

### MENDOCINO COUNTY TOURISM COMMISSION, INC.

# **Festival Committee Minutes**

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

10:11 AM

II. ROLL CALL

Committee Member	Attendance Status		Title
Bernadette Byrne (BB)	🕻 Present	☐ Absent	Chair
Martha Barra (MB)	🗾 Present	$\square$ Absent	Member
Tom Liden (TL)	🕻 Present	$\square$ Absent	Member
Tom Yates (TY)	Present	🗾 Absent	Member
Gregg Lamer (GL)	$\square$ Present	$oldsymbol{Z}$ Absent	Member
Kevin Brutocao (KB)	☐ Present	🗾 Absent	Member
Staff Member	Attendance Status		Title
Travis Scott (TS)	🗾 Present	$\square$ Absent	Executive Director
Katrina Kessen (KK)	🗾 Present	$\square$ Absent	Partner Relations Manager
Alison de Grassi (ADG)	🗾 Present	$\square$ Absent	Director of Marketing and Media
Ramon Jimenez (RJ)	🗾 Present	$\square$ Absent	Marketing and Sales Coordinator
Emily Saengarun (ES)	$oldsymbol{\mathcal{J}}$ Present	☐ 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.

KK — interested in having tables at local events to bring brand awareness, would need committee members as volunteers

# V. CONSENT AGENDA ITEMS Z Discussion Z Possible Action

• Minutes from 7.2.2019 Meeting – No quorum

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- a. (Standing Item) Spring Feast 2020 Tabled
- **b.** Festivals
  - Taste Mendocino 2020 | Venue Research: August 9, 2019
    - o HOME on Treasure Island | www.centerbydesign.com
    - o Berkeley County Club | www.berkeleycountryclub.com | Most affordable venue, no booking fee | 300 members
    - o Riggers Loft Wine Company-R&B Cellars | www.riggersloftwine.com | At Point Richmond
    - o Adding in The Midway
  - Mushroom Feast | Update
    - Brochure | Sent to Designer 7/31/2019 | See Attachment | Fist round draft back | Working on getting final listings back | BB how ere wineries chosen? KK we asked previously listing if they would like to run their last year ad and then added anyone that has responded everyone that has responded to my emails/ call for events.
    - 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 | Going well
  - Wine Competition | 8/2/2019 Review | Went very well, lovely reception | Perhaps Fryy next year? | Roughly 130 at the reception | MB food was great. TS What comes from the competition is a draw for the county
  - Wedding Survey | Sent 7/30/2019 | Information for Visitor Services Committee Good return

**Event Outreach** Spring Feast 2020

XI. NEXT MEETING DATE **Z** Discussion
TENTATIVE: Wednesday, September 4, 2019 at 10:00 AM

XII. ADJOURN 🗹 Action

10:45 AM