



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Agenda

DATE: Wednesday, November 7, 2018 TIME: 10:00 PM

PLACE: 345 N. Franklin Street, Fort Bragg CA 95437

*CALL-IN LOCATIONS: 105 W. Clay Street, Ukiah CA, 3766 Feliz Creek Road, Hopland CA, 390 W. Stanley Street, Ukiah CA, 100 S Franklin St, Fort Bragg CA 95437, 4501 Hwy 128, Philo, CA 95466, 1061 Main Street, St. Helena CA.

CONFERENCE CALL PHONE: (605) 562-0400 / CODE: 443 8581 #

*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

a. Committee Member	Attendance Status		Title
Bernadette Byrne (BB)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Chair
Cally Dym (CD)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Cynthia Ariosta (CA)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Tom Liden (TL)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Tom Yates (TY)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
John Cesano (JC)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
Greg Lamer (GL)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Member
b. Staff Member	Attendance Status		Title
Travis Scott (TS)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Executive Director
Luz Harvey (LH)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Sales, Hospitality and Events Coordinator
Alison de Grassi (ADG)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Director of Marketing and Media
Emily Saengarun (ES)	<input type="checkbox"/> Present	<input type="checkbox"/> Absent	Administrative Services Manager

c. 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. APPROVE MINUTES FROM 10.03.2018 Discussion Possible Action

VI. Festival Updates: Discussion Possible Action

- a. Fall Feast
 - Ticket Sales/Events to date
 - Post Festival Survey
- b. Winter Feast
 - Events / Brochures & Signs / Crab Cake Cook-Off Judges
 - Logo
- c. Spring Feast

- Festival Dates
- Branding News/Logo
- Main Event Ideas

VII. Committee Collaborations: Festival & Marketing, how to best work together? ✓ Discussion

VIII. Taste Mendocino (~~Taste of Mendocino~~) ✓ Discussion ✓ Possible Action

IX. (Standing Item) Partner Outreach Update ✓ Discussion

X. FUTURE AGENDA ITEMS ✓ Discussion

XI. NEXT MEETING DATE ✓ Discussion

TENTATIVE

DATE: Wednesday, December 5, 2018 TIME: 10:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482

XII. ADJOURN ✓ Action