



MENDOCINO COUNTY TOURISM COMMISSION, INC.

FESTIVAL COMMITTEE MINUTES

DATE: Wednesday, October 9, 2019 TIME: 10:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg CA

CALL-IN LOCATION: KOZT FM OFFICES, 110 South Franklin St. Fort Bragg, CA 95437

BRIDGE NUMBER: (707) 671-7833 | CONFERENCE CALL NUMBER: 1286 # | PARTICIPATION PIN: 50 8962 #

*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 | 10:06 AM

II. ROLL CALL

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Bernadette Byrne, Martha Barra, Tom Liden, etc., and staff members like Travis Scott, Katrina Kessen, etc.

Introduction of Guests | None

III. CHAIR'S COMMENTS | None

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS | None

Brown Act Requirements: Pursuant to the Brown Act, the Board cannot discuss issues or take action on any requests during the comment period.

V. CONSENT AGENDA ITEMS [checked] Discussion [checked] Possible Action

- a. Minutes from 9.10.2019 Meeting
MB motioned for approval, TL 2nd, all present approved, 1 absent, motion passes

VI. ITEMS FOR REVIEW [checked] Discussion

- a. (Standing Item) Spring Feast 2020 | April 17, 2020 – Ending May 3, 2020
i. Key Events to Support | Notes: All events happening during the dates selected and be more nimble in Celebrating Spring.
ii. Regional Outreach/Focus | Notes: ideas, not an anchor event or singular idea, theme, or limiting concept, each region highlights of the season, not a feast but broader
iii. Concepts
• "Find your Happy this Spring in Mendocino County"
| Note: request TheorySF present some concepts, based around the focus ideas. Need the same programmatic coverage as Mushroom/Crab, including a landing page.
• No – Brochure, Yes – Digital, rack card with reference to our website, posters, e-post card invite.
• Move away from "Feast" & on to "Celebrating" Spring.
• Engage TheorySF and Marketing to support it as they have Feasts = to Feasts.
• Home Page = a visual walk around the County. Click on the regions picture and all the regions events/offers pop up.

b. Festivals in the Works

- Taste Mendocino 2020
 - Berkeley County Club | www.berkeleycountryclub.com | Saturday April 18, ~~2019~~ 2020 | No new news | Will hit the ground running in early January 2020
- Crab Feast
 - Updates:
 - Brochure Estimated Dates: Submission deadline 9.27.2019 | VMC rough draft 10.4.2019 | Mock Up to Designer 10.9.2019 | 10.15.2019 Design Preview | Printed 11.18.2019 | On track and going well
 - Mushroom Feast | Updates:
 - Brochure | Distributions started 9.7.2019 | Delivered, let us know if you need some or more?
 - No New Information | Any Q & A? | None
 - Mendocino County Homebrew Festival | November 2nd | www.mendohomebrewfest.com
 - Ukiah Down Town Celebration and Farmers Market | November 2nd
 - Willits Mushroom Weekend | November 8th – 10th | Main Events:
 - Friday – Art Showing, hosted by Willits Center for the Arts | Mushroom Sculptures
 - Saturday – Mushroom Cook Off, hosted by the Willits Chamber of Commerce | Recruiting Chefs Now
 - Willits Home Town Celebration | Cathy the assistant City Manager is working to create a proclamation
 - Sunday – Train Ride, Mushroom Hunt and Bubble Brunch, hosted by the Skunk Train and Kemmy's Pies | Robert has it under control

c. Partner Outreach Update (KK)

- (HAP) Hotel Adoption Program Visits | Going well
- Bark in the Park | Very successful with great data | Notes: GL – asked about the bed tax numbers. If they were up or down? Wondered if we could share the numbers and create/suggest events based on the months the number were low? **Requested a month to month reporting of previous bed tax numbers.** RJ – mention community benchmark, how it supports wine sales and how it might be helpful in this situation.

d. Wrap Up | What to Report to the BOD

- Marketing Report Out on Festivals/Events (Standing Item)
 - What is the Marketing Outreach on Festivals?
 - What is the website traffic to Festival related postings?
 - What is the conversion from the engagement?
- Spring 2020 Celebration Concept and Festival Committee wants to engage TheorySF in Concept Development + Spring Visual and Tag Line Request
- GL request for a month to month reporting of previous bed tax numbers, how it may be beneficial in festival planning.

VII. FUTURE AGENDA ITEMS  Discussion

- Marketing Report Out on Festivals/Events (Standing Item)
 - What is the Marketing Outreach on Festivals?
 - What is the website traffic to Festival related postings?
 - What is the conversion from the engagement?
- Previous Marketing Committee's Minutes for Review (Standing Item)
- TheorySF - Spring Visual and Tag Line
- Month to month reporting of previous bed tax numbers.

XI. NEXT MEETING DATE  Discussion

TENTATIVE: Wednesday, November 6, 2019 at 10:00 AM

XII. ADJOURN  Action

11:20 AM