

Bodega Bay Fisherman's Festival

Business Meeting

October 18, 2017

Chair Josh Perucchi called the meeting to order at 7 pm.

Executive Board in Attendance: Josh Perucchi, Len Costner, Kris Lepore, Mary Kilkenny, Betsy Spann.

Minutes: May 17, 2017 minutes approved as emailed.4

Treasurer's Report: Len Costner reported as of 10/18/2017, Charles Schwab account \$66,530.26 and Bank of America account \$36,876.62.

Old Business:

FF 2017 report successful and profitable event

Bodega Bay Stakeholders Group update – Brooks Rooney is our liaison with this Bodega Bay Collaboration. We will continue to coordinate with them

New Business:

2018 theme;

Bodega Bay Fishing – Real People, Real Food

Art Contest: Theme flyer to be sent out

Advertising: we received \$2500 grant again this year. Can be used as needed, not just for advertising.

FF 2018 meeting dates all meeting Wednesday 7pm at the Bodega Bay Firehouse, Burke Room

October 18

November 15

December – NO MEETING

January 17, 2018 Allocation requests presentations

February 21

March 21

April – NO MEETING Festival 14-15th

May first week TBA Allocation committee

May 16 Festival recap and presentation of allocations

Early June TBD Fish Fest after party at the grange

Chair Reports

- Art Booth – Diane Perry said one tent is good, but is weather dependent. Exploring logistics for out-of-town artists.
- Beverage Booth: No report
- Boat Challenge: Suggested to make this a two-day event.

- Boat Parade: No report
- Entertainment – Can we afford a more high profile band?
- Fish and Chips : We still need another fryer
- Food Vendors: Number on site was sufficient. Discussion to raise the fees to \$750 for entrée booths and \$450 for snack booths.
- Gate: Raise entry prices to \$14 at the gate, \$12 presell, \$12 senior, 2 day \$25 at the gate. Need to advertise presale discount on the posters, on our website and with the media.
- Kid Zone: No report
- Publicity: keep budget at \$4,000.
- Raffle Tickets: Hire new printer , All American Printers, as they bailed us out last year when we ran out tickets and they have a better price. Get tickets out in February.
- Security: Did a good job. No report
- Set Up/Tear Down: No report
- Signs/Posters: Shona has a lot to handle and needs some help.
- T-Shirts: Pre-sell not successful last year. No report
- Web site: All changes to be approved by Josh

New Ideas for 2018

- Pre party fundraiser; Suggested by Ellen Muse. Way to make some money before the event. Consider Chancellor Ranch for a Barn Dance.
- Sponsorship for the Hospitality tent: Possible to sell spots for businesses to promote products or services. Maybe charge \$350 for a spot.

Josh Perucchi adjourned the meeting at 7:45 pm.