

SONOMA COUNTY FAIR & EXPOSITION, INC. Meeting of the Harvest Fair Board WEDNESDAY, FEBRUARY 19, 2020; 5:30 p.m. Sonoma County Fairgrounds Showcase Cafe

AGENDA

BOARD MEMBERS: President, Les Perry; Pat Emery, Vice-President;

Jacqueline Balletto, Becky Bartling, Percy Brandon, Cindy Crane, Rocco Cunningham, Scott Goyne, Michael Haney, Karissa Kruse/Amy Tesconi, Tony Linegar, Teejay Lowe, Jake Martini, Mo McElroy, Tammi Matthias, Jason Schneider

- 1. Call to Order
- 2. Introduction of Guests
- 3. Public Comments on issues not on the Agenda: Any member of the audience desiring to address the Board on a matter not on the agenda: Please stand and after receiving recognition from the Chair, please state your name and make your comments. In order that all interested parties have an opportunity to address the Board, each person is granted 3 minutes to speak. While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take action on items not on the agenda, and generally may only listen. For items that are on the agenda, each person will be allowed to address the topic being discussed, and will be allowed 3 minutes to speak.
- 4. Approval of Agenda
- 5. Approval of Item 1-3 on the Consent Agenda The Consent Agenda includes routine financial and administrative actions that are usually approved by a single majority vote. Questions or comments are accepted, but there will be no discussion on these items prior to voting on the motion unless Board Members or the public request specific items be discussed and/or removed from the Consent Agenda and placed on the Regular Agenda under the appropriate Committee or Agenda Item.
- 6. Discussion and possible action to approve the Financial Statements through January 31,2020 (Handout)
- 7. President's Report- Les Perry
- 8. Discussion and Possible Action: Committee Reports
 - a. Ag Outreach
 - b. Beer & Wine
 - i. Wine Competition Classes/Guidelines
 - ii. Wine Judge's Dinner Host and Venue
 - iii. Judges Recruitment
 - iv. Judging Schedule Format
 - v. Weekend Tasting Glasses
 - c. Awards Night
 - i. Awards & Nomination Process
 - d. Admin/Ad Hoc
 - i. Budget (Attachment #4)
- 9. Discussion and Possible Action: 2020/2021 Harvest Fair
- 10. Request for Future Agenda Items
- 11. Adjournment

FEBRUARY DINNER PROVIDED BY: Harvest Fair NEXT MEETING: MARCH 11, 2020 (Dinner Director Crane)

*DISABLED ACCOMODATION: If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact 707-545-4203. Advance notification within this guideline will enable the County to make reasonable arrangements to ensure accessibility.

CONSENT AGENDA

- 1. Approval of January 15, 2020 Harvest Fair Board Meeting Minutes (Attachment #1)
- 2. Approval of January 28, 2020 Harvest Fair Admin/AdHoc Committee Meeting Minutes (Attachment #2)
- 3. Approval of January 28, 2020 Harvest Fair Beer & Wine Committee Meeting Minutes (Attachment #3)



Sonoma County Harvest Fair DRAFT Minutes of the Board of Directors' Meeting Wednesday, January 15, 2020 5:30 p.m. Sonoma County Fairgrounds

<u>DIRECTORS PRESENT</u>: Les Perry, President; Pat Emery, Vice-President; Jacqueline Balletto, Scott Goyne, Jake Martini, Tammi Matthias, Tony Linegar, Jason Schneider, Percy Brandon, Teejay Lowe, Mo McElroy, Cindy Crane, Amy Tesconi

DIRECTORS ABSENT: Michael Haney, Becky Bartling, Rocco Cunningham

OTHERS PRESENT: Heather Borck, Lorna Fox, Kaitlyn Findley-Thorn

The meeting was called to order by President Perry at 5:45 p.m.

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL O F THE AGENDA:

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

APPROVAL OF ITEM 1 ON THE CONSENT AGENDA:

Director Goyne moved to approve item 1 on the consent agenda; Director Matthias seconded the motion; the motion passed unanimously.

DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FINANCIAL STATEMENTS THROUGH DECEMBER 31 2020:

Heather Borck presented the Financial Statements. She stated that Director Brandon negotiated with LBC and a contract has been signed for Awards Night. There was discussion regarding the outstanding invoice for \$10,000 to the Wine Vintners from FY2017-2018 that represented payment due from a TOT grant. Director Lowe will work with CFO Margetts to try and collect. **Director Emery moved to approve the Financial Statements through December 31, 2019; Director Matthias seconded the motion; the motion passed unanimously.**

PRESIDENT'S REPORT:

President Perry led discussions regarding the 2020 Committees and 2020/2021 Harvest Fairs. He stated that since the 2020 Harvest Fair will be "as usual", that the committees' focus should be on developing the 2021 Harvest Fair. He asked that the committees meet prior to the next board meeting.

DISCUSSION AND POSSIBLE ACTION: 2020/2021 HARVEST FAIR

Discussions ensued over possibilities for 2020 and 2021 regarding possible Fair opportunities for the Harvest Fair. It was decided to wait until the Ad Hoc Committee for Fair Events met so that the Harvest Fair Board can plan accordingly. No action taken.

REQUEST FOR FUTURE AGENDA ITEMS:

None stated.

Director Martini moved to adjourn the meeting at 7:00p.m., Director Lowe seconded the motion; motion passed unanimously.

CONSENT AGENDA

1. Approval of December 11, 2019 Harvest Fair Board Meeting Minutes



Sonoma County Harvest Fair Draft Minutes of the ADMIN/ADHOC COMMITTEE Tuesday, January 28, 2020 Sonoma County Event Center Showcase Cafe 1350 Bennett Valley Road, Santa Rosa, CA 95404

DIRECTORS PRESENT: Pat Emery, Jake Martini, Les Perry, Teejay Lowe, Amy Tesconi

DIRECTORS ABSENT:

OTHERS PRESENT: Heather Borck

The meeting was called to order by Chair Perry at 3:15 p.m.

Public Comments

No public comments.

APPROVAL OF AGENDA

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

DISCUSSION AND POSSIBLE ACTION REGARDING THE 2020 HARVEST FAIR BUDGET:

The committee reviewed the budget summary for 2020. Exhibit Coordinator Borck explained that the budget is similar to the 2019 event. It does reflect removal of the TOT sponsorship, an increase from the Luther Burbank Center for awards night as well as a slight increase in wages due to an increase in minimum wage. **Director Lowe moved to accept the 2020 budget as presented; Director Martini seconded the motion motion passed unanimously.**

DISCUSSION AND POSSIBLE ACTION REGARDING THE 2020/2021 HARVEST FAIR:

A discussion took place regarding Harvest Fair's role in the 2020 Sonoma County Fair. It was noted that the Sonoma County Fair Ad Hoc would be meeting soon and that this committee would help provide direction.

REQUEST FOR FUTURE AGENDA ITEMS

2021 Budget

<u>ADJOURNMENT:</u> The meeting was adjourned at 4:20 p.m.

2020 Harvest Fair Budget	2019 Budget	2019 Budget	2019 Actual	2019 Actual	2020 Budget	2020 Budget
Γ	Expense	Revenue	Expense	Revenue	Expense	Revenue
ADMINISTRATION	14. 14.	na series de la composición de la compo En la composición de l				
Insurance	2,500		1,300.00		1,300.00	
Director's Expense	500		257.42		500.00	
Licenses & Permits	2,755		2,818.00		3,000.00	
ABC	150		692.00		750.00	
So Co Environmental Health	2,555		2,076.00		2,200.00	
Awards Night	50		50.00		50.00	
Misc Program						
Bank Fees	13,000		11,000.00		11,000.00	
Postage	2,000		2,000.00		2,000.00	
Wages & Benefits	53,000		47,110.55		54,000.00	
Temporary	28,000		27,000.00		29,000.00	
Permanent	25,000		20,110.55		25,000.00	
Sponsorship		12,000		7,800.00		9,000.00
тот		10,000		10,000.00		
Administration Total	73,755	22,000	64,485.97	17,800.00	71,800.00	9,000.00
ATTRACTIONS						
Entry Fees- Grape Stomp		3,500		2,060.00		2,000.00
Contract Services- Grape Stomp	3,875		2,899.50		3,000.00	
Sound	1,875		899.50		1,000.00	
Grapes	2,000		2,000.00		2,000.00	
Awards- Grape Stomp	1,500		1,500.00		1,500.00	
Supplies- Grape Stomp	1,500					
T-shirts & misc	1,500					
Contract Services-Attractions	1,000		2,000.00		2,000.00	
Entertainment	1,000		2,000.00		2,000.00	
Sound						
Supplies - Attractions	1,000		1,026.00		1,000.00	
Muerath Ranches (Pumpkins etc)	500					
Misc Supplies	500					
Attractions Total	8,875	3,500	7,425.50	2,060.00	7,500.00	2,000.00
AWARDS NIGHT						
Ticket Sales		60,000		49,675.00		55,000.00
Sponsorships		15,000		15,000.00		15,000.00
Contract Services	21,859		15,359.00		17,185.22	
LBC	15,359		15,359.00		17,185.22	
Awards	800		1,002.41		1,000.00	
Supplies	800		889.19		800.00	
Cost of Goods	39,000		34,953.96		39,000.00	
Equipment Rental	3,000		1,210.47		1,500.00	
Awards Night Total	65,459	75,000	53,415.03	64,675.00	59,485.22	70,000.00

