

October meeting of the MCMC - Wednesday, Oct 25th

Attendees: Pat Ferrero, Tom Jelen, Eric Schramm, Alison Gardner, Dana Fox, Molly Bee, Gabriella Levine, Skip Taube, Marylynn Henes, Julia Carson, Jim Gibson, Evan Mills, Lisa Matthews, Gabriel Maroney, Jill Surdzial

Jim Owens, Manager of the Ford House, dropped by to let the club know that the Ford House supports the club and is available to help in any way they can (venue for events or meetings, partnering for educational opportunities, etc.) Contact Jim with any needs.

Jim also mentions that they will be providing a display of fresh mushrooms throughout the month of November. Members are welcome to bring in identified mushrooms to add to the collection and to help refresh any specimens. Please contact Jim or drop by the Ford House to participate.

Agenda & Notes

1) Nov Dinner logistics not covered at the Chefs Meeting

- Update from Dana on flyer to promote event

Dana says this will be a poster with a descriptive menu. He needs to have the menu ASAP - like yesterday. It doesn't have to spell out the details of every dish.

Action Item: Pat /Evan to provide the menu to Dana by Friday.

- Volunteers - let's make sure everyone knows what they'll be doing and when

The Chefs each determined the number of volunteers needed and when.

Action Item: Pat/Evan to work out assignments and schedules for the assistants.

- Food procurement plans - as soon as recipes are received, full ingredients lists can be worked on.
Action Item: Each Chef will provide a list of ingredients that they need to Dana for procurement.

Anything not requested of Dana will be procured by the Chef, who will need to submit a receipt for reimbursement.

- Who is going to forage for mushrooms and when so we know what will have to be purchased?
TBD especially since we don't know what mushrooms the weather will/won't bring.

- Update on Dinner Handout - design, deadline for printing, etc.

The handout will be a 16 page 5 x 7 color booklet containing recipes and mushroom artwork. It will be given away at the dinner - we are ordering 150 copies.

We are working on an incredibly tight deadline. Pat is working on getting all the text assembled by brochure page and proofed. Then it will go to the designer (Zida Borcich) to be laid out, designed (Sat) and proofed again (Sunday). This all needs to get emailed out to the printer Monday, at the latest. The printer needs a full week to deliver and then we need to factor in shipping Fed X back from LA to arrive by Wed or Thursday the latest.

Action Item: All Chefs need to get recipes and bios by Friday morning.

- Exhibit Table - Confirm use of Eric's display, volunteers to sit at table/answer questions

Eric confirms that he will set up his mushroom display table. He may need help with tear down after the dinner.

- Travel stipend for Chad - MCMC and/or CCC?
Still TBD

- What are the logistics of CCC setting tables and other tasks that could impact or overlap with food prep?

Dana says there should be no impact/overlap.

- Dana, do we need to provide any volunteers beyond those for food prep on the day of the event (dishwashing, clearing tables, ???)

All tasks will be handled by CCC

- For any foraged mushrooms, we need to make sure that one of our experts does quality control/verification before any preparation/cooking - do we have an expert volunteer who will check?

Eric and Alison said they would be happy to vet any foraged mushrooms.

Action Item: All Chefs will be asked to say a few words about the dishes they prepared and the mushrooms used. Each Chef will have about 2 minutes and all Chefs will speak, one after the other. The presentation will have to be done twice as the dinner is held in both of the large meeting spaces.

Action Item: Skip Taube volunteered to take a video of the chefs talking about their mushroom dishes with an eye to a short YouTube video we could post.

Nancy and Marylynn will have a table to take memberships.

Alison will sell her cookbooks at the table.

If any other club member wants to make things available at the dinner, they can use this table.

2) What else should we do as a club?

Get together to socialize, learn, share and talk mushrooms; going out collecting as a group;

Meetings to listen to experts discuss topics like cooking and dyeing and propagation, etc. Once we get past our Mushroom Dinner, let's turn our attention to see what we can do next.

Ideas discussed :

1) Have special events where guest speakers like Alan Rockefeller and Todd Spanier come to address the club. These would be open to the public and a money maker for the club.

Action Item: Pat & Evan will make arrangements.

Action Item: Club Members - send your ideas to Pat & Evan.

2) Have monthly meetings where our local experts can speak to the club on a wide range of topics

3) Work to expand foraging areas, like MAPA, Big River, Woodlands, etc.

