Sitka Seafood Festival Steering Committee Meeting

Date: March 20, 2010

Location: Bayview Wine Bar

**What we know so far:**

**What:** A seafood festival to celebrate one of our biggest industries in Sitka. We want to involve and educate the community about local fisheries and their sustainability, but also bring tourism and money to the community by promoting it outside of Sitka.

**When:** August 6-8, 2010 (can we pull this off this year, or wait until next year?)

**Ideas of what will be involved:** Food (vendors including individuals and restaurants, local cooking contests, guest chefs), any other vendors related to maritime or seafood (art, merchandise, etc), music (possibility of Taj Mahal), kids and adult races, wine/beer garden, eating contests (possibly oyster-eating), parade with a “salmon queen”, art contest (1st seafood festival poster), boat parade

**Questions we need to answer:**

*Who will organize the festival? (Individual/committee)*

*Is it commercial or charitable?*

*How will it be funded?*

*Where is it going to be held, and is the site suitable?*

*When is it to happen?*

*Will it be an open air festival?*

*Is it in a number of venues in the village, town, or city?*

*Who is it aimed at?*

*What kind of program do you want?*
Will you have enough time and resources to do it?

Will there be enough lodging for visitors during that time?

Will it clash with any other major event in the area?

**Mission Statement**: Examples: The Eastern Shore of Virginia Chamber of Commerce is a member-driven and member-directed organization that represents the business, professional, agricultural, seafood, tourism, and community interests that advance economic and civic well-being through private-sector enterprise with a foundation built on providing value for our members’ investment.

The Texas Hill Country Wine and Food Festival brings together innovative culinary artisans and wine producers who celebrate the rich traditions that influence Texas wine and food. The Festival’s purpose is to promote Texas wine and food and to increase appreciation of Texas’ impact on food and wine throughout the world. Founded in the Texas Hill Country in 1986, the Festival is a 501(c)4 non-profit organization.

Five major areas to explore that can help in creating purpose/mission:

- **Your Community's Assets**  
  (What you have that is special about your community)
- **Your Community's Resources**  
  (What/who is available to help in any way)
- **Your Desired Outcome**  
  (What will people take away from the event)
- **Your Desired Benefits**  
  (What will be left behind, or created)
- **Your Audience and Who You Hope to Serve**

**Committee members:**

Who can be involved to what level?

Need at least 3 people for chairperson, secretary, treasurer

**Next meeting**: Time, place and what to cover (draft proposal with estimated budget)

Highly rated Seafood festivals:  