2020 Harvest Fair Budget				0040 4 4 4 - 1	0000 Duduct	0000 Dudwet
r	2019 Budget	2019 Budget	2019 Actual	2019 Actual	2020 Budget	2020 Budget
	Expense	Revenue	Expense	Revenue	Expense	Revenue
CULINARY COMPETITIONS						
Entry Fees- Pro Food		4,000		4,020.00		4,000.00
Contract Services- Pro Food	3,500		3,500.00		3,500.00	
Anne Vercelli	3,500		3,500.00		3,500.00	
Judge's Expenses- Pro Food	100		40.00		100.00	
Awards- Pro Food	500		505.25		500.00	
Supplies- Pro Food	500		302.12		500.00	
CULINARY TOTAL	4,600	4,000	4,347.37	4,020.00	4,600.00	4,000.00
	4,600	4,000	4,347.37	4,020.00	4,600.00	4,000.00
PUBLICITY/MARKETING	net glettig i el la					a de la composición de la comp
Advertising	45,000		44,537.00		42,000.00	
Contract Services	10,000		8,463.00		8,000.00	
Publicity/Marketing Total	55,000		53,000.00		50,000.00	
VENDORS			and the second	pre Allah Contra		·
Alcohol Concessions		500				
Concessions		1,500				
Commercial Space		2,000				3,500.00
Insur Reimbursement		100				
Commercial Vendor Contractor						
Vendor Total		4,100		3,653.00		3,500.00
OPERATIONS						
Contract Services -(security)	4,750		4,508.00		5,000.00	
Supplies	500					
Equipment Rental	3,700		3,540.00		4,000.00	
Tents	3,500		3,540.00		4,000.00	
Light Towers	200		0.00		0.00	
Utilities & Garbage	5,500		5,500.00		5,500.00	
Misc Expense	1,500		25.00		1,000.00	
Misc Revenue				10.00		
Admissions (Generate Gate)						
Parking		8,000		908.00		800.00
Operations Total	15,950	8,000	13,573.00	918.00	15,500.00	800.00
TASTING			n gan e			n - Status Balan Alisa Alisa
Ticket Sales - Tasting		112,900		110,812.00		110,103.21
Grand Tasting (1800)		108,000				105,550.46
2 Day Grand Tasting (30)		3,600				3,302.75
Designated Driver(52)		1,300				1,250.00
Contract Services	3,500		650.00		650.00	
Entertainment/Music (Carl Vast)	1,000		650.00		650.00	
Décor (Dan Pozzi)	2,500		0.00		0.00	
Supplies	18,250		13,967.64		10,800.00	
Glasses	10,000		4,670.00		5,000.00	
Vinyl	1,500				1,500.00	
Awards Booklet	3,000				3,000.00	
lce	1,500		1,300.00		1,300.00	
Misc	2,250					
Cost of Goods	15,000		15,262.58		16,000.00	
Equipment Rental(hand washing statio			200.00		200.00	
Tasting Pavilion Total	36,950	112,900	30,080.22	110,812.00	27,650.00	110,103.21

