



Sonoma County Harvest Fair
APPROVED Minutes of the
Board of Directors' Meeting
Wednesday, July 8, 2015, 5:30 p.m.
VINTNERS INN

DIRECTORS PRESENT: Percy Brandon, President, Tom Scott, Vice President; Jaqueline Balletto, Cindy Crane, Nick Frey, Karissa Kruse, Amy Levin, Tony Linegar, Teejay Lowe, Mike Martini, Les Perry, Carolyn Stark

DIRECTORS ABSENT: Bill Carson, Joe Dutton, Mo McElroy

OTHERS PRESENT: Katie Young, Nicole Briggs, Monica Rodriguez

The meeting was called to order by President Brandon at 5:47 p.m.

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF MINUTES OF THE JUNE 10, 2015 MEETING:

Director Martini moved to approve the draft June 10 meeting minutes; Director Linegar seconded the motion; the motion passed unanimously.

APPROVAL OF THE AGENDA:

Director Martini moved to approve the agenda; Director Frey seconded the motion; the motion passed unanimously.

PRESIDENT'S REPORT: President Brandon reported that he had called all the Ag Award recipients. Each were very excited and honored to be receiving an award and are excited about attending Awards Night on September 27 at Wells Fargo Center for the Arts.

Discussion and possible action to approve the Financial statement through June 30, 2015:

After some discussion, directors requested that staff provide a true profit and loss report, without the debt incorporated. **Director Martini moved to approve the Financial Statements through June 30, 2015; Director Frey seconded the motion; the motion passed unanimously.**

Discussion and possible action regarding coordination of sponsorship program for 2015 Harvest Fair:

Interim Director Katie Young discussed the possible sponsors for the 2015 Harvest Fair. A list will be generated and sent to board members regarding what director signed up to contact each sponsor. **No Action Taken.**

COMMITTEE REPORTS:

All Other Programs Committee Meeting– June 22, 2015

Director Perry announced that a home brew competition is being added to Harvest Fair. The grape stomp competition is working on moving to a different location on the fairgrounds. The car show is also coming back and will be in the same location. **No Action Taken.**

Culinary Competition & Awards Dinner Committee Meeting – June 29, 2015

Director Martini explained the committee discussed offering a window decal for Professional Restaurant winners. He also shared with the committee that staff announced that the successful proposer for the Awards Night Rental Equipment Service RFP was Big 4 Rents from Novato.

Pro Beer & Pro Wine Committee Study Session– July 2, 2015

Director Frey reported that due to lack of a quorum, no committee meeting was actually held. Updates on the Amateur Home Brew Competition and Pro Wine Competition were given, and proposed options for the Retail Sales Discount Program were presented by staff.

DISCUSSION AND POSSIBLE ACTION REGARDING PROPOSED CHANGES IN PRICE POINT CATEGORIES FOR THE 2015 WINE COMPETITION GUIDEBOOK:

Exhibits Coordinator Rodriguez reviewed the increased price point changes for the professional wine competition classes proposed by Robert Fraser, Chief of Judging. **Director Frey moved to approve the increases to price points as presented and outlined in Attachment #6; Director Martini seconded the motion, the motion passed unanimously.**

DISCUSSION AND POSSIBLE ACTION REGARDING NOTICE OF AWARD FOR 2015-2017 HARVEST AWARDS EQUIPMENT RENTAL SERVICES:

Exhibits Coordinator Rodriguez announced that the successful proposer for the 2015-2017 Harvest Fair Awards Night Equipment Rental Services RFP was Big 4 Rents in Novato. **Director Perry moved to approve the 2015-2017 Harvest Fair Awards Night Equipment Rental Agreement to Big 4 Rents; Director Kruse seconded the motion, the motion passed unanimously.**

DISCUSSION AND POSSIBLE ACTION REGARDING RETAIL SALES DISCOUNT PROGRAM:

Exhibits Coordinator Rodriguez distributed and reviewed a handout outlining the proposed retail sales discount program prepared by staff. When the Tasting Pavilion closes on Sunday at 4:00 p.m., the Retail Sales area will offer an "After Fair Wine Blowout Sale", selling all wine in stock sold at a 20% discount. Customers who purchase wine during the Harvest Fair weekend will be issued a receipt that incorporates a discount coupon for an additional 10% off of clearance sale wine prices. The clearance sale will take place Sunday October 4, from 4:00 p.m. – 6:00 p.m., and continue on Monday morning, during the annual Harvest Fair décor sale, while supplies last. **Director Frey moved to approve the proposed retail sales discount program as presented and outlined on attachment #7; Director Kruse seconded the motion; the motion passed unanimously.**

REQUEST FOR FUTURE AGENDA ITEMS (NON-DISCUSSION ITEM):

- Super Bowl 50 exhibit

There being no further business, Director Martini moved to adjourn the meeting; Director Frey seconded the motion; the motion passed and the meeting was adjourned at 6:53 p.m.