



**Northern Nights Music Festival  
2022 Post Event Report  
UR-2021-0006 (Mendocino)  
PLN-2019-15400 (Humboldt)**

Northern Nights Music Group

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## Summary

Northern Nights Music Festival took place on July 15<sup>th</sup>, 16<sup>th</sup> & 17<sup>th</sup>, 2022 in Piercy, CA on the Mendocino/Humboldt County Line per Mendocino Use Permit UR2021-0006 and Humboldt Conditional Use Permit PLN-2019-15400.

The following summarized key monitoring notes from the 2022 festival:

1. Total event attendance was 6,587 and 2,815 vehicles with approximately 1,721 attendees camped and 1,573 vehicles parked in Humboldt County.
  - a. Traffic Plan – was very effective – Friday’s “crunch” was managed exceptionally well by staff and 101 was kept clear. CHP did mention in their post event correspondence that they will likely increase their hours on the Monday following to cover any prolonged exodus. Shuttle system to and from down could have benefit in future years.
  - b. Camping Plan – attendees cooperated with staff, fire/medical/security all were pleased with their placement and coverage it allowed.
  - c. Cannabis Plan – Three cannabis event premises were operated compliantly across both counties.
2. Total water use during the event was 213,800 gallons. Typical property water use was reduced by over 250,000 gallons over September & October of 2022 to offset event water use. Water quality monitoring results can be found Exhibit A.
3. A post event community meeting was held on August 5<sup>th</sup>, 2022 at the Piercy Community Center and notes from the meeting can also be found in Exhibit B.
4. The project was discussed and coordinated with Mendocino and Humboldt County Sherriff Offices, Garberville CHP, Caltrans and Piercy, Leggett, Redway and Garberville Fire Departments.
  - a. In coordination with Caltrans, an Encroachment Permit Rider was obtained for the 2022 event, authorizing emergency personnel to utilize a portion of the right of way (39.99887, -123.78750) for an emergency helicopter landing if needed during the event. This will be included in future years as well.
  - b. Applicable agency correspondence can be found in Exhibit C.

## Exhibit A

### Water Quality Monitoring



Date	Type	Location	Total Coliform (MPN/100 mL)	E.Coil (MPN/100 mL)	Lab	Sample #
7/14/22	Potable	Mendocino	Absent	Absent	North Coast	2207317-02A
7/14/22	Potable	Humboldt	Absent	Absent	North Coast	2207317-01A
7/14/22	Source	Mendocino	>2419.6	Absent	North Coast	2207317-03A
7/14/22	Source	Humboldt	1732.9	1.0	North Coast	2207317-04A
7/15/22	Potable	Mendocino	Absent	Absent	North	2207318-

					Coast	02A
7/15/22	Potable	Humboldt	Absent	Absent	North Coast	2207318-01A
7/15/22	Potable	Mendocino	Absent	Absent	North Coast	2207318-04A
7/15/22	Potable	Humboldt	Absent	Absent	North Coast	2207318-03A
7/15/22	Source	Mendocino	>2419.6	4.1	North Coast	2207318-05A
7/15/22	Source	Humboldt	>2419.6	7.5	North Coast	2207318-06A
7/16/22	Source	Mendocino	>2419.6	8.4	North Coast	2207326-06A
7/16/22	Source	Humboldt	>2419.6	26.5	North Coast	2207326-05A
7/17/22	Source	Mendocino	>2419.6	3.1	North Coast	2207326-03A
7/17/22	Source	Humboldt	>2419.6	32.7	North Coast	2207326-04A
7/18/22	Source	Mendocino	>2419.6	8.6	North Coast	2207326-02A
7/18/22	Source	Humboldt	>2419.6	18.2	North Coast	2207326-01A

