

Bodega Bay Fisherman's Festival
51st Annual Fisherman's Festival May 4-5, 2024
General Business Meeting

March 20, 2024

Called to Order

Josh Perucchi at 7:05pm

Executive Board in Attendance

Josh Perucchi, President

Kris Lepore, Vice President

Len Coster, Treasurer

Laura Pearsall, Secretary

Suzanne Martin, Member at Large

Approval of Minutes:

Moved by Kris Lepore, seconded by Len Costar, minutes approved

Treasurer's Report (Len):

Bank of America \$124,893.02; C Schwab \$47,097.80; Total \$171990.82

Kevin Clancy present and introduced as new Treasurer for 2025 Fish Fest

President's Report:

Josh is looking into three internet connections: one for crafters, one for Fish Fest (gate, wine, beer), and one for general public to alleviate overload issues of past connectivity. ATM will be between Beer and Wine booth as in the past, ATM at gate not likely.

Old Business:

Waiting on bid for overnight security, looking like additional 1,600.00 for one unarmed night patrol person: Friday 6:00pm to Saturday 8:00am and Saturday 5:00pm to Sunday 8:00am. Armed security 11:00am to 5:00pm Saturday and Sunday. Some discussion regarding armed security and potential impact to insurance. Suzann Mathers will look into it and get back to Josh. Armed security is required during the day and has been the norm for past festivals.

New Business:

Some discussion regarding armed security and potential impact to insurance. Suzann Mathers will look into it and get back to Josh. Armed security is required during the day and has been the norm for past festivals. Also, question about golf cart/ATV coverage. Suzann Mathers clarifies that volunteers are covered by Fish Fest Insurance and that golf carts and ATV's should have their own insurance.

Chair Reports

Allocations:

Shona Weir reports no updates at this time

Art Booth:

Diane Perry reports that current application count is at 5, some still waiting. Diane asks about how to handle payment for poster art contest artists who were not winners but would like booth space. Booth fee for all other artists is 175.00. Josh will get back to her.

Art Contest:

No Updates, winner selected and posters done.

Bank:

On track, Jerry agrees to bring trailer again this year.

Beverage/Beer Booth:

Kris Lepore has been in communication with Golden regarding trailer, taps, and beer order. Josh is working on Lagunitas, Henhouse and Russian River donations. Other beer will be purchased from a distributor and Kris will handle that.

Boat Challenge (WBC):

New Chairs Mike and Diana Bundy are working with Beth Bruzzone and Josh Perucchi. Five teams so far (2 youth and 3 adult). They are looking into prize donations. No further discussion at this time regarding selling web domain next year and folding content into general Fish Fest website.

Boat Parade:

Invites are out, food and wine donations for lead boat have been committed, decorations have been purchased (600.00 for flags). Discussion about cash prizes for parade boat winners to generate more interest from participating fisherman. Salmon Season still in question.

BB CERT:

On track and ready to go with patrols and First Aid.

Craft Booths:

Suzanne Martin reported that she will not have the 74 in 80 booths that she had in 2023, which exceeded preferred 70 max. Currently, she reports 47 confirmed (3 applied but no payment yet). She is expecting about 60.

Entertainment:

No updates. All bands booked along with pony rides, kids Pirate stage, and jumpy houses.

Food Vendors:

Josh Perucchi securing final vendors. Thus far: Oysters, Fish and Chips, Funnel Cakes and Corn Dogs, Dim Sun, Two different BBQ Booths plus Korean BBQ, Pasta King, Taco Truck, Kettle Korn, Licorice Booth, and Coffee.

Gate:

Betsy requesting new North Bay Tickets banner for encouraging festival-goer access at gate. Betsy is making final decision about wrist band purchase (in lieu of paper tickets). Some discussion about accessing Purchase Order and reimbursement process for all Chairs making out of pocket purchases. Betsy has determined that she will not need additional batteries given switch to *My North Bay Tickets*. Some discussion about connectivity and use of hot spots if needed. Josh looking into three separate internet connections to prevent overload issues of past. Ticket pricing set at 2023 rate with no increase: Cash \$20; Credit \$20 plus fees; Police, Fire, Seniors & Fishermen \$18. Presale prices in all categories \$2 less. Decision made to allow free entry at 4:30pm on Saturday and 4:00pm on Sunday.

Information Booth:

Co-Chair Peter Spann will be managing Lost and Found, Raffle Ticket sales (5.00 each), and Beer and Wine ticket sales. Betsy questions need for Square-reader for Beer and Wine ticket sales. Josh acknowledged need to get together with Square-users ahead of festival to troubleshoot devices and attachments. Some discussion about determining 2025 Festival dates as top question asked by annual festival-goers. Josh will get Calling Tree Info to Betsy and Peter for Info Booth.

