



Sonoma County Harvest Fair
APPROVED Minutes of the
Board of Directors' Meeting
Wednesday, March 18, 2015, 5:30 p.m.
Sonoma County Event Center, Board Room

DIRECTORS PRESENT: Percy Brandon, President; Tom Scott, Vice President; Jaqueline Balletto, Cindy Crane, Joe Dutton, Amy Levin, Tony Linegar, Teejay Lowe, Mo McElroy, Mike Martini, Les Perry

DIRECTORS ABSENT: Nick Frey, Karissa Kruse, Carolyn Stark

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

The meeting was called to order by President Brandon at 5:34 p.m.

PUBLIC COMMENTS: None

APPROVAL OF MINUTES OF THE FEBRUARY 11, 2015 MEETING:

Director Martini moved to approve the minutes; Director Scott seconded the motion; the motion passed unanimously.

APPROVAL OF THE AGENDA:

Director Martini moved to approve the minutes; Director Scott seconded the motion; the motion passed unanimously.

UPDATE ON SARALEE AND RICHARD'S BARN PROJECT:

Pat Emery, President of the Sonoma County Fair Foundation gave an overview of the Saralee & Richard's Barn project. He encouraged board members to familiarize themselves with the project so that they will be able to speak about it in the community. He stated that if any board member has suggestions or recommendations on people for the project to reach out to, for them to contact himself or Tawny Tesconi.

PRESIDENT'S REPORT:

President Brandon gave an update on the 2015 committee list, added board members to some of the committees and scheduled future committee meeting dates.

UPDATE REGARDING APPROVAL OF THE 2015 - 2017 AGREEMENT BETWEEN THE HARVEST FAIR AND THE SONOMA COUNTY FAIR:

Interim Fair Manager Young reported that the 2015-2017 Agreement between the Harvest Fair and the Sonoma County Fair has been finalized.

DISCUSSION AND POSSIBLE ACTION to approve the Financial statement through FEBRUARY 28, 2015:

Director Martini moved to approve the Financial Statements through February 28, 2015; Director Scott seconded the motion; the motion passed unanimously.

COMMITTEE REPORTS:

Culinary Competition & Awards Dinner Committee – February 23, 2015

President Brandon gave an update on the committee meeting. Information included ideas for growing the professional restaurant competition and not bringing back hands-on chef demonstrations due to logistical concerns but keep the traditional chef demonstrations which have been well attended in previous years.

The committee also discussed the layout of the Harvest Fair Awards Dinner and reception, streamlining the awards presentations during the dinner, adding more video, and the possibility of using the restaurant staff for the reception. It was noted that this would provide a cost savings and also make the flow better. Also discussed was increasing the tables to accommodate seating of 10 people instead of 8.

Next Committee meeting will be March 30th at 4:30 p.m.

Pro Beer & Wine Committee – February 23, 2015

This was a study session only. No actions were taken.

Retail Committee – February 25, 2015

Director Lowe reported that the committee does not see any major changes necessary this year. In future meetings, the committee will review topics such as the ability to sell wine at the winery tasting tables, providing an area for people to pick up wine, and overall profitability of retail sales. The committee would like to add a “Go Local” type of area to sell local products such as honey and spices.

DISCUSSION AND POSSIBLE ACTION REGARDING 2015-2016 PROPOSED BUDGET:

A draft 2015-2016 Budget was distributed that provided a profit and loss comparison between a two-day and three-day event. **Director Lowe moved to have a three-day Harvest Fair event in 2015; Director Perry seconded the motion; the motion passed unanimously.**

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

None.

There being no further business, the meeting was adjourned at 7:42 p.m.