

Bodega Bay Fisherman's Festival
49th Annual Fisherman's Festival April 30 – May 1 2022
General Business Meeting

March 16, 2022

Called to Order

Called to Order at 7:01 by Josh Perucchi

Executive Board in Attendance

Josh Perucchi President
Kris Lepore Vice President
Len Coster Treasurer
Laura Pearsall Secretary
Laura Dangers Member at Large

Approval of Minutes

Motion to approve, Kris Lepore, 2nd Len Coster, minutes approved.

Treasurer's Report

Len Coster confirmed (after the meeting) 66,953.65 Bank of America and 46,768.09 Charles Schwab for total of 113,721.74.

President's Report

Josh reported 280 tickets pre-sale (more than usual). Josh reported that volunteers will NOT get food vouchers this year since Fish Fest is not sponsoring food booths. Volunteers will get free entry and will have access to water and drinks. Josh also reported that the jumpy houses have been rented but will not be staffed. Laura Dangers is working on getting volunteers to collect money, apply wrist bands, and monitor turn taking (10.00 per wrist band, good all day).

Old Business

Extended discussion about ongoing parking issue. Beth reminds group that the "clog" is NOT due to the Federation of Indians of the Greater Rancheria but rather the State Parks and its new cultural equity emphasis on conducting cultural surveys of all state park properties. Beth shares ongoing frustration with "dead-ends" but is continuing her efforts. She reports that there is a small chance that the study will be completed in April. Thera offers to use her access to Mike McGuire's office as a possible work around to his office not responding to Beth's calls.

FF parking uses 3-4 acres of a 98-acre plot under State Park management. The FF parking area is out (away) from the assumed bluff study area and there was some discussion about the FF parking area being "ripped stem to stern" by PG&E in the 1950's. There is very limited parking along West Shore Road and the adjoining dirt road and Beth stresses the need to formulate Plan B with several options discussed: 1) Campbell Cove (though likely not big enough to accommodate more than 50-100 cars due to parking lot access requirements), 2) Bodega Head (too busy to accommodate a large number of festival goer parking even with a shuttle), 3) Community Center/Farmers Market parking lot (too far from event site to effectively utilize shuttle). Even using grant money offered by the county, the shuttle option will provide only one 37-seat shuttle and one driver at a cost of 2,100.00 per day (not a big people-mover option).

Josh broadly summarizes that 1) the event go forward this year with FF not responsible for unauthorized public parking on state park lands (hope for the best), 2) FF offer refunds to vendors impacted by restricted FF parking (Jeanne shared ongoing concerns about parking impact to vendors), or 3) cancel this event with possible future events at risk due to ongoing parking issue and/or loss of public interest. The general group consensus was that without a parking solution this event and future events may not be possible. Josh and Beth (and others) agreed to connect for follow-up after meeting.

New Business

Chair Reports below.

Chair Reports

After Party:

Still no coordinator, Josh unable to connect with Jade Paterson.

Allocations:

Shona reports no updates at this time.

Art Booth:

Josh reports that Diane has tent for 10 local artists with 8 artists currently confirmed. Non-local artists generally travel event circuit and bring their own tents/displays. Josh notes that tent price has gone up, may need to rethink local artist tent next year.

Art Contest:

No Report

Bank:

Josh reports that bank is under control. Kathy will connect with chairs regarding change/money-on-hand needs and money pick-ups. Josh notes that money will be counted at bank instead of by volunteers in bank trailer and that there will be fewer money drop offs and pick ups this year (start up, early afternoon, end of day). With limited access to money/change, committee chairs will need to have more change on hand throughout the day. There will be an ATM set up on sight (managed by outside vendor with no cost to festival). Beer, wine, and entry gate will take credit cards.

Beverage/Beer Booth:

Kris reports that Carol from the Marine Lab is working with him to secure volunteers. He has beer suppliers and is working on cold truck. Kris suggests 8.00 per beer regardless of beer type, Josh agrees.

Boat Challenge:

Donations and prizes are being collected. There will be youth and adult teams only (teens and adults – no kids). Maximum of 18 teams. So far there are 3 teams committed and 6 more have confirmed intention.

Boat Parade:

Kathy Anello is working on participants. Dick Ogg shared that Salmon season opens May 1 down south and May 16 in BB and explained that commercial fisherman will be traveling to Half Moon Bay for season opening. Dick encourages FF to consider changing festival and/or parade and blessing dates in the future to avoid conflict with season opening. He notes that fishermen have to make a living and the conflict may significantly reduce fishermen participation.