Kids Zone:

Maggie Tagilala reports on track and looking good, will be purchasing items for kids activities. Tiffany Flores reports that Jumpy Houses will be using blue wrist bands again this year and request any volunteers needing assignment be sent to help monitor Jumpy Houses.

Non-Profits:

Maria Cipriani reports that she has 11 applications and is expecting 3 or 4 more. Josh will look into appropriate placement for interested "business". Possibility they could be added to limited "business" booth space near craft vendor booths.

Parking:

Chris Lauritzen has six volunteers, 4 ATV's and will be renting two 6-person golf carts to support 27-person shuttle. Josh confirms that County grant monies will be used toward shuttle, golf carts, and advertising.

Permits:

Josh and Kris report that all permits are in progress and on track. ABC will be filed 30 days ahead of event. County Parks and Fire permits as well as Health Permits lined out and ready to go for final approval.

Pet Parade:

No Chair; No Parade for 2024

Photography:

Jerry Newman will have photographer on lead boat with three additional photographers on fishing boats. Photographers will be at event both days.

Marketing/Public Relations:

Stacy Castle has developed marketing plan, two newspapers, billboards, and radio spots.

Raffle:

Thera Buttaro has ordered stock paper and has artwork ready to go. She is continuing to secure drawing donations with several donations already received.

Scholarships:

Josh Peruchi reports that applications are due March 27 and that he has received one thus far. Some discussion about getting the word out to additional schools in new catchment area (anyone living in Shoreline District regardless of which high school they attend and any Tomales High School area senior regardless of where they go to school). Tiffany Flores will arrange for announcement at upcoming Shoreline District Board meeting. Josh will consider outreach to other area high schools in 2025.

Security:

Day time security set. Josh is waiting on bid for overnight security, looking like additional 1,600.00 for one unarmed night patrol person for eyes and ears on site Friday 6:00pm to Saturday 8:00am and Saturday 5:00pm to Sunday 8:00am. Armed security 11:00am to 5:00pm Saturday and Sunday. Some discussion regarding armed security and potential impact to insurance. Suzann Mathers will look into it and get back to Josh. Armed security is required during the day and has been the norm for past festivals.

Site Set-Up Vendors:

On track no new report

Site Tear-Down/Clean Up:

Bodega Fire confirmed, no update regarding help from FFA and the football team. No update regarding nonprofit that does on-site sorting of trash into recycling and residuals.

Signs/Posters/Art Work:

Shona reports that signs are going up and asks that all present take posters/cards to hang and disburse around the community and neighboring communities over the coming weeks.

Tide Pool:

On track, no update

T Shirts:

On track, no update

Volunteers:

Gail Dailey is needing Chair volunteer lists. Some discussion about April 1 deadline for names and day/shift requests. Gail needs names, days, and shifts for all volunteers/workers for "check-in" at the north volunteer gate. April 1 deadline and contact info is especially important for unassigned volunteers who will need to be managed/assigned by Gail. Laura Pearsall noted that winery representative names may not be determined by April 1 deadline. Wineries have committed to days/shifts for pouring wine at the Wine Booth but have not yet determined staffing and may not determine staffing until closer to the event. Gail will have winery names and pouring days and shifts ahead of the event. Winery reps know to check-in at the north gate volunteer booth. Tiffany Flores suggested that unassigned volunteers needing a work assignment could be sent over to the jumpy houses.

Water Activities:

On track, no update

Website/Design/Maintenance:

No update

Wine Booth:

Suzann Mathers has ordered glasses and is in communication with Tides regarding receiving glass order and donating wine as in the past. Suzann has confirmed that Pelican Plaza will be ordering mimosa orange juice at cost. She has secured trucks/drivers for moving wine and supplies but will need help from younger helpers to help with heavy lifting. Suzann is still interested in heaters for wine booth area. Suzann reports that Laura has contacted 63 wineries and that they currently have commitment for 40 cases of wine (including 15 cases of purchased Korbel sparkling for mimosas). She and Laura are hoping to reach between 60 and 70 cases with Tides donation and wineries Laura is still waiting to hear from. Suzann welcomes and encourages additional winery donations in response to Len's inquiry regarding additional winery donations. Some discussion about cold storage for beer, white wine, ice, and orange juice. Josh is looking into cold storage truck..

Next Meetings:

Apr 16 7:00PM; Probably at Grange, Josh will confirm

May 4-5 Fisherman's Festival 2024

Allocation Committee meeting TBD

Festival Recap and After Party TBD

Adjourned:

Josh Perucchi at 8:00pm

Submitted by:

Laura Pearsall