

**Bodega Bay Fisherman's Festival**  
**51<sup>st</sup> Annual Fisherman's Festival May 4-5, 2024**  
**General Business Meeting**

**February 21, 2024**

**Called to Order** by President Josh Perucchi at 7:06pm

**Executive Board in Attendance**

Josh Perucchi	President
Kris Lepore	Vice President
Len Coster	Treasurer
Suzanne Martin	Member at Large
Laura Pearsall	Secretary ( <b>ABSENT-OUT OF TOWN</b> )

**Others in attendance:**

Thera Butaro, Betsy Spann, Laurie Ogg, Diane Perry, Shona Weir, Lee Ritchey

**Approval of Minutes:**

Approval moved by Shona W and seconded by Thera B.

**Treasurer's Report (Len):**

Bank of America	\$ 123,912.48
C Schwab	47,045.23
Total	\$ 170,957.71

**President's Report:**

An official response has finally been received from State Parks in regard to parking on the land opposite Westside Park. "Parking would be inconsistent with proper respect for the resource".

**Old Business:**

Overnight Security: we have one price quote in hand and are waiting for the second,

The person who contacted Josh requesting space for a Presidential candidate has been advised to submit an application in the category which he thinks is the best fit. Since there is no such category, we think he may set up outside the bounds of Westside Park, which has occurred before.

**New Business:**

Kris L will assist Josh with the Permits. This includes permits for the site, the health dept, beer & wine, and County Fire and tent permits. An application will also be made for a Fee Waiver from the County.

A new ticketing platform is available through the Press Democrat, known as "My North Bay Tickets". It's a bit less expensive than Event Brite, by 1-2%, and payment to us should be much quicker. Fees will be passed along to the Buyer, as is customary for concerts and other events. We will stick with last year's pricing: Cash, \$20; Credit, \$20+fees; Police, Fire, Seniors & Fishermen, \$18. Presale prices in all categories are \$2 less. Shona suggested that the P.D. should give us some free advertising in exchange for us trying their system.

**Chair Reports**

**After Party:**

No Chair

**Allocations:**

Shona Weir reported that all paperwork has now been received.

**Art Booth:**

Diane Perry would like to set aside space for craft demonstrations by local fishermen, as has been done in the past. An alternative would be to offer a free Craft Booth. Diane will give Suzanne M the contact information she has for past participants. Last year, artists were unhappy about the wi-fi connectivity. She has received 3 applications thus far.

**Art Contest:**

Melissa B New Chair

Kris L reported on behalf of Melissa that there are 10 entries, with 3 or 4 more anticipated before Saturday 24 February, when judging will take place. Melissa will ask each of the artists if they'd like to apply for the Art Booth.

**Bank:**

Kathy Simmons/Betsy Breunig (not in attendance)

Len C reported that Betsy's son-in-law, Kevin Clancy, will be shadowing Len this year in order to take over the Treasurer position in 2025.

**Beverage/Beer Booth:**

Kris Lepore reported that we have glasses from last year. Josh will contact his person at Lagunitas, Henhouse and Russian River for possible donations. Other beer will be purchased from a distributor and Kris will handle that.

**Boat Challenge (WBC):**

New Chairs: Mike and Diana Bundy!!

Mike & Diana have offered to take over the Chairmanship. They will be assisted by Beth Bruzzone and by Josh, who will remain on the Committee. A suggestion has been made to sell the web domain next year and fold the current website into the general Fish Fest website.

**Boat Parade:**

Alicia Ginocchio (Chair-Lead Boat)/Patty Ginocchio (Asst. Chair-Parade)

Josh reported that Alicia and Patty have sent out invitations. They will order better flags for the boats, with possible sponsorship by the Chamber. They've suggested offering a cash prize for the Best Decorated Boat, which might spur participation. These could be paid for by FF, or perhaps shared with the Chamber. Josh will make sure Patty & Alicia have tickets to distribute.

**BB CERT:**

Lee Ritchey reported that he's working with Chris L on a radio network to help with parking. CERT has also added a First Aid kid to their booth. Lee would like to keep their current location.

**Craft Booths:**

Suzanne Martin reported that 24 vendors have thus far registered. Two are double booths, and the rest are singles. Don't expect to have as many vendors as the record-setting 2023 (74 in 80 booths). One potential vendor has asked to use our poster artwork, either 2023 or 2024. Suzanne will ask the artists.

