



SONOMA COUNTY FAIR & EXPOSITION, INC.
Meeting of the Harvest Fair Board
WEDNESDAY, MARCH 11, 2020; 5:30 p.m.
Sonoma County Fairgrounds Showcase Building

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, 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. Discussion and possible action to approve the Financial Statements through February 29, 2020 (Handout)
6. Approval of Item 1-2 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.
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
 - c. Awards Night
 - i. Awardee Videos
 - ii. Menu
 - d. Admin/Ad Hoc
9. Discussion and Possible Action: Location and Dates of 2021 Harvest Fair
10. Discussion and Possible Action: Harvest Fair Involvement During Sonoma County Fair
11. Discussion and Possible Action: Sonoma County Vintner's Seat on the Board
12. Update: Sponsorship
13. Request for Future Agenda Items
 - a. Award Nominations
14. Adjournment

MARCH DINNER PROVIDED BY: DIRECTOR CRANE
NEXT MEETING: APRIL 8, 2020 (Dinner provided by Sonoma County Harvest Fair)

**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 February 19, 2020 Harvest Fair Board Meeting Minutes (Attachment #1)
2. Approval of February 10, 2020 Harvest Fair Awards Night Committee Meeting Minutes (Attachment #2)



Sonoma County Harvest Fair
DRAFT Minutes of the
Board of Directors' Meeting
Wednesday, February 19, 2020 5:30 p.m.
Sonoma County Fairgrounds

DIRECTORS PRESENT: Les Perry, President; Pat Emery, Vice-President; Jacqueline Balletto, Rocco Cunningham, Scott Goynes, Tammi Matthias, Jason Schneider, Percy Brandon, Teejay Lowe, Cindy Crane, Amy Tesconi

DIRECTORS ABSENT: Michael Haney, Jake Martini, Mo McElroy

OTHERS PRESENT: Becky Bartling, Heather Borck, Lorna Fox, Kaitlyn Findley-Thorn, Sheila Quince

The meeting was called to order by President Perry at 5:31 p.m.

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF THE AGENDA:

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

APPROVAL OF ITEM 1 ON THE CONSENT AGENDA:

Director Matthias moved to approve items 1-3 on the consent agenda; Director Goynes seconded the motion; the motion passed unanimously.

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

Heather Borck presented the Financial Statements. Director Cunningham moved to approve the Financial Statements through January 31, 2019; Director Matthias seconded the motion; the motion passed unanimously.

PRESIDENT'S REPORT:

President Perry led discussions regarding the 2020/2021 Harvest Fairs. He stated that the Board needed clarification from the Fair Board as to their openness to conducting the Harvest Fair tasting at the Sonoma County Fair in the Saralee & Richard's Barn in future years. The wine grotto was discussed, and it was decided that before the Harvest Fair Board could move on with any planning, they need to see the amount of interest from the AVAs that would be participating.

DISCUSSION AND POSSIBLE ACTION: COMMITTEE REPORTS

Ag Outreach: Director Balletto stated that the committee met last week and brainstormed about key items for consideration: 1) Realistic expectations of staffing; 2) Demographics of past attendees and targeting of new attendees; 3) Location to be utilized; 4) Budget. She stated that the committee needed further guidance and clarification before they can move ahead.

Beer and Wine: Director Lowe stated that the wine competition classes were still under discussion. He stated that they will have the guidelines at the next Board meeting. Director Crane and Sheila Quince contacted Buena Vista Winery for the Judges Dinner and they are working with Tom Blackwood to finalize venue. Sheila Quince presented the list for the first round of judges. **Director Lowe moved to accept the first round list for judges; Director Goynes seconded the motion; the motion passed unanimously.** The judging dates are September 14-16. Director Lowe stated that the same glass style from 2019 would be used again this year, with the same logo unless a sponsorship is gotten.

Awards Night: Changes to the Nomination process were presented. **Director Emery moved to invite past award recipients and other businesses for their nominations and nominations would be presented at a meeting that would be held before a regularly scheduled Harvest Fair Board meeting and that the Board would make the final decisions; Director Goyne seconded the motion; the motion passed unanimously.** Bringing back a video during Awards Night was discussed and sponsorship(s) are being looked researched.

Admin/Adhoc: Exhibits Coordinator Borck presented the 2020 Budget and stated that it is similar to 2019, but has the TOT removed, adds the minimum wage increase and the increase in cost for Awards Night. **Director Crane moved to accept the budget as presented; Director Schneider seconded the motion; the motion passed unanimously.**

DISCUSSION AND POSSIBLE ACTION: 2020/2021 HARVEST FAIR

See President's Comments.

REQUEST FOR FUTURE AGENDA ITEMS:

- Video for Awards Night
- Sponsorship List for Board member follow-up
- Awards Night Table list for Board member follow-up

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

CONSENT AGENDA

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



AWARDS NIGHT MINUTES

Monday, February 10, 2020

TIME 4:00 p.m.

The Front Room

4350 Barnes Rd

Santa Rosa, CA 95403

DIRECTORS

PRESENT: Amy Tesconi, Percy Brandon, Tammi Matthias, Pat Emery

ABSENT: Mo McElroy

OTHERS PRESENT: Les Perry, Jennifer Balletto, Becky Bartling, Lorna Fox

NOTES FROM MEETING

1. Called to order at 4:00PM
2. Approval of Agenda: Director Tesconi/Les Perry
3. Review of 2020 Awards & Process
Director Tesconi presented concerns that Director Kruse had received regarding there not being a meeting in 2019 to discuss award recipients. Current and past process for determining recipients was discussed.
 - Committee decided to continue with sending out nomination form both via email and regular mail to past recipients and organizations that may want to contribute.
 - A meeting will be held prior to a board meeting (April or May) for people that may want to present their nominations, with another committee meeting to follow, then the regular board meeting.
 - Board will have the final say in the awardees
4. Discussion of 2020 Awards Night
The Committee discussed how the Awards Night was marketed in 2019. Questions regarding whether email, hard copies, and/or formal invitations were sent out. There was some concern with emails not getting to the correct person or being read. There was also concern that sponsors may not have gotten formal responses verifying their tables.
 - Committee agreed that Board members should receive the correspondence that goes out so that they can see what the community is receiving from us.

Director Tesconi relayed for Director Kruse a question on whether we can bring back the video during the presentations. It is understood that it is a budgetary concern, but committee members stated that they is a possibility of getting a sponsor for the video. Director Matthias will speak to COMCAST to see if there is an interest there.
5. Request for future agenda items
 - Menu Review
 - Tasting Date
 - Marketing of Awards Night
6. Adjournment at 4:42PM