There was some discussion regarding the reasoning for the change of the festival date from mid-April to late April as related to conflict with competing area event dates and inclement April weather. There was a short discussion about talking to the Coast Guard Commander regarding a later application date than the 120 days currently in place. Laura Dangers noted that the app is very quick and easy (not an issue); FF just needs to decide on festival date well in advance (fall of this year).

Discussion closed with understanding that there may be very few (if any) commercial boats participating this year. A suggestion was made that maybe recreation fisherman be asked to join parade. Lead boat will launch from Tides with Tides donating lead boat food and wine. Mike McGuire and local supervisors Wood and Levine invited to be on lead boat.

BB CERT:

Lee Ritchie reports that radio patrols will be set up and booth will be staffed for reporting and recruiting. Josh and Lee will work on setting up phone/contact list for coordinating with first responders in area.

Craft Booths:

Jeanne reports that 35 vendors have paid (one paid for double space) and she has another 5 vendors pending. Jeanne reports that this number tracks with past years. Jeanne voices ongoing concerns about vendor parking and need to inform vendors early regarding possible festival cancellation/app fee refunds to allow vendors to apply to other events. Jeanne reports that the vendors are excited about FF but is wanting to give them due consideration in regards to parking situation.

Entertainment:

Bands have been booked and the line-up is posted on the website.

Food Vendors:

Nellie's Oysters is confirmed and Josh has confirmed vendors for BBQ, Hot Dogs, Corn Dogs, Pasta King, Dim Sum, Cookies, Kettle Corn, and Sunshine Coffee Roasters. Still working on Tri Tip and Ice Cream; final confirmations expected March 26.

Gate:

Tickets are ordered and will be delivered to local businesses. One I-pad for purchases secured, Josh looking into additional devices and contract with Square. Josh will look into suggestion about Venmo and PayPal purchases. Josh touched on use of comp-tickets for donors to help keep up-front costs down.

Information Booth:

Meeting ran over time and Betsy had to leave before giving report; Josh reported that Betsy is on track and lining up volunteers.

Kids Zone:

Kid's Zone Pirate Ship booked along with Horse-n-Around Pony Rides and Bouncy Houses (FF will provide volunteer oversight of bouncy houses). Maggie working on Kid's Zone activities and Tiffany (Bodega Bay School PTA) confirmed for a kids craft booth.

Non-Profits:

Maria reports that she has 7 apps and will reach out to past non-profits this week.

Parking:

Ongoing parking issue under discussion; see Presidents Report above for details.

Permits:

Laura Dangers reports that apps are on track and is hoping to finalize by April 1.

Pet Parade:

Josh confirms no pet parade this year. However, pets will still be allowed.

Photography:

Lead boat will have on board photographer. Josh hoping for direct website uploads of event through Jerry Newman.

Marketing/Public Relations:

On track with ongoing plans to spend 6,000.00 (4,000.00 from grant) to market event: Petaluma Electronic Bill Board, Hwy 101 Bill Board, Press Democrat, Gazette, several radio spots, local magazine feature, and Fish Fest website/Facebook.

Raffle:

Thera reports that she has artwork and is using/recycling old tickets. She will be reaching out to local homeowners (new and old) in the next two weeks.

Scholarships:

Six Tomales High School apps have been received. School has requested results by end of school year. Josh plans to get apps to Board for review; in-person Board Meeting discussed for early April for this purpose. Josh floats 1,000.00 per applicant if apps are approved; this is the same award amount of past years.

Security:

On track, no updates.

Site Set Up Vendors:

On track, no updates.

Site Set Tear Down/Clean Up:

On track, no updates.

Signs/Posters/Art Work:

Shona reports that post cards and posters have been approved and need to be delivered to local business and BB Visitor Center. Signs are going up tomorrow (March 17). She ordered 4 new signs to replace old signs.

Tide Pool:

Tide Pool needs volunteers.

T Shirts:

T-shirts have been ordered and deposit has been submitted.

Volunteers:

Gail is still getting and placing volunteers.

Water Activities:

James Matthies (Coast Guard Auxiliary) suggests outreach to recreational fisherman to increase fisherman presence given commercial fisherman conflict with opening of season down south. Also suggests coordinating rescue demo with local sheriffs. Boat challenge times confirmed for Saturday at approximately noon and 2:00.

Website/Design/Maintenance:

Up and running, no update.

Wine Booth:

Donations are coming in but fewer wineries will be providing staff to pour. FF will need more volunteers to pour.

Next Meeting

April 18 7:00 pm at the Grange with Zoom option possible (note date change)

Allocation Board Meeting TBD

Festival Re-Cap Meeting TBD

Fish Fest After Party at Grange TBD

Adjourned

Josh motions to adjourn and adjourns meeting at 8:24.

Submitted by

Laura Pearsall