



Festival Committee Minutes

Date: Wednesday, August 3, 2016 Time: 10:00 am
Place: Visit Mendocino County, 345 N. Franklin St, Fort Bragg, CA 95437

Call to Order:

The meeting was called to order at 10:03 am

Roll Call:

Present: Tom Yates, Bernadette Byrne (phone), John Cesano (phone). Alison Glassey and Cally Dym joined the meeting after roll call was taken.

Staff: Gracia Brown, Brent Haugen

Public Comment:

N/A

Approval of Minutes from June Meeting:

Tom motioned to approve the minutes from the June 16 meeting, Bernadette seconded, all committee members were in favor, with Brent abstaining. Motion passed.

Mushroom Festival:

Brochure is ready to go to the designer. Nice round up of events for this year.

Mendocino County Museum is hosting a day camp for adults on 11/5 as the signature event for the festival. The location will be at Wente Scout Reservation in Willits. Model will be similar to the train with chefs, wineries and breweries competing for best taste awards. BBQ, camp activities will round up the day. May have a shuttle option available. Hours will likely be 12-5 pm with alcohol service concluding at 4 pm.

Tom suggested reaching out to KTVU a San Francisco news station that has been covering events around the Bay Area including Livermore and Petaluma. Would be great to reach out to them to see if they would like to attend and cover the signature event for the Mushroom Festival.

Brent suggested working with the City of Willits/Willits Chamber to include the Mushroom Festival signature event in their press and media regarding the opening of the new Willits bypass.

Signature event in Hopland didn't come together.

Gracia briefed Brent on previous discussions around challenges/expenses of recruiting media for judges. Committee discussed other options for judges such as rep from the Wine Institute or California Grown.

Gracia shared the distribution locations with the committee: Certified racks throughout N. California, California Welcome Centers, Oakland and San Francisco Airports.



Review of Funding Policy:

The MCTC Board of Directors has requested that Brent develop a funding policy for MCTC. Brent researched other Destination Marketing Organizations (DMOs) of similar sized areas in regards to events and special programs reviewed policies he has worked with in the past. A lot of information but it is important to be able to put together a policy that fits the organization. Want to be careful to avoid events into perpetuity. A budget has not been confirmed yet but looking to work with around \$25K with no request being granted more than \$2500.

Funding requirements to include:

Organization must be in need of funding to help support their event

Events must be in county and appeal to tourists

Event or program will need to demonstrate the ability to be able to grow attendance and profits over time vs a one-time event

Funding will not be granted to events or programs of political or religious in nature, past events or events already in development, or concert/concert series within an individual business.

Policy to include growing a pool of volunteers by a commitment from funding recipients to volunteer .25 hours per \$100 donation.

Committee was happy with draft policy and didn't feel the need for any changes.

Requests would be reviewed by the Festival Committee for recommendations and discussion. The Board will likely then review the request before approval but this is still to be determined.

Staff Changes:

MCTC is hiring for a full time Sales & Hospitality Coordinator who will take over the planning of the 3 annual festivals. Gracia has modified her role and will be switching roles to Web Content Manager on a part time basis while providing back up support to the new position.

Next Meeting

Scheduled for Thursday, August 18 at 10 am

Adjournment

The meeting was adjourned at 10:45 am