



## Sonoma County Harvest Fair

### **APPROVED** Minutes of the Board of Directors' Meeting Wednesday, November 14, 2018 5:30 p.m. Sonoma County Fairgrounds Board Room

**DIRECTORS PRESENT:** Teejay Lowe, President; Jake Martini, Vice-President; Jacqueline Balletto, Cindy Crane, Pat Emery, Nick Frey, Amy Landlot, Tony Linegar, Tammi Matthias, Les Perry

**DIRECTORS ABSENT:** Sonu Chandi, Scott Goyne, Michael Haney, Daniel Kedan, Karissa Kruse, Mo McElroy

**OTHERS PRESENT:** CEO Becky Bartling, Heather Borck, Jane Engdahl, Paulette Swallow, Sheila Quince

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

**INTRODUCTION OF GUESTS:** None

**PUBLIC COMMENTS:** None

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

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

#### **APPROVAL OF MINUTES OF THE AUGUST 29, 2018 MEETING:**

Director Frey moved to approve the draft August 29, 2018 meeting minutes; Director Linegar seconded the motion; the motion passed unanimously.

#### **DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FINANCIAL STATEMENTS THROUGH OCTOBER 31, 2018**

Exhibits Coordinator Borck reported that the the 2018 Harvest Fair ended with a \$9,549 profit. Approximately \$3,000 of that amount is a credit to the fair from 2016 related to a bill error charged by the ticketing company. **Director Frey moved to approve the financial statement; Director Balletto seconded, the motion passed unanimously.**

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

President Lowe announced that the nominating committee recommends Jake Martini for 2018-2019 President and Pat Emery for 2018-2019 Vice-President. The election will occur later in the meeting.

#### **REVIEW OF HARVEST FAIR:**

Wine Competition Coordinator Sheila Quince reported the wine competition went well, entry numbers were slightly higher than 2017 with an increase in brands participating. It was also stated by the judges that they enjoy judging this contest and they think it is a great competition. Exhibits Coordinator Borck reported that chef demonstrations and workshops had positive attendance. She noted a change made in cheesy beer school, instead of Oliver's as the cheese provider Freestone Artisan Cheese Shop participated. Attendance in the tasting pavilion was 2,534 individuals. A variety of vendors were present in the Hall of Flowers; five food concessionaires were present. Jane Engdahl reported that the grape stomp was great again this year, although there was a large decline in participation from local residents.

#### **DISCUSSION AND POSSIBLE ACTION: 2018 NO SHOW WINERIES:**

A list of no show wineries was presented. One company had a significant penalty due to the number of brands entered. The Board suggested staff contact the company to better understand the lack of participation. Due to staffing changes there may have been some miscommunication about the participation requirement in the tasting pavilion. **Director Frey moved to send the no show winery list**

**invoices and a letter explaining the policy; Director Emery seconded; motion passed unanimously.**

**AD HOC COMMITTEE REPORT:**

The Ad Hoc committee presented the attached proposal. There was some concern that if the competition were held in late spring it would be too long until the tasting and momentum regarding the awards would be lost. Staff was directed to explore alternate dates. CEO Bartling expressed that it is important to keep the name and branding, the Harvest Fair website would be kept separate from County Fair similar to the NorCal Brew Fest. Additional features such as food pairings, a combined wine and dinner ticket, children's activities as well as a farmers market were discussed. Exhibits Coordinator Borck expressed that additional staff will be needed to carry out this plan as the entry office is at capacity during the month of July through the fair. It was concluded there needed to be additional details determined and a more concrete look at the financial perspective.

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

Staff was directed to put a financial plan together for the presented proposal.

**DISCUSSION AND POSSIBLE ACTION CONTRACT BETWEEN SONOMA COUNTY HARVEST FAIR BOARD AND SONOMA COUNTY FAIR BOARD:**

Director Lowe will present the new proposal at the November Sonoma County Fair Board meeting.

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

The list of expiring and vacant board seats were reviewed. President Lowe reported that Director McElroy would like to stay on for another term. Director Frey announced that he will not continue on the Board for another term. Director Landlot (for Kruse) volunteered to contact Director Chandi to see if he would like to continue on the board for a second term. **Director Emery moved to elect Percy Brandon for one of the open at-large board seats, Director Frey seconded the motion; motion passed unanimously.** Director Frey offered to contact Percy to see if he will accept.

**ELECTION OF 2019 OFFICERS:**

President Lowe reported that the nominating committee recommends Jake Martini for President and Pat Emery for Vice-President. He requested any additional nominations from the floor. Director **Frey moved to close nominations and to elect the slate as presented; Director Perry seconded the motion; motion passed unanimously.** President Martini thanked Director Lowe for his time as President and presented him with a plaque.

**DISCUSSION AND POSSIBLE ACTION REGARDING THE DATES OF THE 2019 HARVEST FAIR:**

The board proposed this agenda item be discussed at the December 12 meeting.

**DISTRIBUTION OF THE 2019 BOARD MEETING DINNER SIGN UP; 2019 HARVEST FAIR MEETING CALENDAR**

The 2019 dinner sign up and board meeting calendar was distributed.

**REQUEST FOR FUTURE AGENDA ITEMS:**

Committee Assignments

**Director Frey moved to adjourn the meeting at 6:52, Director Lowe seconded the motion passed unanimously.**