

BODEGA BAY FISHERMAN'S FESTIVAL
GENERAL MEETING
NOVEMBER 20, 2019

Board members in attendance: Josh Perucchi, Len Coster & Laura Dangers. There were 8 other members in attendance.

The meeting was called to order at 7:04 pm. Approval of the October minutes was moved & approved by members at the meeting.

Treasurer's Report as of Nov. 20th: \$46,750.08 in the Schwab Account. \$60,525.26 in the Bank of American Account. Total of both: \$107,275.34.

Len Coster, treasurer commented that we need to cut costs or improve our revenue.

No President's Report or Executive Board Reports.

The Chamber of Commerce has approached Fish Fest to assist monetarily for the crab fishermen as the season is delayed due to the whales & price issues. The Board has discussed this by email & decided at this time we would not allocate further funds. FF donates every year to the Fishermen's Marketing Association and we have also given additional support in the past when the fishing season was cancelled. We are looking to Waves of Compassion and the local churches for their immediate help to the fishermen. The Board will address this issue again if the situation continues or the season is cancelled.

Old Business: Two needs for Craft Booth Chair & WBC Chair have been filled.

Suzanne Martin is the new Craft Booth Chair and she will meet with Jeanne Schlemmer sometime in December. Sue Watkins is the new WBC Chair and she will meet with Nell and Starr in December also.

New Business:

FF Scholarships: Last year we gave ten scholarships at \$1,000 each which was the most we have ever done. The school wants to know in April how many students have been awarded a scholarship & since our 2020 FF isn't until May, we have a problem. The school wants the information in April because students are applying to different colleges and need to know which colleges to focus on financially.

After some discussion, it was suggested that the board decide on the students who will be awarded scholarships but omit the specific amount until after FF. Members at the meeting were all in agreement for this. The deadline date to submit a FF Scholarship application is March 15, 2020. Application is available on the website.

Increasing Revenue:

It was discussed about increasing our gate ticket price from \$14 to \$15 and passing along credit card fees but still keep the pre-sale ticket and senior ticket at \$12. After discussion it was decided to raise the pre-sale ticket & senior ticket to \$13 and \$16 for adult gate ticket price and fish fest will continue to absorb the convenience fee's to avoid confusion. The two day ticket for \$25 will remain the same since these people still spend money on the second day for food, drinks, etc.

We estimate about 7,500 attendance for two days of which 2/3 of this is on Saturday. It was discussed to switch the adult participants for WBC to Sunday from Saturday to increase Sunday attendance. This item was tabled for further discussion of the WBC committee.

Charge for Craft Booth is \$225 per day and \$250 for late entrants. This will not be increased. Food Booth fees and Artist tent fees to remain the same.

We are reaching out to potential sponsorships like Oliver's Market, Community First Bank, Sonoma Clean & Power, Pacific Market, Greater Rancheria and other local companies for sponsorships to make the festival more profitable. Based on sponsorship amounts they could have a banner across the top of the music stage, or above the Hospitality Tent, a free booth to promote their business, a handful of tickets (depending on the donated amount) and other benefits TBD. Since we have our bank account with B of A, it was suggested we approach them also.

50/50 Money Raffle for each day may also help with revenue was a recommendation from a member in attendance. We need a volunteer to head this committee if we decide to do this.

No After Party date yet but we will have a date by the January General Meeting.

Shona has sent out the Allocation applications and should have everything ready for the January Allocation Requests meeting.

Laurie Ogg reported that the 2020 theme is "Gone Fishing – Weather or Not". The art contest may commence now that we have our 2020 Theme.

Beer – Ashley will be in charge again and Josh will help with beer donations. Ashley asked if we should have Coors light. Josh suggested whatever light beer they decide is sufficient in addition to the local heavier beers.

Hayley will do Entertainment again. Josh suggested some new bands to Hayley so we will have some fresh new music for the people to hopefully increase attendance.

Maria will be sending out emails to the non profits the first of the year. Josh got an email from a non-profit about recycling of mattresses that wants to pay for a booth so he will put them in a separate section from the non-profits that have free booths.

Laura has started the permits with the usual U.S. Coast Guard permit application.

Jerry Newman has taken over for John Hershey as the official FF photographer. These photographs look really great on our website and serve as an excellent avenue of advertising for FF.

Marketing: FF received a \$2500 Grant from the County for advertising which offsets half of our \$5,000 advertising costs.

Josh has reached out for Tent and Toilet rentals. Peter Rooney is stepping back from this position and Josh, Chris, & Ed Dangers will be helping out to replace him. Ed and Peter will be meeting in the first week of December.

Tee shirts: Cindy Borisoff will still chair this but will not be here during the event. Gail Plane will be at FF replacing Cindy since Gail formerly chaired this committee.

Any website updates please contact Josh.

We need more volunteers for the WBC. Contact Sue Watkins, chairperson, at 920 920dogs@gmail.com if you are interested in volunteering at this fun event.

Our next meeting on January 15, 2020 at 7:00 pm will be the Allocation Requests meeting. The meeting was adjourned at 7:54 pm.

Respectfully submitted by Laura Dangers