



**Sonoma County Harvest Fair
APPROVED Minutes of the
Board of Directors' Meeting
Wednesday, June 10, 2015, 5:30 p.m.
Sonoma County Event Center, Board Room**

DIRECTORS PRESENT: Percy Brandon, President; Tom Scott, Vice President; Jaqueline Balletto, Joe Dutton, Nick Frey, Tony Linegar, Mo McElroy, Les Perry, Carolyn Stark

DIRECTORS ABSENT: Bill Carson, Cindy Crane, Karissa Kruse, Teejay Lowe, Mike Martini

OTHERS PRESENT: Katie Young, Lorna Fox, Jane Engdahl, Monica Rodriguez, Michael Margetts, Shelia Quince

The meeting was called to order by President Brandon at 5:30 p.m.

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF MINUTES OF THE APRIL 8, 2015 MEETING:

Director Dutton moved to approve the minutes; Director Balletto seconded the motion; the motion passed unanimously.

APPROVAL OF THE AGENDA:

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

PRESIDENT'S REPORT: None

DISCUSSION AND POSSIBLE ACTION to approve the Financial Statements through May 31, 2015:

Director McElroy moved to approve the Financial Statements through March 31, 2015; Director Perry seconded the motion; the motion passed unanimously.

DISCUSSION AND POSSIBLE ACTION REGARDING repayment of the 2014 \$25,000 cash flow loan from Sonoma County Fair Association

The topic was discussed and it was decided to wait until after the 2015 Harvest Fair and then review the payment plan for the money owed to the Fairgrounds. **No action taken.**

DISCUSSION AND POSSIBLE ACTION REGARDING RECOMMENDATION OF THE AD HOC COMMITTEE TO APPROVE THE 2015 AG AWARD NOMINEES

Director Dutton presented the candidates that were selected by the Ag Award Committee. **Director Stark moved to approve the 2015 Ag Award Nominees as presented; Director Frey seconded the motion; the motion passed unanimously.**

DISCUSSION AND POSSIBLE ACTION REGARDING HARVEST FAIR COMMITTEES

The current Committee List was distributed and Chairs were assigned to each committee.

Each Committee scheduled upcoming committee meetings through the next two months. Scheduled dates to be calendared using Outlook and will be updated as necessary.

DISCUSSION AND POSSIBLE ACTION REGARDING WEEKEND TASTING GLASS SELECTION

Sheila Quince presented several wine glasses to be considered for use at the 2015 Harvest Fair. **Director Scott moved to use the 15.5 ounce Festive glass from Glass Tech; Director Frey seconded the motion; the motion passed unanimously.**

**DISCUSSION AND POSSIBLE ACTION REGARDING RECRUITMENT OF SPONSORSHIP FOR 2015-2016
PROPOSED BUDGET**

Discussion ensued regarding obtaining sponsorships for the 2015 Harvest Fair. Tesconi stated that it was a job that may need to hire someone, as there is so much work and expertise needed to close sponsorships. It was noted that at this time there were no funds to allow for this. Work needs to be done on naming rights at what level of sponsorship. Director Stark will send a "pitch" packet to Tesconi as a base that we can use to customize to our need.

A subcommittee was formed that includes Directors Brandon, Kruse, McElroy, Perry, and Stark. The topic of sponsorships will be a standing item on the monthly agenda. Tesconi will send a category list to the members. Potential sponsor names will be brought to the meetings so that the same people are not asked to sponsor twice. The Directors will look at larger sponsorships that could be multiyear and be lifestyle vendors,

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

None.

There being no further business, Director Frey moved to adjourn the meeting; Director Scott seconded the motion; the motion passed and the meeting was adjourned at 7:16 p.m.