



SONOMA COUNTY FAIR & EXPOSITION, INC.

Meeting of the Harvest Fair Board

WEDNESDAY, JANUARY 15, 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 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 December 31, 2020 (Handout)
7. President's Report- Les Perry
8. Discussion and Possible Action: 2020 Committees (Attachment #2)
9. Discussion and Possible Action: 2020/2021 Harvest Fair
10. Request for Future Agenda Items
 - a. Budget
 - b. Committee Reports
11. Adjournment

JANUARY DINNER PROVIDED BY: SONOMA COUNTY WINEGROWERS

NEXT MEETING: FEBRUARY 19, 2020

**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 December 11, 2019 Harvest Fair Board Meeting Minutes (Attachment #1)



**Sonoma County Harvest Fair
DRAFT Minutes of the
Board of Directors' Meeting
Wednesday, December 11, 2019 5:30 p.m.
Sonoma County Fairgrounds**

DIRECTORS PRESENT: Jake Martini, President; Pat Emery, Vice-President; Scott Goyne, Jacqueline Balletto, Les Perry, Tammi Matthias, Tony Linegar, Jason Schneider, Percy Brandon, Teejay Lowe

DIRECTORS ABSENT: Michael Haney, Mo McElroy, Cindy Crane, Becky Bartling, Rocco Cunningham, Amy Tesconi

OTHERS PRESENT: Heather Borck, Lorna Fox, Kaitlyn Findley-Thorn, Sheila Quince, Jane Engdahl, Emily Janowski, Michael Margetts

The meeting was called to order by President Martini at 5:37 p.m.

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF THE AGENDA:

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

APPROVAL OF ITEM 1 ON THE CONSENT AGENDA:

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

DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FINANCIAL STATEMENTS THROUGH NOVEMBER 30 2019:

CFO Margetts presented the Financial Statements. Director Lowe reported that the Fair Board agreed to forego the revenue share for 2019.

Director Lowe moved approve the Financial Statements through November 30, 2019; Director Emery seconded the motion; the motion passed unanimously.

DISCUSSION AND POSSIBLE ACTION: 2020 AWARDS NIGHT LBC CONTRACT:

Borck stated that the 2020 contract with LBC has gone up in price due to rental and labor increases. Director Lowe moved to task staff with contacting LBC and ask for a 50% reduction in this year's proposed increase and to proceed with the contract; Director Perry seconded the motion; the motion passed unanimously.

PRESIDENT'S REPORT:

President Martini thanked the Board and staff for their hard work through 2019 and stated that he felt the Harvest Fair was moving in the right direction.

ELECTION OF 2020 OFFICERS:

Director Lowe stated the Nominating Committee consisted of CEO Bartling, Cindy Crane and himself as Chair. Director Lowe made a motion to accept the slate of nominees as follows: Director Perry, President; Pat Emery, Vice President; and a three-year reappointment for Directors Matthias, Goyne, and Martini; Director Brandon seconded the motion; the slate was approved unanimously.

DISCUSSION AND POSSIBLE ACTION: 2020/2021 HARVEST FAIRS:

Director Emery reported on a meeting that took place last week with members of the Fair Board, the Harvest Fair Board, and the Fair Foundation Board along with CEO Bartling. The meeting was about the

use of the Saralee & Richard's Barn during Fair. He stated an Ad Hoc Committee was being formed with members from each of the above mentioned boards. No action taken.

REQUEST FOR FUTURE AGENDA ITEMS:

Director Lowe moved to adjourn the meeting at 6:39 p.m., Director Martini seconded the motion; motion passed unanimously.

CONSENT AGENDA

1. Approval of November 13, 2019 Harvest Fair Board Meeting Minutes (Attachment #1)

DRAFT SONOMA COUNTY HARVEST FAIR
2020 COMMITTEE LIST

<p style="text-align: center;"><u>FULL HARVEST FAIR BOARD</u></p> <p style="text-align: center;">Les Perry, President; 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; Tammi Matthias; Mo McElroy; Jason Schneider</p>	
<p><u>ADMIN/ADHOC</u></p> <p>Jake Martini Pat Emery Teejay Lowe Les Perry Amy Tesconi</p>	<p><u>CULINARY COMMITTEE</u></p>
<p><u>BEER & WINE COMPETITIONS</u></p> <p><u>Teejay Lowe, Chair</u> Karissa Kruse/Amy Tesconi Jacqueline Balletto Tammi Matthias Jake Martini Scott Goyne Jason Schneider</p>	<p><u>AWARDS NIGHT</u></p> <p><u>Karissa Kruse/Amy Tesconi, Chair</u> Percy Brandon Mo McElroy Tammi Matthias Pat Emery</p>
<p><u>COMMUNICATIONS/PR</u></p> <p>Les Perry Pat Emery</p>	<p><u>AG OUTREACH</u></p> <p>Cindy Crane Jacqueline Balletto Mo McElroy Amy Tesconi Tony Linegar Rocco Cunningham</p>

HARVEST FAIR IDEAS

From 11/13/19 Board Meeting

- Reconsider wine classes
- Board members call wineries to buy tables and “buy-in” to HF process and event
- Develop relationships with wineries
- Discount tickets for winery tastings for patrons
- By the glass sweepstake wines for restaurants
- Restaurant partnership to purchase BOC winners
- Develop sheet that shows value to wineries to participate