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2020 narvest rail budget	2019 Budget	2019 Budget	2019 Actual	2019 Actual	2020 Budget	2020 Budget
	Expense	Revenue	Expense	Revenue	Expense	Revenue
WINE /BEER COMPETITIONS						
Entry Fees - Pro Wine		81,000				81,000.00
Sponsored Awards -Pro Wine		500				500.00
Contract Services -Pro Wine	14,400		13,900.00		13,900.00	
Sheila Quince	6,400		6,400.00		6,400.00	
Bob Fraser	3,000		3,000.00		3,000.00	
Enofile Entry System	5,000		4,500.00		4,500.00	
Judge's Expenses - Pro Wine	18,500		11,371.31		16,500.00	
Lodging (Flamingo)	8,000		4,902.66		6,000.00	
Travel (Air and land)	5,000		3,003.01		5,000.00	
Judge's Luncheons & BBQ	5,000		2,860.00		5,000.00	
Other Judge Expenses	500		605.64		500.00	
Awards - Pro Wine	9,500		7,159.69		7,000.00	
Supplies - Pro Wine	1,750		1,387.97		1,500.00	
Equipment Rental - Pro Wine	5,000		3,557.17		5,000.00	
Total Pro Wine	49,150.00	81,500	37,376.14		43,900.00	
Entry Fees - Amateur Wine		3,000		· · · · · · · · · · · · · · · · · · ·		3,000.00
Awards - Amateur Wine	200		200.00		200.00	
Supplies -Amateur Wine	1,000		800.00		800.00	
Luncheon & Other Supplies	500		300.00		300.00	
Equipment Rental - Wine-Beer Cor	500		500.00		500.00	
Total Amateur Wine	1,200	3,000	1,000.00		1,000.00	
Entry Fees -Home Brew		1,200				1,500.00
Supplies - Home Brew	800		400.00		400.00	
Lunch	600		300.00		300.00	
supplies	100		100.00		100.00	
Showorks & Misc	100					
Total Home Brew	800	1,200	400.00		400.00	
Total Wine/Beer Competitions	51,150	85,700	38,776.14	87,283.00	45,300.00	86,000.00
	\$311,739	\$315,200	265,103.23	291,221.00	281,835.22	285,403.21
	Profit	\$3,461	Profit	26,117.77	Profit	3,567.99



Sonoma County Harvest Fair DRAFT Minutes of the BEER & WINE COMMITTEE Tuesday, January 28, 2020 Sonoma County Event Center Showcase Cafe 1350 Bennett Valley Road, Santa Rosa, CA 95404

DIRECTORS PRESENT: Teejay Lowe, Chair; Jacqueline Balletto, Scott Goyne, Tammi Matthias, Jake Martini, Jason Schneider

DIRECTORS ABSENT:, Amy Tesconi

OTHERS PRESENT: Heather Borck, Les Perry, Sheila Quince, Bob Fraser

The meeting was called to order by Chairman Lowe at 2:30 p.m.

Public Comments

No public comments.

APPROVAL OF AGENDA

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

DISCUSSION AND POSSIBLE ACTION REGARDING PRO WINE COMPETITION & TASTING:

1. Wine Competition Classes/Guidelines

Chairman Lowe explained that he asked for this agenda item as he wanted to review if the number of classes offered. Wine Competition Coordinator Fraser explained that any class with more than 50 should be reviewed. It was discussed the price points for Pinot Noir, Zinfandel/Primitivo, Cabernet Sauvignon and Red Blends should be examined. Wine Competition Coordinators Fraser and Quince will review with Exhibit Coordinator Borck.

2. Wine Judge's Dinner Host and Venue

Wine Competition Coordinator Quince explained that she has reached out to Buena Vista following a conversation with Director Crane. Director Matthias offered to help Coordinator Quince with other options if she did not hear back.

3. Judges Recruitment

Quince and Fraser presented a list of judges. After some discussion a finalized list will be sent back to the committee for review that can then be presented to the board. Six panels of three will be utilized.

4. Judging Schedule Format

The two day judging format was discussed. 2020 Judging will take place September 15 and 16.