**Entertainment:**

Josh Perucchi – as previously reported, all bands have been booked. Also coming back are the pony rides, the Pirate for the kids, and the jumpy houses near the water, which will be run by Tiffany Flores.

**Food Vendors:**

Josh Perucchi reported that he has 4 or 5 lined up so far.

**Gate:**

Betsy Spann & Laurie Ogg are using wristbands this year, rather than tickets. Non-revenue bands will also be used for kids and others who are getting in free. Tracy Flynn will be in charge of this. Betsy has ordered 2500 'Saturday' tickets, 2000 'Sunday' tickets and 500 non-rev tickets. They will use Square at the gate again. There will be a banner with a QR code that can be used to buy tickets by phone on-the-spot. Betsy & Laurie are purchasing 2 additional battery packs, 5 Squares and additional adapters.

We need better wi-fi connectivity than last year – either more bandwidth or more networks (eg, one for the gate, one for the beer/wine and one for craft vendors and art booth). And we'd like someone on site at all times for troubleshooting. Josh will talk to our current vendor.

**Information Booth:**

Betsy Spann and new-Co-Chair Peter Spann. It was confirmed that we can sell raffle tickets on Square, too. Betsy would also like to be able to sell beverage tickets (which will require carding)..

**Kids Zone:**

Maggie Tagilala – no report

**Non-Profits:**

Maria Cipriani

Josh reported that a couple of people have signed up. Email has been sent to previous groups and expect more to sign up.

**Parking:**

Chris Lauritzen

Josh reported that we'll use the same shuttle system as last year. Chris will get some assistance from Lee R regarding radio network.

**Permits:**

Josh Perucchi/Kris L is the new Co-Chair. He'll shadow Josh this year and become familiar with the process.

**Pet Parade:**

No Chair; No Parade for 2024

**Photography:**

Jerry Newman and crew of photographers are returning this year and will have 1 person on the lead boat.

**Marketing/Public Relations:**

Stacy Castle is waiting on artwork.

**Raffle:**

Thera Buttaro is waiting on artwork. She also submitted a request for reimbursement for a \$410 charge from USPS for the post office box used for the raffle ticket purchases. Lee R will talk to Tarun to see if it can be waived (and Thera will be reimbursed by FF).

**Scholarships:**

Josh Peruchi reported that he gave applications to Tomales H.S. Our criteria have been expanded: anyone living in our catchment area can apply, regardless of which high school they attend, AND any Tomales H.S. senior can apply, regardless of where they live.

**Security:**

Josh Perucchi has one bid in hand and is waiting for the second vendor to submit a bid.

**Site Set-Up Vendors:**

Josh Perucchi has ordered the tents, toilets and fencing.

**Site Set Tear Down/Clean Up:**

Josh Perucchi and Bodega Fire. Hoping to get help from FFA and the football team, which Josh will confirm. Josh has also learned of a nonprofit that does on-site sorting of trash into recycling and residual and will find out what the cost is.

**Signs/Posters/Art Work/Banners:**

Shona Weir and Eric will put up the banners. They will require help on the one across from Bodega South Harbour.

**Tide Pool:**

Laura Rogers-Bennet/Stewards of the Coastal Redwoods – no report

**T Shirts:**

Cindy Borisoff is waiting on artwork. She plans to order more than last year.

**Volunteers:**

Gail Dailey – no report

**Water Activities:**

Sonoma County Sherriff (supported by Coast Guard Auxiliary) – no report

**Website/Design/Maintenance:**

Josh Perucchi (Liaison) using new Petaluma Company – no report at this meeting

**Wine Booth:**

Suzann Mathers/Laura Pearsall

Laura reported (by email) that she and Suzann have met twice and it's going really well. Suzann is working on the glass order and will be contacting her past volunteers to work the booth. She will also be reaching out to Chris at The Tides regarding donating wines and receiving wine shipments on our behalf for wineries who prefer to ship. Laura will be picking up donations from wineries who prefer that we pick-up. She reached out to 52 wineries this week regarding donations and participation at the event and has heard back from three so far, in the first three days. Laura will be following up with wineries the week of March 4.

**Next Meetings:**

Mar 20 7:00PM; Location Bodega Bay Grange

Apr 16 7:00PM; Location TBD

May 4-5 Fisherman's Festival 2024

Allocation Committee meeting TBD

Festival Recap and After Party TBD

**Adjourned: 8:20pm**

**Submitted by: Suzanne Martin, filling in for Laura**