



MENDOCINO COUNTY TOURISM COMMISSION, INC.

Festival Committee Agenda

DATE: Tuesday, September 10, 2019 TIME: 10:00 AM

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

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

| Committee Member | Attendance Status | | Title |
|-------------------------|----------------------------------|---------------------------------|---------------------------------|
| Bernadette Byrne (BB) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Chair |
| Martha Barra (MB) | <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 |
| Gregg Lamer (GL) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Member |
| Kevin Brutocao (KB) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Member |
| Staff Member | | | |
| Travis Scott (TS) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Executive Director |
| Katrina Kessen (KK) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Partner Relations Manager |
| Alison de Grassi (ADG) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Director of Marketing and Media |
| Ramon Jimenez (RJ) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Marketing and Sales Coordinator |
| Emily Saengarun (ES) | <input type="checkbox"/> Present | <input type="checkbox"/> Absent | Administrative Services Manager |

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 Discussion Possible Action

- Minutes from 8.7.2019 Meeting

VI. ITEMS FOR REVIEW Discussion

- (Standing Item) Spring Feast 2020
- Festivals
 - Taste Mendocino 2020 | Venue Research: August 9, 2019
 - Berkeley County Club | www.berkeleycountryclub.com | April 18, 2019
 - Mushroom Feast | Update
 - Brochure | Sent to Designer 7/31/2019 | *See Attachment*
 - Mendocino County Homebrew Festival | November 2nd | www.mendohomebrewfest.com
 - Ukiah Down Town Celebration | November 2nd
 - Willits Mushroom Weekend | November 8th – 10th | 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
- Partner Outreach Update (KK)
 - (HAP) Hotel Adoption Program Visits
 - Wine Competition | 8/2/2019 Review
 - Wedding Survey | Sent 7/30/2019

VII. FUTURE AGENDA ITEMS Discussion

XI. NEXT MEETING DATE Discussion

TENTATIVE: Wednesday, October 9, 2019 at 10:00 AM

XII. ADJOURN Action