



**REVISED NOTICE OF MEETING OF THE BOARD OF DIRECTORS
SONOMA COUNTY HARVEST FAIR
Wednesday, January 13, 2021
5:00 p.m.**

Notice is hereby given that meetings of the Sonoma County Harvest Fair will convene at times and location set forth in this notice.

In accordance with Executive Order N-29-20 the January 13, 2021 Sonoma County Harvest Fair Board meeting will be held virtually.

The web conferencing system Zoom will be utilized for this meeting. To participate in the meeting you will need a computer connected to the internet with microphone capabilities or a telephone. (It is not necessary to have a camera). A smart phone or tablet can also be utilized to join the meeting. To test your equipment please use this link: <https://zoom.us/test>

Join Zoom Meeting

<https://us02web.zoom.us/j/87649266743?pwd=ZExiY3lUNzEyaTB5RnQ5N0ZFeDA5QT09>

Meeting ID: 876 4926 6743

Passcode: 194856

+1 669 900 6833 US

MEMBERS: President, Pat Emery; Jason Schneider, Vice-President;
Becky Bartling, Percy Brandon, Rocco Cunningham, Scott Goyne, Michael Haney, Karissa Kruse/Amy Tesconi,
Teejay Lowe, Jake Martini, Tammi Matthias, Les Perry, Andrew Smith

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 December 31, 2020 (Attachment #1)
 - a. Lagunitas
6. 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.
7. President's Report- Pat Emery
 - a. Board Member Update
 - b. Committees
8. Sonoma County Fair/Event Center Update
9. Discussion and Possible Action: Board Member Vacancy
10. Discussion and Possible Action: 2021 Harvest Fair Budget (Attachment# 3)
11. Request for Future Agenda Items
 - a. Contract with Sonoma County Fair
12. Adjournment

**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 November 15, 2020 Harvest Fair Board Meeting Minutes (Attachment #2)

**HARVEST FAIR ASSOCIATION OF SONOMA COUNTY
BALANCE SHEET - DRAFT**

As of **12/31/2020**
Actual
YTD

ASSETS

CURRENT ASSETS

Cash in Bank	96,508
Cash in Treasury	0
Accounts Receivable (net of allowance)	655
Other Assets	0
TOTAL CURRENT ASSETS	97,163

TOTAL ASSETS **97,163**

LIABILITIES & EQUITY

CURRENT LIABILITIES

Accounts Payable	184
Accrued Expenses	23,125
Sales & Use Tax Payable	82
Deposits & Refunds Payable	(80)
TOTAL CURRENT LIABILITIES	23,311

FUND EQUITY

Beginning Retained Earnings	55,868
Profit(Loss) for the Year	17,984
TOTAL EQUITY	73,852

TOTAL LIABILITIES & EQUITY **97,163**

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY
INCOME STATEMENT - DRAFT

For the Period	12/31/2020 Actual YTD	12/31/2020 Budget YTD	Variance	Annual Budget
Revenues				
Sponsorships	2,500	9,000	(6,500)	22,000
Operations - Parking - Admissions	413	800	(387)	8,000
Awards Night		55,000	(55,000)	60,000
Sponsorships - Awards Night		15,000	(15,000)	15,000
Wine Competition	71,040	86,000	(14,960)	85,200
Culinary Competitions	2,855	4,000	(1,145)	4,000
Attractions		2,000	(2,000)	3,500
Misc Programs				
Retail Sales				
Tasting		110,103	(110,103)	112,900
Vendors		3,500	(3,500)	4,100
Total Revenues	76,808	285,403	(208,595)	314,700
Expenses				
Administration	24,074	71,800	47,726	73,755
Operations - Parking - Admissions	2,500	15,500	13,000	15,950
Awards Night		59,485	59,485	65,459
Wine Competition	21,571	45,300	23,729	51,150
Culinary Competition	5,178	4,600	(578)	4,600
Attractions		7,500	7,500	8,875
Misc. Programs				
Publicity/Marketing	12,594	50,000	37,406	55,000
Retail Sales				
Tasting		27,650	27,650	36,950
Vendors				
Prior Period Expense	(7,093)		7,093	
Total Expenses	58,824	281,835	223,011	311,739
Operating Income/(Loss) - Prior to Revenue Split	17,984	3,568	14,416	2,961
Revenue Share with SCF				
Net Income	17,984	3,568	14,416	2,961



Sonoma County Harvest Fair
DRAFT Minutes of the
Board of Directors' Meeting
Wednesday, November 15, 2020 5:00 p.m.

