



## Sonoma County Harvest Fair

### **APPROVED** Minutes of the Board of Directors' Meeting Wednesday, March 13, 2019 5:30 p.m. Sonoma County Fairgrounds Board Room

**DIRECTORS PRESENT:** Jake Martini, President; Pat Emery, Vice-President; Becky Bartling, Cindy Crane, Scott Goyne, Tony Linegar, Teejay Lowe, Tammi Matthias, Mo McElroy, Les Perry, Vanessa Renee

**DIRECTORS ABSENT:** Jacqueline Balletto, Percy Brandon, Daniel Kedan, Amy Landlot

**OTHERS PRESENT:** Heather Borck, Paulette Swallow, Kaitlyn Findley-Thorn, Sheila Quince, Jason Schneider

The meeting was called to order by President Martini at 5:40 p.m.

**INTRODUCTION OF GUESTS:** Jason Schneider

**PUBLIC COMMENTS:** none

#### **APPROVAL OF THE AGENDA:**

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

#### **APPROVAL OF ITEMS 1 THROUGH 7 ON THE CONSENT AGENDA:**

Director McElroy moved to approve items 1 through 7 on the consent agenda; Director Mathias seconded the motion; the motion passed unanimously.

#### **DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FINANCIAL STATEMENTS THROUGH FEBRUARY 28, 2019:**

Director Lowe moved to approve the financial statements through February 28, 2019; Director Matthias seconded, the motion passed unanimously.

#### **PRESIDENT'S REPORT:**

President Martini thanked the board for attending committee meetings and stated most of his report will be discussed in the committee reports.

#### **DISCUSSION AND POSSIBLE ACTION COMMITTEE REPORTS:**

##### **Ag Outreach:**

Director Linegar reported that he had been in contact with the Marin Cheese Trail. They had expressed interest, but wanted to know if they would be eligible for a stipend for samples and or be able to sell. During the last committee meeting staff was directed to determine if there would be enough room for ag producers in the tasting pavilion as well as enough paid vendors to make budget. Exhibit Coordinator Borck distributed a potential schematic for 2019 that would allow 10 vendor spaces as well as room for 4-5 agricultural producers. Director Emery stressed the importance of the experience for patrons.

**Director Emery moved to waive vendor fees for agriculture producers in the tasting pavilion, invitations can be extended to entities once staff has been consulted to ensure conflict avoidance; Director Goyne seconded the motion; the motion passed unanimously.**

##### **Communications/PR:**

President Martini reported that the Communications/PR committee will soon be reviewing letters for stakeholders regarding the changes in 2019 and 2020. They will be meeting again to discuss meeting with the Board of Supervisors.

### **Beer and Wine:**

Director Lowe explained five recommendations from the committee:

1. Reduce duration of judging from its current format of 3 days to 2:  
Monday, September 16 – Arrival and welcome reception  
Tuesday, September 17- First day of judging followed by judge's dinner that evening.  
Wednesday, September 18 – Second day of judging followed by sweepstakes selection.  
Eliminate the Thursday morning Sweepstakes Round.
2. Reduce number of bottles per entry from 6 to 4.  
Brings Harvest Fair in line with industry standards. Harvest Fair appears to be the only competition to require 6 bottles.(needed due to the old judging process of eliminate/retain rounds)
3. Implement 3-person judging panels.  
Will allow for consistent evaluation as each wine panel will have the same number of judges, rather than some 5 member panels and 3 member panels. Current standard is no more than 125 wines per panel per day, 7 panels of 3 will keep our total at 21 judges, in line with previous years.
4. Eliminate engraving of gold medals.  
Wineries will still be awarded the medals and can choose to have their medals engraved at their expense. Ribbons will still be given out at the tasting for their signs.
5. Eliminate printing Pro Wine Entry Pamphlet.  
Pamphlet and entry form is available electronically on our website and on enofile in a downloadable format, it can also be emailed directly to the pro wine database.