5. Weekend Tasting Glasses

Director Martini moved to approve the purchase of weekend wine tasting glasses similar to those purchased in 2019; Director Goyne seconded the motion; the motion passed unanimously.

Discussion & Possible Action: 2020 Harvest Fair

The committee discussed the possibility of retailers and restaurants agreeing to carry best of class wines. Chairman Lowe will do some more exploration and report back to the committee.

Request for future agenda items

Wine Classes

Adjournment:

The meeting was adjourned at 3:15pm

2020 Harvest Fair Budget	2019 Budget	2019 Budget	2019 Actual	2019 Actual	2020 Budget	2020 Budget
1	Expense	Revenue	Expense	Revenue	Expense	Revenue
ADMINISTRATION	-					
Insurance	2,500		1,300.00		1,300.00	
Director's Expense	500		257.42		500.00	
Licenses & Permits	2,755		2,818.00		3,000.00	
ABC	150		692.00		750.00	<u></u>
So Co Environmental Health	2,555		2,076.00		2,200.00	
Awards Night	50		50.00		50.00	
Misc Program						
Bank Fees	13,000		11,000.00		11,000.00	
Postage	2,000		2,000.00		2,000.00	
Wages & Benefits	53,000		47,110.55		54,000.00	
Temporary	28,000		27,000.00		29,000.00	
Permanent	25,000		20,110.55		25,000.00	
Sponsorship		12,000		7,800.00		9,000.00
тот		10,000		10,000.00		
Administration Total	73,755	22,000	64,485.97	17,800.00	71,800.00	9,000.00
ATTRACTIONS						
Entry Fees- Grape Stomp		3,500		2,060.00		2,000.00
Contract Services- Grape Stomp	3,875		2,899.50		3,000.00	
Sound	1,875		899.50		1,000.00	
Grapes	2,000		2,000.00		2,000.00	
Awards- Grape Stomp	1,500		1,500.00		1,500.00	
Supplies- Grape Stomp	1,500					
T-shirts & misc	1,500					· · ·
Contract Services-Attractions	1,000		2,000.00		2,000.00	
Entertainment	1,000		2,000.00		2,000.00	
Sound						
Supplies - Attractions	1,000		1,026.00		1,000.00	
Muerath Ranches (Pumpkins etc)	500					
Misc Supplies	500	2 500	7 405 50	0.000.00	7 500 00	2 000 00
Attractions Total	8,875	3,500	7,425.50	2,060.00	7,500.00	2,000.00
AWARDS NIGHT		00.000		40.075.00		55 000 00
Ticket Sales		60,000		49,675.00 15,000.00		55,000.00
Sponsorships	21.950	15,000	15 250 00	15,000.00	17,185.22	15,000.00
Contract Services	21,859		15,359.00			
Awards	<i>15,359</i> 800		<i>15,359.00</i> 1,002.41		<i>17,185.22</i> 1,000.00	
Supplies	800		889.19		1,000.00	
Cost of Goods	39,000		34,953.96		39,000.00	
Equipment Rental	39,000		1,210.47		1,500.00	
		75 000		64 675 00		70 000 00
Awards Night Total	65,459	75,000	53,415.03	64,675.00	59,485.22	70,000.00