Action Item: Skip Taube would be willing to lead a committee to drive this effort. **Gabriella and Lisa** are interested in helping. One idea is to invite Lauren Rex (Chief - California Department of Parks and Recreation - 707-964-1070) to the mushroom dinner and to come speak to the club. Also contact his assistant, Brian, who was director at Salt Point.

3) Who's willing to be a club committee leader to help build/grow the club and make things happen?

We have folks filling some key roles, but need a few more...

Programs - primary organizers for events. Arrange for speakers, secure venue, determine fees or payments, etc.

Pat Ferrero, Evan Mills

Monthly Meetings - collate the agenda, run the meeting, work with other committees to arrange for speakers, announce the meeting and publish notes, etc.

Tom Jelen will run the meetings and work with Jill to create the agenda.

Communications - maintain email list, website, Facebook page. Point of contact for communications to membership via email.

Jill Surdzial (Web & email) Mary Ellen Campbell (Facebook)

Tom Jelen would like to take over the Facebook pages. When Mary Ellen returns in mid-November, we need to synch up with her to discuss and to get admin access.

Scribe - take meeting notes, capture action items and make available for publishing

Nancy Dennison, Jill Surdzial

Membership - maintain a list of members, collect dues, send reminders for renewals

TBD - we still need someone to manage membership

Foray organizer - choose a location, coordinate with any land agency, work with other committees to publicize, collect payment, etc.

Jim Gibson & Tom Jelen will explore possibilities. Skip brought up the point that if you organize a club event like a foray, there is legal liability if someone were to get injured, etc. The club may need to look into insurance and certification for guides. We might want to consider sub-contracting with someone like Dave Lipkind, who runs Mendocino Insider Tours (<http://mendocinsidertours.com/about/>). Adrienne Long also leads groups on mushroom walks through the Stanford Inn. Another idea is to visit a mushroom cultivator, like Gourmet Mushroom in Sebastopol (<http://www.gourmetmushroomsinc.com>), or Natural Products of Boonville (<http://naturalproductsofboonville.com/contact-us/>).

Design - create online and printed artwork/materials for events or for the web/FB

Mary Ellen Campbell

Treasurer - keeper of the funds

Nancy Dennison, Marylynn Henes-backup:

Other roles/committees?

How about an identified Council of Experts—our club mycological experts, with their areas of expertise noted—that we can rely on to teach and lead educational discussions and events. The folks below are all experts on identification of mushrooms, but there others with different mushroom expertise, like dyeing and cooking. Would the experts be willing to answer questions via email or the Facebook page? We could make a special 'Ask the Experts' page for such a forum that links to our main page.

We didn't really discuss this idea. This needs further discussion.

4) Membership and dues - what are the benefits and what do we do with dues?

What does it mean to be a member versus being on the mailing list?

Members get a set of mushroom recipes provided by Alison. They also get discounts on any special events arranged by the club and hopefully we'll have some member-only forays.

The new dinner Brochure can be posted on our website for members; brochure could also be given to new members

Do we continue to collect membership dues?

Yes. Last year's dues were \$20. We'll continue to do the same this year. Nancy and Marylynn can collect dues at the dinner.

Do we ask for yearly renewal of membership and dues?

Yes, we should. We need someone to manage this process and track who has paid. Nancy has said that she is not interested in this task.

5) Develop a standing format for our Monthly Meetings

Proposal: during mushroom season(Sept-May) 30 mins - admin mtg, followed by 1.5 hour discussion/topics

Ensure that some of our experts attend for Q&A - mushroom ID, recipe talk, etc;
option to include time for them to speak on education topics: mushroom dyeing, mushroom cooking, mushroom ID, cultivation, photography, etc.

Programs committee can bring in speakers to talk on a variety of topics at these meetings or additional, special meetings can be arranged for the general public.

6) Discuss our internet presence. We have multiple Facebook pages, plus the website. We should talk about how we want to use both Facebook and our website and what types of content we should have on both forums and who will contribute.

Action Item: Tom and Jill need to meet with Mary Ellen when she returns in mid-November to work out plans for the Facebook pages.

Anyone who has ideas and content for the website or the Facebook page should contact Jill or Tom or send email to the club email address - mendocinocoastmushroomclub@gmail.com.

Next MCMC Club Meeting: Proposal is for Nov 15. 5:00-7:00 (5:00-5:30 Admin mtg 5:30-7:00 Club Meeting)

Debrief on the Dinner, any updates on October Action Items, Talk about what mushrooms are up, determine monthly meeting dates for remainder of season, etc ???

The Dinner committee may hold another meeting to wrap up loose ends on Wednesday, Nov 8.