**Director Lowe moved to approve the five changes as recommended; Director McElroy seconded the motion; the motion passed unanimously.**

Director Lowe also informed the board that the committee will be reviewing class changes at the next committee meeting and that wine judging coordinators will soon be sending their recommendations for judges recruitment.

**Director Lowe moved to order the same style glass in 2019 as 2018 for the tasting event; Director Crane seconded the motion; the motion passed unanimously.**

### **Awards Night:**

Director Emery explained that the awards committee discussed the ag recognition award categories as well as the selection process at the last committee meeting.

**Director Emery moved to alter the Excellence in the Craft Beer Industry award to the Excellence in the Craft Beer, Cider or Spirits Industry award; Director Goyne seconded the motion; the motion passed unanimously.**

**Director Emery moved to recommend the elimination of the Methuselah Award and to combine its' award criteria with the Lifetime Contribution to Agriculture Award; Director McElroy seconded the motion; motion passed unanimously.**

Director Emery explained that the committee discussed the Ag Award recipient nomination and selection process. **Director Emery moved that Harvest Fair Agricultural Recognition Awards shall be selected by the Sonoma County Harvest Fair Board and that a nomination form should be created and distributed to past nominees and stakeholder groups; Director Linegar seconded the motion; motion passed unanimously.**

Director Linegar offered to send the nomination form to ag groups. Staff should have a form available soon. Exhibit Coordinator Borck indicated that the Board should be selecting recipients at the May Board Meeting.

### **Admin/Adhoc:**

President Martini reported that the admin/adhoc committee reviewed a schematic of the Richard and Saralee Barn for 2020. They have asked staff to prepare schematics of the south pasture and grove.

### **SPONSORSHIP UPDATE:**

COO Findley-Thorn presented a list of 2018 sponsors and their potential commitment for 2019. She also distributed a list of potential sponsors that she would like help from the board to establish contact.

**DISCUSSION AND POSSIBLE ACTION: BOARD SEAT VACANCIES:**

President Martini reported that he is still waiting to hear who Michael Haney would like to appoint to replace Nick Frey on the board. He also mentioned there are still two vacant at large positions. Jason Schneider of Bottle Barn was in attendance to determine if he would be interested in a seat on the board. The discussion regarding the last seat consisted of finding someone within agriculture. Board members were asked to come up with names to bring to the next meeting. **No action taken.**

**DISCUSSION AND POSSIBLE ACTION: 2019/2020 HARVEST FAIR:**

Director Emery asked if the no show wineries from last year paid their fees. Wine Coordinator Quince explained to the board that she spoke with Gallo after the event. She was informed that a staffing change resulted in the 2018 no shows. Exhibit Coordinator Borck explained that she has had multiple conversations with wineries regarding the letters that were sent and the fees assessed. Those that did not pour in 2018 now understand that it is a requirement of participation in the competition. **No action taken.**

**REQUEST FOR FUTURE AGENDA ITEMS:**

Board seat vacancies

**Director Crane moved to adjourn the meeting at 6:40, Director Goyne seconded the motion; motion passed unanimously.**

**CONSENT AGENDA**

1. Approval of February 13, 2019 Harvest Fair Board Meeting Minutes (Attachment #1)
2. **Ag Outreach**  
Approval of March 7, 2019 committee meeting minutes (Attachment #2)
3. **Communications/PR**  
Approval of March 7, 2019 committee meeting minutes (Attachment #3)
4. **Beer & Wine**  
Approval of February 13, 2019 committee meeting minutes (Attachment #4)
5. **Awards Night**  
Approval of March 7, 2019 committee meeting minutes (Attachment #5)
6. **Admin/Ad Hoc**  
Approval of February 13, 2019 committee meeting minutes (Attachment #6)
7. **Admin/Ad Hoc**  
Approval of March 7, 2019 committee meeting minutes (Attachment #7)