## Exhibit B

### Post Event Community Meeting Minutes

August 5th, 2022

#### PIERCY COMMUNITY CENTER

- 5:25pm Meeting started.
- Community member Larry Casteel:
  - o Couldn't hear the music at his house this year.
  - o Thanks given to Larry for opening the Piercy Community Center for the Meeting.
- Community member and adjacent property owner Gemini Herzog:
  - o The show was great.
  - o Does not like placement of VIP bathrooms.
  - o Port-a-potties were clean.
  - o Hand washing stations always had water.
  - o Beautiful lighting around the site.
- CLR co-owner Adam Klyce:
  - o Consider watershed education around the event.
    - \*Group discussed a "passport" for the event that would encourage patrons to go to different areas of the event to receive stamps to fill their book. Completed books could be redeemed for something TBD.
  - o Consider Burning Man style MOOP station to help reduce trash.
  - o Look into donating leftover camping gear to local homeless centers. Betty Chin's in Eureka?
  - o Routine shuttle to Garberville needed.
  - o Place more maps around the venue for patrons.
  - o Suggests "summer pass" to combine sales for Summer Arts & Music Festival, Northern Nights, and Reggae on the River.
- CLR co-owner Matt Klyce:
  - o Improved cell service needed for patrons and local community members. Look into bringing in a temporary cell tower during the event.
  - o Fastest event has been cleaned up.
- NN site build crew member Mike Rocksteady:
  - o Road signs should be bigger.
  - o Water stations should be lit up at night so they are easier to find.
  - o Quick response by medical team.
  - o Add info kiosks on CLR and Cook's Valley sides of the event.
- NN co-producer Peter Huson:
  - o Thanks given for feedback given.
  - o Looking into how trash is managed. Bring in fresh crew on Sunday to start the cleanup process.
  - o Offer discounted ticket price to locals.
- NN Director of EMS Amber Wallan:
  - o Improved lighting and fencing of pathways at night to be addressed.
  - o Kudos to fire, medical, and security. They all worked well together.
  - o Create a list of patrons who are caused any issues on site onsite or who cause problems (fights, etc.). If a person is on the list and is a repeat offender, they will be escorted off site immediately.
- NN co-producer Andrew Borgelt:

- o Improve ticket sales locally.
- o Kudos to fire, medical, and security.
- Cook's Valley property owner Keith Bowman:
  - o Great event.
  - o Build site out for future years.
  - o End result fantastic event with clean venue and river. Minimal micro trash left over.
  - o Thanks given to fire for saving the boom lift fire.
  - o Look into foam machines for RV fire suppression.
    - \*Al Williams, GVFD Assistant Chief, states their engine onsite has fire foam ability but fire foam usage is being reduced and reconsidered due to cancer causing agents.
- Garberville Volunteer Fire District (GVFD) Assistant Chief Al Williams:
  - o Thanks given to fire extinguishers placed around the event.
  - o Notify fire, medical, and security of camps that are outposts of trusted staff.
  - o Requests allocation of larger fire crew onsite.
  - o Fire assisted with more medical calls than in the past.
  - o Guardian security team was awesome.
  - o Research better ways to transport non spinal injury patients.
  - o Add vendors and more food options to the CLR side and venue.
  - o Fire and medical camping next to each other worked well.
- Redway Volunteer Fire District (RVFD) Pete Genolio (via text):
  - o Parking was really good. Good job traffic crew.
- Cook's Valley property owner Trudy Bowman:
  - o Event went good.
- Community member Jeff Hedin:
  - o Consider Hwy. 101 traffic and evacuation plans in the community.
    - \*Amber Wallan, Director of EMS, states cars evacuated from the site will be instructed to head north to Eureka or south to Ukiah due to towns in between those areas and the event do not have the infrastructure to support evacuation traffic. In case of an evacuation, updates will be released via local radio, NN website, and NN social media.
  - o Wants Amber Wallan to contact community member Judith Casteel to discuss evacuation plans.
- Community member and adjacent property owner Season George:
  - o Timbo's security crew camping on her property was ok but maybe not again in the future due to too many people there.
  - o Medical team told her they were upset her property was not on the site map.
  - o Surprised staff and crews didn't know her property was there.
  - o Cars parked at the end of her driveway were not ok.
    - \*Co-founder Peter Huson states security team post orders will be updated to include coverage for her property.
  - o Overall, best year for her.
- Closing remarks made by NN producers giving thanks to all that attended the meeting and for their feedback.
- Meeting adjourned at 7:04pm.