In accordance with Executive Order N-29-20 the November 15, 2020 Sonoma County Harvest Fair Board meeting was held virtually. All actions were voted on by roll call.

DIRECTORS PRESENT: Les Perry, President; Pat Emery, Vice President, Cindy Crane, Scott Goynes, Teejay Lowe, Jake Martini, Tammi Matthias, Mo McElroy, Andrew Smith, Amy Tesconi

DIRECTORS ABSENT: Becky Bartling, Percy Brandon, Michael Haney, Rocco Cunningham, Jason Schneider

OTHERS PRESENT: Heather Borck, Kaitlyn Findley-Thorn, Michael Margetts, Sheila Quince

The meeting was called to order by President Perry at 5:00 p.m.

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF THE AGENDA:

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

Discussion and possible action to approve the Financial Statements through October 31, 2020

CFO Margetts presented the financial statements, 2019 Harvest Fair form 990 and form 199 as well as the aging report. **Director Lowe moved to approve the Financial Statements through October 31; Director Matthias seconded the motion; the motion passed unanimously. Director Lowe moved to right off the \$10,000 receivables from the 2017-2018 Community Investment (TOT) funds; Director Crane seconded the motion; the motion passed unanimously.** Staff was asked to find additional information related to the two \$2,500 Lagunitas records on the aging report.

APPROVAL OF ITEMS 1 ON THE CONSENT AGENDA:

Director Emery moved to approve items 1 on the consent agenda; Director Smith seconded the motion; the motion passed unanimously.

PRESIDENT'S REPORT:

President Perry reported that he appointed Directors Lowe, Brandon and Martini to the nominating committee. He asked Director Lowe to report the nominating committee's recommendation. Director Lowe reported that the committee recommends Director Emery for President and Director Schneider for Vice President.

President Perry also reported that he and Exhibit Coordinator Borck met with McCall Miller from the County Administrators office. Ms. Miller informed them that yearly community investment funds (TOT) do not roll over, what is not requested for reimbursement is added back to the pool and spent the following year. She was apologetic that she could not do more for the Harvest Fair in relation to the owed \$10,000.

DISCUSSION AND POSSIBLE ACTION: 2021 HARVEST FAIR

Exhibit Coordinator Borck asked the board to please place Sunday, October 3 on their calendars for 2021 Awards Night. The Harvest Fair will take place October 9 and 10. Borck also asked how the board would like to proceed with the budgeting process. Staff was instructed to prepare two budget scenarios; one similar to the 2019 event and one similar to 2020.

DISUCSSION AND POSSIBLE ACTION: BOARD SEAT VACANCIES

President Perry reported that per the bylaws a Director can serve three, three-year terms before they must take a year off from the board. As Director McElroy began her term in 2012, she has reached her nine year tenure. The Board thanked her for her service. As chair of the nominating committee Director Lowe explained that with the recent changes to the Harvest Fair and now the uncertainty due to the pandemic, the board had previously decided to not add additional at-large members. He asked if there were other thoughts at this time. **No action taken.**

ELECTION OF 2021 OFFICERS

Director Lowe moved to accept the nominating committee's recommendation and close nominations; Director Goyne seconded the motion; the motion passed unanimously.

DISTRIBUTION OF 2021 HARVEST FAIR MEETING CALENDAR

Exhibit Coordinator Borck reported that the list of 2021 meeting dates can be found in the board packet, she will also be sending calendar invites.

REQUEST FOR FUTURE AGENDA ITEMS:

- Contract with Sonoma County Fair
- Committee assignment

Director Crane moved to adjourn the meeting at 5:57 p.m., Director Goyne seconded the motion; motion passed unanimously.

