

BODEGA BAY FISHERMAN'S FESTIVAL

GENERAL BUSINESS MEETING

JUNE 19, 2019

President Josh Perucchi called the meeting to order at 7:05 pm.

Board in Attendance: Josh Perucchi, Kris Lepore, and Laura Dangers.

MINUTES: There were no corrections made. It was first and seconded to approve the minutes.

TREASURER'S REPORT: Since Len was not here to give the final numbers, Josh gave a financial report as of June 5 which was when we had the Allocations Meeting. For the combined checking and savings accounts we had a \$197,110.10. All our bills have been paid but there are a number of open checks.

On June 25, 2019, the Board received the final treasurer's report for 2019 from Len Coster. The Charles Schwab savings account has \$46,714.36. Outstanding checks total \$16,720.67, giving the Bank of America checking account a balance of \$83,280.05. Our combined savings and checking account balance is \$129,994.41.

ALLOCATIONS COMMITTEE: We made about \$75,000 net which was down from last year but it was still a good year. We allocated \$10,000 for ten \$1,000 scholarships to Tomales High School students. After reviewing each of the 22 different organizations on our Allocation Applications, we decided to add \$3,250 from our reserve to add to the \$65,000 we netted to allocate a total of \$68,250. Together with the \$10,000 for scholarships, Fisherman's Festival gave \$78,250.

Jeanne Schlemmer asked what the attendance was on Saturday and on Sunday because the crafters wanted to know. Saturday there were 679 cars parked and Sunday there were 539 cars. Sunday was slow due to Cinco de Mayo. May 2-3, 2020 is the official Fisherman's Festival date. It's difficult to figure when the season opens for fishing as we don't get notice until two weeks prior to the fishing season opening date so we can't plan Fish Fest around this.

Response to attendance questions added 6/27/2019:

Presale tickets: 815

Groupon Tickets: 228

Gate Credit Tickets: 1121

Estimated Gate Cash tickets: 812

Estimated total paid ticket sales : 2976 plus kids free and estimated 300 comp tickets, and est. 450 volunteers.

Total estimated attendance. 3726 plus free kids

The Board had the opportunity to purchase a second-hand cargo trailer which will make our site set-up easier for the following years. Fire Chief Sean Grinnell had a 16-foot enclosed cargo trailer for \$3600 which we will park next to our storage container at the Bodega Harbor Homeowners Association storage yard. We will also store the fish frying booth in the cargo trailer which was becoming weathered sitting outdoors. This space rental will cost us \$300 annually which is half off the normal rate. We will also use this cargo trailer as a dry storage during the festival at the site. Peter Rooney asked if the bleachers would fit inside the trailer, but Josh would prefer to use more hay bales and/or ask a guy who lives in Bodega if we could borrow a set of his bleachers as opposed to buying/renting bleachers from Santa Rosa. We also went to Santa Rosa to rent

scaffolding which was a commercialized heavy-duty scaffolding. Next year we plan to purchase a small set of residential scaffolding to keep and store for use as the WBC announcer booth.

OLD BUSINESS: Josh asked if there were any suggestions to make next year's festival better. Ellen Meuse spoke up about the photos that John Hershey sent everyone and most of the photos were of The Wooden Boat Challenge. Ellen feels this is the most popular event happening at Fish Fest and felt the advertising for the WBC and Fish Fest was lacking in the Press Democrat. Josh said we paid PD to cover FF but they did not provide a newspaper article before the event. All the Board of Supervisors were on the lead boat, but PD wasn't. Josh will check with Stacey Castle to see why PD did not cover our event because she coordinated with PD for FF and we even gave them a free booth on site.

Jeanne Schlemmer felt there were too many food vendors which took away from the craft booths. Josh and Laura confirmed that we had just one more food vendor this year.

Another question was raised about the process of selecting bands for entertainment. Hailey has been in charge of this and has been doing this for a long time. She works with the people that do the sound. She does this on her own and does a good job and she wants to continue to do it. We are hoping next year we will get some different variety bands as the current bands have been at the festival for a number of years. There are local bands that have a good following that we may be able to get for less and have a fresh different type of music to listen to. It was recommended that if anyone is interested in working on the Entertainment Committee to help Hailey and give her some thoughts on what's new and what people are in to and she can still do the contracts and soliciting of bands.

FISH & CHIPS: Mary Kilkenny reported by email that the fryers worked good and Rod Moore was great. Laura Pearsall worked with Mary this year and will co-chair with Mary next year. Had a couple issues with the health inspector about bleach but they worked it out. Mary ordered too much fish this year, so they will order less next year. Fish tacos went over well. Chowder went well. They lower the price for chowder from \$8 to \$5. Mary will return next year.

TIDEPOOL: Laura Rodgers said everything went well. She liked their location at the site. She felt that they should have sold FF posters like they did last year. She would like the drones banned from FF. This is illegal on County property, but they think these drones may have been controlled by people on boats.

