



Sonoma County Harvest Fair
APPROVED Minutes of the
Board of Directors' Meeting
Wednesday, August 29, 2018 5:30 p.m.
Sonoma County Fairgrounds Board Room

DIRECTORS PRESENT: Teejay Lowe, President; Jake Martini, Vice-President; Jacqueline Balletto, Cindy Crane, Tony Linegar, Les Perry, Mo McElroy, Frey, Scott Goyne, Daniel Kedan, Sonu Chandi

DIRECTORS ABSENT: Michael Haney, Tammi Matthias, Pat Emery, Karissa Kruse

OTHERS PRESENT: Heather Borck, Kaitlyn Finley-Thorn, Paulette Swallow, Emily Janowski, Supervisor Lynda Hopkins

The meeting was called to order by President Lowe, President at 5:32 p.m.

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF THE AGENDA:

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

APPROVAL OF MINUTES OF THE JUNE 13, 2018 MEETING:

Director McElroy moved to approve the draft June 13, 2018 meeting; Director Linegar seconded the motion; the motion passed unanimously.

APPROVAL OF MINUTES OF THE JULY 11, 2018 MEETING:

Director Perry moved to approve the draft July 11, 2018 meeting; Director McElroy seconded the motion; the motion passed unanimously.

PRESIDENT'S REPORT:

President Lowe announced that Supervisor Hopkins will attend the meeting later tonight. He has had previous conversation with her about the support of Harvest Fair moving forward. The County Fair Board may be changing assignments to the Harvest Fair Board.

DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FINANCIAL STATEMENTS THROUGH JULY 31, 2018:

Director Frey moved to accept the financial statements through July 31, 2018; Director Goyne seconded the motion; the motion passed unanimously.

AD HOC COMMITTEE REPORT : No report. Supervisor Hopkins will be joining later in the evening to address the Board.

PROFESSIONAL WINE UPDATE

Wine Coordinator Quince Reported that judges are set to arrive on September 17 with judging beginning September 18. She passed out the final judging itinerary. She also reported that there are currently 984 wines entered from 148 companies.

AWARDS NIGHT UPDATE

Exhibits Coordinator Borck reported that as of this evening there were 132 tickets sold to Awards Night on September 30. As of this date last year there were 44 tickets sold. Table sponsors currently consist of Balletto, Rodney Strong, Sonoma County Winegrowers and ZO Wines. Industry tables include J.

Rickards, Trattore and three tables for Wilson Artisan Wines. The order form went out with professional wine packets and a constant contact has been sent. A reminder email has been sent to the Harvest Fair Board, County Fair Board and Honoraries, past awards night ticket buyers as well as the Harvest Fair Awards committee members that ticket prices will increase September 1. Borck will meet with Bruce and Diane from Park Avenue Catering at the venue on August 31 for the final walk through. The videographers will be at Balletto Vineyards on September 6th to film the rest of the awards night videos. The in memoriam list was sent with the board packet email. If you are aware of others that should be added please let Heather know.

HOME BREW UPDATE

Exhibits Coordinator Borck said that Ron Sly from the Sonoma County Beerocrats has been busy working on the Homebrew competition. The judging will take place September 29 Lagunitas. Lagunitas will also be hosting a drop off social on Friday, September 21 5:30-7:30 p.m. Bottles will also be accepted at the Beverage People September 11-19th. As of today there are 35 entries. A maximum of 150 entries will be accepted.

AMATEUR WINE UPDATE

Amateur wine entries closed on August 24; there are 261 entries in 2017 there were 297. The judging will take place Saturday; September 8 at 9:00 a.m. in the Showcase Café.

PROFESSIONAL FOOD UPDATE

Judging has begun for professional food. This week began with the coffee competition, appetizers were yesterday and confections today. Cakes and pastries will be tomorrow the 30th. Judging will resume Tuesday, September 4 with bread, followed by cheese dairy and will be completed with Charcuterie & Pantry on Thursday, September 6.

ENTERTAINMENT UPDATE

Special Events Coordinator Engdahl reported that she was contacted by a producer from the "Kelly and Ryan show" in New York and they would like to have the winners of the 2017 Grape stomp to appear on an episode in the coming weeks, and compete with Kelly and Ryan in a grape stomp. Jane has reached out to contestants and will ask them if they are interested in attending the show. There will be live music in the park Saturday and Sunday, Family activities will be moved to the front of the Showcase Cafe. She has also planned an apple catapult and is looking for a location.

SPONSORSHIP UPDATE

COO Kaitlyn Findley-Thorn reported that sponsorship continues to come in. She provided a handout with the current status of each sponsor.

REQUEST FOR FUTURE AGENDA ITEMS

- a. Vacant Board Seats

Director Linegar moved to adjourn the meeting at 6:25p.m.; Director Perry seconded the motion; the motion passed unanimously.