CONSENT AGENDA

1. Approval of October 14, 2020 Harvest Fair Board Meeting Minutes

	2019 Actual		2020 Actual		2021 Budget A		2021 Budget B	
	Expense	Revenue	Expense	Revenue	Expense	Revenue	Expense	Revenue
ADMINISTRATION								
Insurance	1,300.00		1,100.00		1,300.00		1,100.00	
Director's Expense	257.42		201.54		500.00		500.00	
Licenses & Permits	2,818.00		400.00		2,400.00		0.00	
<i>ABC</i>	692.00		400.00		150.00			
<i>So Co Environmental Health</i>	2,076.00				2,200.00			
<i>Awards Night</i>	50.00				50.00			
Bank Fees	11,000.00		3,648.75		11,000.00		3,500.00	
Postage	2,000.00		1,000.00		2,000.00		1,000.00	
Wages & Benefits	47,110.55		2,000.00		54,000.00		2,000.00	
<i>Temporary</i>	27,000.00		2,000.00		29,000.00		2,000.00	
<i>Permanent</i>	20,110.55				25,000.00			
Sponsorship		7,800.00		2,500.00		9,000.00		
TOT		10,000.00						
Administration Total	64,485.97	17,800.00	8,350.29	2,500.00	71,200.00	9,000.00	8,100.00	0.00
ATTRACTIONS								
Entry Fees- Grape Stomp		2,060.00				2,000.00		
Contract Services- Grape Stomp	2,899.50				6,000.00			
<i>Grape Stomp Contractor</i>					3,000.00			
<i>Sound</i>	899.50				1,000.00			
<i>Grapes</i>	2,000.00				2,000.00			
Awards- Grape Stomp	1,500.00				1,500.00			
Supplies- Grape Stomp								
<i>T-shirts & misc</i>								
Contract Services-Attractions	2,000.00				2,000.00			
<i>Entertainment</i>	2,000.00				2,000.00			
<i>Sound</i>								
Supplies - Attractions	1,026.00				1,000.00			
<i>Muerath Ranches (Pumpkins etc)</i>								
<i>Misc Supplies</i>								
Attractions Total	7,425.50	2,060.00	0.00	0.00	10,500.00	2,000.00	0.00	0.00
AWARDS NIGHT								
Ticket Sales		49,675.00				55,000.00		
Sponsorships		15,000.00				15,000.00		
Contract Services	15,359.00				17,185.22			
<i>LBC</i>	15,359.00				17,185.22			
Awards	1,002.41				1,000.00			
Supplies	889.19				800.00			
Cost of Goods	34,953.96				39,000.00			
Equipment Rental	1,210.47				1,500.00			
Awards Night Total	53,415.03	64,675.00	0.00	0.00	59,485.22	70,000.00	0.00	0.00
CULINARY COMPETITIONS								
Entry Fees- Pro Food		4,020.00		2,825.00		4,000.00		2,500.00
Contract Services- Pro Food	3,500.00		3,500.00		3,500.00		3,500.00	
<i>Anne Vercelli</i>	3,500.00		3,500.00		3,500.00		3,500.00	
Judge's Expenses- Pro Food	40.00		85.30		100.00		100.00	
Awards- Pro Food	505.25		700.00		1,000.00		1,000.00	
Supplies- Pro Food	302.12		92.94		500.00		500.00	
CULINARY TOTAL	4,347.37	4,020.00	4,378.24	2,825.00	5,100.00	4,000.00	5,100.00	2,500.00
	4,347.37	4,020.00	4,378.24	2,825.00	5,100.00	4,000.00	5,100.00	2,500.00
PUBLICITY/MARKETING								
Advertising	44,537.00		9,276.71		40,000.00		10,000.00	
Contract Services	8,463.00				8,000.00			
Publicity/Marketing Total	53,000.00		9,276.71		48,000.00		10,000.00	
VENDORS								
Alcohol Concessions								
Concessions								
Commercial Space						3,500.00		
Insur Reimbursement								
Commercial Vendor Contractor								
Vendor Total		3,653.00				3,500.00		