PARKING: Liz reported a total of 1218 cars parked. 679 on Saturday and 539 on Sunday, CHP did an awesome job and Liz coordinated all this very well. We look forward to next year.

STEWARDS OF THE COAST REDWOODS: Michelle reported the only negative thing about clean-up was the trash got picked up too early on Monday, so the volunteers had to throw the trash into the County Parks trash bin.

VOLUNTEERS: Gail Dailey said everything went well but that we need to limit the minimum volunteer time to 4 hours since this year some volunteers worked only 2 hours, and this makes it difficult to coordinate.

SIGNS: Shona wanted to thank Kris for posting all the signs in Santa Rosa area and that she would continue doing signs.

BANK: Betsy and Kathy said they had wonderful volunteers and they will do the Bank again next year.

INFORMATION BOOTH: Betsy Spann said everything went well this year and she can't wait to come back next year.

SITE SET-UP: Everything went well with the vendors, but Josh made a mistake and was short on tables so next year he will order more.

Peter asked about the lady who was injured last year, and Josh reported that this is still in litigation. The claims adjuster looked over the parking lot and interviewed Josh and the person in charge of parking. So far, our insurance company has spent approximately \$60,000 defending the case. The statute of limitations may have passed when this lady filed her claim.

Last year we didn't have a permit to use the parking area and provide insurance to the State of California so this year we obtained a permit from the State to use the parking area and have insurance to cover the parking lot. The permit is only \$25, and signs are posted periodically around the parking lot stating, "Park at Your Own Risk".

NEW BUSINESS: ALLOCATIONS COMMITTEE BREAKDOWN:

We had a total of \$95,000 for allocation requests which we had to cut down to \$68,250.

Josh forgot to make copies of the individual allocation amounts given so he will have copies at the After Party on June 28. We normally wait until after the last general meeting for approval to cut the checks but since FF was so late this year, we went ahead and mailed out the checks.

Bodega Bay After School Program \$1,000
Bodega Bay CERT \$5,000
Bodega Bay Community Association \$1,500
Bodega Bay Firefighters Association \$10,000
Bodega Bay Grange \$8,000
Bodega Bay Preschool \$1,000
Bodega Bay School PTA \$1,000
Bodega Bay Union Church \$1,000
Bodega Volunteer Fire Dept. \$10,000
Fisherman's Marketing Association of Bodega Bay \$8,000
Free Bookmobile of Sonoma Country \$750
Rancho Bodega Historical Society \$1,500
Redwood Empire Foster Parents Association \$\$4,500
Sanctuary of the Heart Ministry \$1,000
Shoreline Acres Preschool \$1,000
Stewards of the Coast and Redwoods \$2,000
Tomales Elementary PTA \$1,000
Tomales Future Farmers of America \$1,500
Tomales High School Football \$1,500
Tomales High School Project Grad \$1,500
U.S. Coast Guard Auxiliary Flotilla 55 \$1,500
Waves of Compassion \$3,000
CHP Explorer, Santa Rosa Explorers Post \$1,000

Peter Rooney moved to accept the allocated amounts and Maria Cipriani seconded the motion.

The After Party is on June 28 at the Grange from 5-7:00pm
October 16, 2019 will be our next meeting.

Jeanne Schlemmer needs a replacement for next year as the Chair for the Craft Booths. Jeanne has done a great job and she wants to train someone. This is an important position as the Craft Booths contributed \$13,000 to the festival this year. We need someone that knows how to communicate with people, process applications, coordinate mapping the booths on site. Kris mentioned Casey Williams of Recology. His assistant Ambrosia is very interested in being involved in Fish Fest. Jeanne suggested that if Ambrosia has a friend or two that would be interested in helping her that would be better because they could share the duties.

Starr Swindt is another chair looking for a replacement for the Wooden Boat Challenge. Josh has reached out to Nell and Tony. They have helped a lot with WBC. Josh hasn't heard back yet from Nell.

Jeanne Schlemmer sent out festival evaluations to her vendors. The rating went from 1 to 5; 5 being the best. 28 responded. 20 rated the festival as 5, 5 rated it as 4. The space rental fee was of course 1 and 2. Everyone liked their packet materials that were mailed to them except the late applicants who were so late she couldn't mail them a packet. Volunteer assistants were all rated at 5. Parking for crafters changed and Jeanne didn't know this and gave them wrong directions. Satisfaction on Sales: 14 vendors said 5 and 10 rated it at 4. How likely are you to come back? 24 said very likely and 4 said somewhat likely. Other suggestions were free coffee in the morning for vendors and lower the booth fees for the crafters placed in the center row. Public criticism was too many jewelry crafters. Some crafters questioned the Art Tent which they felt some were selling similar products. One crafter felt April is better because April is the first show, so more people come, and buy & Cinco de Mayo draws people away from FF. But most of the crafters prefer May because there is no rain.

The meeting was adjourned at 7:31pm.

Respectfully submitted,
Laura Dangers