

### MENDOCINO COUNTY TOURISM COMMISSION, INC.

### **Festival Committee Agenda**

DATE: Wednesday, August 7, 2019 TIME: 10:00 AM

PLACE: 105 W. Clay Street, Ukiah CA 95482 and 345 North Franklin Street, Fort Bragg 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 CAL	L
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Committee Member	Attendance Status		Title	
Bernadette Byrne (BB)	Present	$\square$ Absent	Chair	
Martha Barra (MB)	$\square$ Present	$\square$ Absent	Member	
Tom Liden (TL)	$\square$ Present	$\square$ Absent	Member	
Tom Yates (TY)	$\square$ Present	$\square$ Absent	Member	
Gregg Lamer (GL)	Present	☐ Absent	Member	
Kevin Brutocao (KB)	Present	☐ Absent	Member	
	Attendance Status			
Staff Member	Attendance St	tatus	Title	
Staff Member Travis Scott (TS)	Attendance St	t <b>atus</b> Absent	<b>Title</b> Executive Director	
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Travis Scott (TS)	Present	☐ Absent	Executive Director	
Travis Scott (TS) Katrina Kessen (KK)	Present Present	☐ Absent ☐ Absent	Executive Director Partner Relations Manager	
Travis Scott (TS) Katrina Kessen (KK) Alison de Grassi (ADG)	Present Present Present	Absent Absent Absent	Executive Director Partner Relations Manager Director of Marketing and Media	

#### **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 ${\not I}$ Discussion ${\not I}$ Possible Action

Minutes from 7.2.2019 Meeting

## VI. ITEMS FOR REVIEW Z Discussion

- a. (Standing Item) Spring Feast 2020
- **b.** Festivals
  - Taste Mendocino 2020 | Venue Research: August 9, 2019
    - HOME on Treasure Island | www.centerbydesign.com
    - Berkeley County Club | www.berkeleycountryclub.com
    - o Riggers Loft Wine Company-R&B Cellars | www.riggersloftwine.com
  - Mushroom Feast | Update
    - Brochure | Sent to Designer 7/31/2019 | See Attachment
    - Mendocino County Homebrew Festival | November 2<sup>nd</sup> | www.mendohomebrewfest.com
    - Ukiah Down Town Celebration | November 2<sup>nd</sup>
    - Willits Mushroom Weekend | November 8<sup>th</sup> 10<sup>th</sup> | Main Events:
      - Friday Mushroom Based Art Showing, hosted by Willits Center for the Arts
      - Saturday Mushroom Cook Off, hosted by the Willits Chamber of Commerce Willits Home Town Celebration, (Merchants stay open late)
      - Sunday Train Ride, Mushroom Hunt and Bubble Brunch, hosted by the Skunk Train and Kemmy's Pies
- c. Partner Outreach Update (KK)
  - (HAP) Hotel Adoption Program Visits
  - Wine Competition | 8/2/2019 Review
  - Wedding Survey | Sent 7/30/2019

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# XI. NEXT MEETING DATE Z Discussion

TENTATIVE: Wednesday, September 4, 2019 at 10:00 AM

XII. ADJOURN Z Action