**Exhibit C**

Agency Correspondence

**DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**

Garberville Area  
P.O.Box 515  
Garberville, CA 95542  
(707) 932-6100 (Office)  
(707) 923-2159 (Fax)  
(800) 735-2929 (TT/TDD)  
(800) 735-2922 (Voice)



May 2, 2022

File No.: 126.15859

Keith Gronendyke  
County of Mendocino  
Department of Planning and Building Services  
860 N. Bush St  
Ukiah, CA 95482

Reference: 2022 Northern Nights Music Festival

Dear Mr. Gronendyke:

The California Highway Patrol, Garberville Area, is aware of the Northern Nights Music Festival being held at the Cooks Valley Campground on July 15<sup>th</sup> to July 17<sup>th</sup>, 2022. Based on the information provided to date by the Event Coordinator, Peter Huson, and conditional upon the Event Coordinator complying with **all** requirements of the permit process, the California Highway Patrol (CHP) is not opposed to this event. Based on past issues involving traffic, parking, camping on the state right-of-way of US-101, the CHP, Garberville Area, will be entering into a reimbursable services contract with Northern Nights Music Festival organizers, and Peter Huson, to provide traffic control and roving and stationary patrols on US-101 during this event.

Should have any questions or concerns, please contact me or Sergeant Ken Enger at (707) 932-6100.


Sincerely,

*Jami McCaless*  
T. L. MCCANLESS, Lieutenant  
Commander  
Garberville Area

cc: Peter Huson, Northern Nights Music Festival





**From:** Amber Wallan [ems@northernnights.org](mailto:ems@northernnights.org)   
**Subject:** Re: Thank You From Northern Nights Music Festival  
**Date:** August 1, 2022 at 4:09 PM  
**To:** McCanless, Tamera@CHP [tmccanless@chp.ca.gov](mailto:tmccanless@chp.ca.gov)  
**Cc:** Peter Huson [peter@blapproductions.com](mailto:peter@blapproductions.com)

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Hi Tami,

Thank you for the feedback.

I have cc'd Peter Huson who is a co-founder of the event. We will make note of this for next year.

I hope you have a great week ahead.

Amber

On Mon, Aug 1, 2022 at 1:41 PM McCanless, Tamera@CHP <[TMcCanless@chp.ca.gov](mailto:TMcCanless@chp.ca.gov)> wrote:

Hi Amber,

Yes, I have spoken to Garberville CHP staff and it seems all went well. The only thing that came up in discussion was Mondays traffic exodus and how we deployed the CHP hours. Going into next year's event we can discuss how to break up the hours differently or add more coverage so Monday can be covered a bit. Even if its only 4-6 hours while the mass of the event attendees get back out on the highway.

Other than that, I heard nothing but good things all the way around. Thank you for being a pleasure to work with! =)

-Tami

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**From:** Amber Wallan <[ems@northernnights.org](mailto:ems@northernnights.org)>  
**Sent:** Saturday, July 30, 2022 9:32 PM  
**To:** [ayanez@shchd.org](mailto:ayanez@shchd.org); Taylor, Jesse A <[jataylor@co.humboldt.ca.us](mailto:jataylor@co.humboldt.ca.us)>; [wellsj@mendocinocounty.org](mailto:wellsj@mendocinocounty.org); [nathan.mcknight@gmr.net](mailto:nathan.mcknight@gmr.net); Bryant, Erik@CALFIRE <[erik.bryant@fire.ca.gov](mailto:erik.bryant@fire.ca.gov)>; ROBERTSON, JESSE GRAHAM@DOT <[jesse.robertson@dot.ca.gov](mailto:jesse.robertson@dot.ca.gov)>; Mccall, Amber@DOT <[amber.twitchell@dot.ca.gov](mailto:amber.twitchell@dot.ca.gov)>; McCanless, Tamera@CHP <[TMcCanless@chp.ca.gov](mailto:TMcCanless@chp.ca.gov)>; Jen Banks <[jen.banks@sonoma-county.org](mailto:jen.banks@sonoma-county.org)>; Isham, Ryan@CALFIRE <[Ryan.Isham@fire.ca.gov](mailto:Ryan.Isham@fire.ca.gov)>; [nallywesduke@gmail.com](mailto:nallywesduke@gmail.com)  
**Subject:** Thank You From Northern Nights Music Festival

**[Warning:** This email originated outside of CHP. Do not click links or attachments unless you recognize the sender and know the content is safe.]

