



MENDOCINO COUNTY TOURISM COMMISSION, INC.
FESTIVAL COMMITTEE AGENDA

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

II. ROLL CALL

Table with 3 columns: Committee Member, Attendance Status, Title. Lists members like Bernadette Byrne (BB) as Chair and others as Members.

Table with 3 columns: Staff Member, Attendance Status, Title. Lists staff like Travis Scott (TS) as Executive Director and others in various roles.

Introduction of Guests

III. CHAIR'S COMMENTS

IV. PUBLIC COMMENT ON NON-AGENDA ITEMS

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

VI. ITEMS FOR REVIEW [checked] Discussion

- a. (Standing Item) Spring Feast 2020 | April 17, 2020 – Ending May 3, 2020
i. Key Events to Support
ii. Regional Outreach/Focus
iii. Concepts
• "Find your Happy this Spring in Mendocino County"
b. Festivals in the Works
• Taste Mendocino 2020
o Berkeley County Club | www.berkeleycountryclub.com | Saturday April 18, 2019
• Crab Feast
o 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
o Mushroom Feast | Updates:
▪ Brochure | Distributions started 9.7.2019
▪ No New Information | Any Q & A?

- Mendocino County Homebrew Festival | November 2<sup>nd</sup> | [www.mendohomebrewfest.com](http://www.mendohomebrewfest.com)
- Ukiah Down Town Celebration and Farmers Market | November 2<sup>nd</sup>
- Willits Mushroom Weekend | November 8<sup>th</sup> – 10<sup>th</sup> | 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
- Bark in the Park

d. Wrap Up | What to Report to the BOD

**VII. FUTURE AGENDA ITEMS**  **Discussion**

**XI. NEXT MEETING DATE**  **Discussion**

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

**XII. ADJOURN**  **Action**