



MENDOCINO COUNTY TOURISM COMMISSION, INC.
FESTIVAL COMMITTEE AGENDA

“The Festival Committee shall be composed of a maximum of seven (7) voting members as follows: (i) one (1) Director of the Corporation; (ii) six (6) members-at-large; and (iii) the Executive Director or its designee. The Festival Committee chair shall be elected by a majority of committee members. The Committee shall be responsible for advising and making recommendations to the Board in fulfillment of its duties and obligations regarding all activities, including partnerships as they relate to Visit Mendocino County festivals and events.” - bylaws, Article 6, Section 6.1, (d) (vi)

DATE: Thursday, April 14, 2016

TIME: 10:00 AM

PLACE: Visit Mendocino County, 390 W. Standley St, Ukiah, CA 95482

CALL-IN LOCATION: Little River Inn, 7901 Highway One, Little River, CA 95456

CALL-IN LOCATION: KOZT Radio, 110 S. Franklin St, Fort Bragg, CA 95437

CALL-IN NUMBER: 1-605-475-5950 Passcode: 5341706

- I. CALL TO ORDER
- II. ROLL CALL
- III. PUBLIC COMMENT
- IV. APPROVAL OF MINUTES FROM FEBRUARY MEETING
- V. FESTIVAL COMMITTEE BUDGET DISCUSSION & RECOMMENDATION
- VI. FESTIVAL ADVERTISING OPPORTUNITIES
- VII. PARTY FOR THE PLANET
- VIII. MUSHROOM FESTIVAL EVENTS
- IX. COMMITTEE MEMBER RECRUITMENT

NEXT MEETING DATE

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Festival Committee Minutes DRAFT

Date: Wednesday, February 24, 2016 Time: 10:30 am

Place: Visit Mendocino County, 390 W. Standley Street, Ukiah

Call to Order:

The meeting was called to order at 10:35 am

Roll Call:

Present: Bernadette Byrne, Tom Rodrigues Staff: Gracia Brown

Phone: Cally Dym, Tom Yates, Alison Glassey

Public Comment:

N/A

Festival Committee Meeting Policies:

- Committee discussed recruitment of new members, Tom Yates to reach out to Joe Seta from North Coast Brewing Co. to see if he is interested in joining.
- It was recommended that members not miss more than 3 consecutive meetings, if this occurs member will need to examine their desire to remain on the committee.

Festival Committee Additional Funds & Plans:

- Committee shared ideas on how to utilize additional funds if granted.
- Gracia mentioned VMC previously had a policy that allowed new event developers to apply for funding assistance to help develop tourist attracting events. May want to revisit the policy for future events.
- Committee discussed idea of bringing a marijuana event to the county possibly as part of the Party for the Planet Festival. VMC is unable to promote until legal but committee agreed that it will be important to develop a plan that is ready to implement once it becomes legal.
- Bernadette is willing to share any suggestions/plans on marijuana tourism with BOD and get their feedback.
- Discussion around how to bring a marijuana event to increase interest in the festival. Currently there is a garden expo at Redwood Empire Fair that could be grown into something more. Doesn't necessarily need to be a fairground if legality is an issue there. Solar Living Center now has a medical marijuana dispensary on site.
- Alison shared that the Kate Wolf Festival and the Enchanted Forest Gathering both held at Black Oak Ranch will be offering medical marijuana tents this year.
- Mendocino County Museum in talks with National 420 Archives to create an exhibit.

Marketing Plan 2016-2017:

- Link to the 2015-16 Marketing Plan was incorrect. Gracia to resend out to the committee for review.
- Discussion over line items that apply to Festival Committee – printing and distribution of brochures and event support for partners.

Rebranding:

- Committee discussed a possible rebranding for Visit Mendocino County
- Important to stay contemporary – target millennials in relation to festivals
- Suggestion made that logo should stay for consistency and brand recognition (Quaker Oats brand has stayed consistent for the life of the product) – updated tagline may be in order.

Mushroom Festival Survey & Feedback:

- Survey results for Mushroom Festival seemed positive with many events selling out.
- Tasting room traffic during the festival was reported as average, didn't seem to be busier than a usual fall weekend.
- Brewmaster dinners were very successful.

Crab Festival Survey & Feedback:

- Survey results for Crab Festival reported many events were slower than usual.
- The signature event Anything but Crab Cake Cook-off had 150 fewer tickets sold than in 2015, Cioppino feeds were under attended.
- Lodging reported slower than usual for January
- Tasting room traffic during the festival was reported as slow especially in Anderson Valley. Barrel Tasting 101 on the inland side helped to drive more traffic.
- 39 Passports were returned for Grand Prize Package drawing. Staff advised we need to look at an alternative to Passport, it has gotten tired and doesn't seem to be a good investment for participating businesses.
- Suggestion made to develop a map instead of or in addition to a brochure that people can follow to see what participants are offering – more interactive.

Party for the Planet:

- Staff reported the call for events have been sent out for the 5th Annual Party for the Planet. Another reminder will go out by the end of the week.
- Gracia will work with designer to do a rack card to help promote the festival
- Little River Inn is hosting a reptile day
- Frey doing a Biodynamic talk, tour and tasting
- Noyo Food Forest holding their annual Earth Day event

Next Meeting

If necessary, next meeting will be held on Thursday, March 24 at 10 am in Fort Bragg.

Otherwise if not much to discuss we can hold on Thursday, April 28 at 10 am instead.

Adjournment

The meeting was adjourned at 11:44 am