Event has been consistently profitable and this was noted however committee recognized the hardship last year's fires have caused for businesses in the area. In order to assist in the area getting overnight tourists, committee member TL motions to approve. CD Seconds. All present vote in favor of funding the request for \$2,500 with the stipulation that all promotion mention VMC's new brand.

**VII Festivals:**

**Almost Fringe Festival:** Staff discussed the Almost Fringe Festival Wrap up report which was modified from last years format to a one page synopsis plus participant's comments. Highlights of the synopsis include a 10% increase in over all events; 13 lodging participants; 37% reply rate to the survey (as of meeting time) and 97% of respondents saying they'll take part in next year's Almost Fringe Festival. Staff expressed concern about funding for next year's AFF events due to reallocation of grant fund program to regions w/in the county. Specifically of concern were events not falling under jurisdiction of the entities receiving money. CD suggested committee retain enough money to support events that would fall under umbrella festivals.



**2018 Mushroom Festival:** CD reported that Theory SF has accepted the assignment of assisting with the rebrand of this festival and will keep the committee posted on developments.

- VIII Future Agenda Items:** New executive director will set criteria and parameters for new grant fund system.
- IX Next Meeting:** Tuesday June 19 @ 1PM, Location TBD
- XI Meeting adjourned 2:03PM**