2020 Harvest Fair Budget	2019 Budget	2019 Budget	2019 Actual	2019 Actual	2020 Budget	2020 Budget
]	Expense	Revenue	Expense	Revenue	Expense	Revenue
CULINARY COMPETITIONS						
Entry Fees- Pro Food		4,000		4,020.00		4,000.00
Contract Services- Pro Food	3,500		3,500.00		3,500.00	
Anne Vercelli	3,500		3,500.00		3,500.00	
Judge's Expenses- Pro Food	100		40.00		100.00	
Awards- Pro Food	500		505.25		500.00	
Supplies- Pro Food	500		302.12		500.00	I
CULINARY TOTAL	4,600	4,000	4,347.37	4,020.00	4,600.00	4,000.00
	4,600	4,000	4,347.37	4,020.00	4,600.00	4,000.00
PUBLICITY/MARKETING						
Advertising	45,000		44,537.00		42,000.00	
Contract Services	10,000		8,463.00		8,000.00	
Publicity/Marketing Total	55,000		53,000.00		50,000.00	
VENDORS	Alter and the					
Alcohol Concessions		500				
Concessions		1,500				
Commercial Space		2,000				3,500.00
Insur Reimbursement		100				
Commercial Vendor Contractor						
Vendor Total		4,100		3,653.00		3,500.00
OPERATIONS		2 - 1				
Contract Services -(security)	4,750		4,508.00		5,000.00	
Supplies	500				Ì	
Equipment Rental	3,700		3,540.00		4,000.00	
Tents	3,500		3,540.00		4,000.00	
Light Towers	200		0.00		0.00	
Utilities & Garbage	5,500		5,500.00		5,500.00	
Misc Expense	1,500		25.00		1,000.00	
Misc Revenue				10.00		
Admissions (Generate Gate)						
Parking		8,000		908.00		800.00
Operations Total	15,950	8,000	13,573.00	918.00	15,500.00	800.00
TASTING				· · · · ·	* .	
Ticket Sales - Tasting		112,900		110,812.00		110,103.21
Grand Tasting (1800)		108,000				105,550.46
2 Day Grand Tasting (30)		3,600				3,302.75
Designated Driver(52)		1,300				1,250.00
Contract Services	3,500		650.00		650.00	
Entertainment/Music (Carl Vast)	1,000		650.00		650.00	
Décor (Dan Pozzi)	2,500		0.00		0.00	
Supplies	18,250		13,967.64		10,800.00	
Glasses	10,000		4,670.00		5,000.00	
Vinyl	1,500				1,500.00	
Awards Booklet	3,000				3,000.00	
lce	1,500		1,300.00		1,300.00	
Misc	2,250					
Cost of Goods	15,000		15,262.58		16,000.00	
Equipment Rental(hand washing statio			200.00		200.00	
Tasting Pavilion Total	36,950	112,900	30,080.22	110,812.00	27,650.00	110,103.2

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2020 Harvest Fair Budget	2019 Budget	2019 Budget	2019 Actual	2019 Actual	2020 Budget	2020 Budget
	Expense	Revenue	Expense	Revenue	Expense	Revenue
WINE /BEER COMPETITIONS						
Entry Fees - Pro Wine		81,000				81,000.00
Sponsored Awards -Pro Wine		500				500.00
Contract Services -Pro Wine	14,400		13,900.00		13,900.00	
Sheila Quince	6,400		6,400.00		6,400.00	
Bob Fraser	3,000		3,000.00		3,000.00	
Enofile Entry System	5,000		4,500.00		4,500.00	
Judge's Expenses - Pro Wine	18,500		11,371.31		16,500.00	
Lodging (Flamingo)	8,000		4,902.66		6,000.00	
Travel (Air and land)	5,000		3,003.01		5,000.00	
Judge's Luncheons & BBQ	5,000		2,860.00		5,000.00	·
Other Judge Expenses	500		605.64		500.00	
Awards - Pro Wine	9,500		7,159.69		7,000.00	
Supplies - Pro Wine	1,750		1,387.97		1,500.00	
Equipment Rental - Pro Wine	5,000		3,557.17		5,000.00	
Total Pro Wine 4.2	49,150.00	81,500	37,376.14		43,900.00	· · · · · ·
Entry Fees - Amateur Wine		3,000				3,000.00
Awards - Amateur Wine	200		200.00		200.00	
Supplies -Amateur Wine	1,000		800.00		800.00	<u></u>
Luncheon & Other Supplies	500		300.00		300.00	
Equipment Rental - Wine-Beer Cor	500		500.00		500.00	
Total Amateur Wine	1,200	3,000	1,000.00		1,000.00	
Entry Fees -Home Brew		1,200				1,500.00
Supplies - Home Brew	800		400.00		400.00	
Lunch	600		300.00		300.00	
supplies	100		100.00		100.00	
Showorks & Misc	100					<u></u>
Total Home Brew	800	1,200	400.00		400.00	
Total Wine/Beer Competitions	51,150	85,700	38,776.14	87,283.00	45,300.00	86,000.00
	\$311,739	\$315,200	265,103.23	291,221.00	281,835.22	285,403.2
	Profit		Profit	26,117.77	Profit	3,567.99