



## Sonoma County Harvest Fair

### APPROVED Minutes of the Board of Directors' Meeting Wednesday, July 10, 2019 5:30 p.m. Board Room

**DIRECTORS PRESENT:** Jake Martini, President; Pat Emery, Vice-President; Cindy Crane, Scott Goyne, Tony Linegar, Jacqueline Balletto, Les Perry, Amy Tesconi, Jason Schneider, Mo McElroy

**DIRECTORS ABSENT:** Becky Bartling, Percy Brandon, Teejay Lowe, Tammi Matthias, Vanessa Renee

**OTHERS PRESENT:** Heather Borck, Paulette Swallow, Kaitlyn Findley-Thorn, Sheila Quince, Robert Fraser, Rocco Cunningham, Jane Engdahl

The meeting was called to order by President Martini at 5:33 p.m.

**INTRODUCTION OF GUESTS:** Rocco Cunningham

**PUBLIC COMMENTS:** none

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

Director McElroy moved to approve the agenda; Director Balletto seconded the motion; the motion passed unanimously.

#### **APPROVAL OF ITEMS 1 THROUGH 3 ON THE CONSENT AGENDA:**

Director Goyne moved to approve items 1 through 3 on the consent agenda; Director Balletto seconded the motion; the motion passed unanimously.

#### **DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FINANCIAL STATEMENTS THROUGH June 30, 2019:**

Director Perry moved to approve the financial statements through June 30, 2019; Director Linegar seconded, the motion passed unanimously.

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

President Martini reported that the professional food, professional wine and amateur wine competitions are all up on the web and receiving entries. Tickets will go on sale August 1. He encouraged board members to reach out to those they know to encourage ticket sales.

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

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

Exhibits Coordinator Borck reported that Jennifer with the cheese trails reached out for specifics regarding the tasting pavilion.

##### **Communication:**

The new website has been launched. COO Findley-Thorn is working on the ad buy. Tickets will go on sale August 1.

**Culinary:** Exhibits Coordinator Borck reported Pro Food information has been distributed. She also indicated that she shared the information with the Farmer's Market Coordinator, Kelly Smith. Professional Food Coordinator Vercelli is calling past participants to encourage participation.

##### **Beer and Wine:**

Amateur wine has launched. Homebrew has been confirmed for September 8. The professional wine entries opened July 1. Wine Judging Coordinators Quince and Fraser have agreed to add one more panel of judges, bringing the count to 18.

**Awards Night:**

President Martini reported that after the tasting with the caterer the awards night menu will consist of a beef entrée. Exhibits Coordinator Borck reported that the agriculture recognition award winners have been notified and publicity is working their way through the list to write press releases.

**DISCUSSION AND POSSIBLE ACTION: 2019 FAIR TICKET PRICING**

Director Linegar moved that pre-sale single day tasting tickets be sold for \$65; 10 or more presale tickets be sold for \$55; day-of tasting tickets be sold for \$70; two-day tasting tickets for \$120 and designated driver tickets be offered for \$25; motion seconded by Director Goyne; motion passed unanimously.

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

Director Emery moved that exhibitors who have received a gold or higher in the wine competition and fail to pour two years in a row will be prohibited from future participation in the wine competition; motion seconded by Director Linegar; motion passed unanimously.

Exhibits Coordinator Borck reported that she had been approached by a food concessionaire regarding selling food in the tasting pavilion. After some discussion **Director Goyne moved to accept a limited number of vendors offering food for sale in the tasting pavilion; motion was seconded by Director Emery; motion passed unanimously.**

**REQUEST FOR FUTURE AGENDA ITEMS:**

Awards Night Committee Meeting Report

**Director Goyne moved to adjourn the meeting at 6:30, Director Crane seconded the motion; motion passed unanimously.**

**CONSENT AGENDA**

1. Approval of May 8, 2019 Harvest Fair Board Meeting Minutes (Attachment #1)
2. Approval of May 8, 2019 Beer & Wine Committee Meeting Minutes (Attachment #2)
3. Approval of May 6, 2019 Admin/Ad Hoc Committee Meeting Minutes (Attachment #3)