2021 Harvest Fair Budget

	2019 Actual		2020 Actual		2021 Budget A		2021 Budget B	
	Expense	Revenue	Expense	Revenue	Expense	Revenue	Expense	Revenue
OPERATIONS								
Contract Services -(security)	4,508.00				5,000.00			
Supplies								
Equipment Rental	3,540.00				4,000.00			
<i>Tents</i>	3,540.00				4,000.00			
<i>Light Towers</i>	0.00				0.00			
Utilities & Garbage	5,500.00		2,500.00		5,500.00		2,500.00	
Misc Expense	25.00				1,000.00			
Misc Revenue		10.00		284.42				
Admissions (Generate Gate)								
Parking		908.00				800.00		
Operations Total	13,573.00	918.00	2,500.00	284.42	15,500.00	800.00	2,500.00	0.00
TASTING								
Ticket Sales - Tasting		110,812.00				110,000.00		
Contract Services	650.00				650.00			
<i>Entertainment/Music (Carl Vast)</i>	650.00				650.00			
Supplies	13,967.64				10,800.00			
<i>Glasses</i>	4,670.00				5,000.00			
<i>Vinyl</i>					1,500.00			
<i>Awards Booklet</i>					3,000.00			
<i>Ice</i>	1,300.00				1,300.00			
<i>Misc</i>								
Cost of Goods	15,262.58				16,000.00			
Equipment Rental(hand washing stations)	200.00				200.00			
Tasting Pavilion Total	30,080.22	110,812.00	0.00	0.00	27,650.00	110,000.00	0.00	0.00
WINE /BEER COMPETITIONS								
Entry Fees - Pro Wine				69,430.00		80,000.00		65,000.00
Sponsored Awards -Pro Wine				705.00		500.00		
Contract Services -Pro Wine	13,900.00		13,900.00		13,900.00		13,900.00	
<i>Sheila Quince</i>	6,400.00		6,400.00		6,400.00		6,400.00	
<i>Bob Fraser</i>	3,000.00		3,000.00		3,000.00		3,000.00	
<i>Enofile Entry System</i>	4,500.00		4,500.00		4,500.00		4,500.00	
Judge's Expenses - Pro Wine	11,371.31		5,185.72		16,500.00		16,500.00	
<i>Lodging (Flamingo)</i>	4,902.66		1,815.80		6,000.00		6,000.00	
<i>Travel (Air and land)</i>	3,003.01		736.65		5,000.00		5,000.00	
<i>Judge's Luncheons & BBQ</i>	2,860.00		2,078.00		5,000.00		5,000.00	
<i>Other Judge Expenses</i>	605.64		555.27		500.00		500.00	
Awards - Pro Wine	7,159.69		2,410.78		7,000.00		3,500.00	
Supplies - Pro Wine	1,387.97		1,492.51		1,500.00		1,500.00	
Equipment Rental - Pro Wine	3,557.17		2,977.00		5,000.00		5,000.00	
Total Pro Wine	37,376.14		25,966.01		43,900.00		40,400.00	
Entry Fees - Amateur Wine						3,000.00		
Awards - Amateur Wine	200.00				200.00			
Supplies -Amateur Wine	800.00				800.00			
<i>Luncheon & Other Supplies</i>	300.00				300.00			
Equipment Rental - Wine-Beer Comp	500.00				500.00			
Total Amateur Wine	1,000.00				1,000.00			
Entry Fees -Home Brew						1,500.00		
Supplies - Home Brew	400.00				400.00			
<i>Lunch</i>	300.00				300.00			
<i>supplies</i>	100.00				100.00			
<i>Showworks & Misc</i>								
Total Home Brew	400.00				400.00			
Total Wine/Beer Competitions	38,776.14	87,283.00	25,966.01	70,135.00	45,300.00	85,000.00	40,400.00	65,000.00
	265,103.23	291,221.00	50,471.25	75,744.42	282,735.22	284,300.00	66,100.00	67,500.00
	Profit 26,117.77		Profit 25,273.17		Profit 1,564.78		Profit 1,400.00	