Good evening,

Northern Nights 2022 was long overdue and a great success. Those who attended the event left with long lasting memories.

On behalf of the event, thank you once again for your agency's continued support. It was a pleasure working with you.

If you have any feedback on how we can continue to improve Northern Nights, please let me know.

Kindly,

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**Amber Wallan**

**Northern Nights Music Festival**

**MATT KENDALL**  
Sheriff-Coroner



**Captain Gregory Van Patten**  
*Field Services*  
**Captain Joyce Spears**  
*Corrections*

**County of Mendocino**  
**Office Of The Sheriff-Coroner**

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June 20, 2022

To: Julie Forrester, Mendocino County Treasurer - Tax Collector, Collections

Regarding: Letter of adequacy of security for the 2022 Northern Nights Music Festival, 83950 County Road 442E, Piercy, CA.

Mrs. Forrester,

I am authoring this letter to inform you that my staff has been in contact with Peter Huson PhD, Project Engineer for the 2022 Northern Nights Music Festival event, produced by Northern Nights Music Group, to be held on July 15-17, 2022. Dr. Huson has provided letters of his intention to provide adequate security numbers, including the hiring of a private security firm.

The intent of this letter is to inform you the security measures planned for this event currently meet the public safety requirements of the Mendocino County Sheriff's Office.

If you should have any questions or concerns, please feel free to contact me at (707) 456-3877.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Matthew C. Kendall', is written over the typed name.

Sheriff Matthew C. Kendall  
Mendocino County Sheriff Office  
Inland, Central Operations

cc: Peter Huson, Project Engineer.  
Julie Forrester, Mendocino Treasurer, Tax Collector and Collections  
Capt. Greg Van Patten  
Sgt. James Wells  
Event file

**From:** Taylor, Jesse A <JATaylor@co.humboldt.ca.us>  
**Subject:** Re: Northern Nights Music Festival 2022  
**Date:** July 7, 2022 at 9:33 AM  
**To:** Amber Wallan <ems@northernnights.org>  
**Cc:** Peter Huson <peter@blapproductions.com>

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Thank you for the info Amber, I will be sure to pass along this information to my staff.

**Lieutenant Jesse Taylor**  
**Humboldt County Sheriff's Office**  
**826 4th Street**  
**Eureka, CA 95501**  
**Office (707) 268-3614**  
**Cell (707) 496-8420**

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**From:** Amber Wallan <ems@northernnights.org>  
**Sent:** Saturday, July 2, 2022 2:28 PM  
**To:** Taylor, Jesse A <JATaylor@co.humboldt.ca.us>  
**Cc:** Peter Huson <peter@blapproductions.com>  
**Subject:** Northern Nights Music Festival 2022

**Caution:** This email was sent from an EXTERNAL source. Please take care when clicking links or opening attachments.

Good afternoon Lt. Taylor,

My name is Amber Wallan and I am reaching out to you today to inform HCSO of our upcoming event this summer on the weekend of **July 15-17, 2022** called **Northern Nights Music Festival**.

The event will take place in the **Cook's Valley Area of Piercy**, which straddles the **Mendocino/Humboldt County Line**. The event hosts 8,000 beating hearts (2,000 staff + 6,000 attendees) for three nights of performances & camping.

This will be our 8th year producing the event - from 2013-2019. Due to the pandemic, we did not hold the event in 2020 & 2021.

We have also been in contact with Sgt. Wells and Lt. Caudillo at MCSO.

I will be the main POC prior and throughout the event and will be providing updates to stakeholder agencies (CalFire, MCSO, HCSO, CHP, Caltrans, City Ambulance, Jerold Phelps) as well as our on-site teams - Medical (JahMed), Security (Guardian), and Fire (Garberville & Redway VFD with support from Piercy & Leggett VFD).

We have no specific needs at this time, this email is to keep HCSO informed. If there is someone specific you'd like us to direct correspondence to as the event approaches, please let us know.

I have cc'd **Peter Huson, PhD, one of the event co-founders**,

Thank you in advance for your time.



**Amber Wallan**  
**Northern Nights Music Festival**  
*Director of Emergency Services*  
**m: (707)223-6454**