



**NOTICE OF MEETING OF THE BOARD OF DIRECTORS  
SONOMA COUNTY HARVEST FAIR  
May 13, 2020**

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 May 13, 2020 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/83992873652?pwd=dnp3KytQeWRkcm1QN0YwR1R5UzhRdz09>

Meeting ID: 839 9287 3652

Password: 614676

One tap mobile +16699006833,,83992873652#,,1#,614676#

Dial by your location: 1 669 900 6833

Meeting ID: 839 9287 3652

Password: 614676

**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, 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 April 30, 2020 (Attachment #1)
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- Les Perry
8. Update: Sonoma County Event Center COVID-19
9. Discussion and Possible Action: 2020 Harvest Fair
10. Discussion and Possible Action: Awards Night 2020
11. Update: Pro Wine Judging
12. Request for Future Agenda Items
  - Awards Night Table list for Board member follow-up
  - Award Nominations
  - Contract with Sonoma County Fair
13. 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 March 11, 2020 Harvest Fair Board Meeting Minutes (Attachment #2)

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

---

	As of	4/30/2020 Actual YTD
<b><u>ASSETS</u></b>		
<b>CURRENT ASSETS</b>		
Cash in Bank		56,112
Cash in Treasury		0
Accounts Receivable (net of allowance)		18,010
Other Assets		0
<b>TOTAL CURRENT ASSETS</b>		<b>74,122</b>
<b>TOTAL ASSETS</b>		<b>74,122</b>
<b><u>LIABILITIES &amp; EQUITY</u></b>		
<b>CURRENT LIABILITIES</b>		
Accounts Payable		0
Accrued Expenses		19,372
Sales & Use Tax Payable		45
Deposits & Refunds Payable		0
<b>TOTAL CURRENT LIABILITIES</b>		<b>19,417</b>
<b>FUND EQUITY</b>		
Beginning Retained Earnings		55,868
Profit(Loss) for the Year		<b>(1,162)</b>
<b>TOTAL EQUITY</b>		<b>54,705</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b>74,122</b>

**HARVEST FAIR ASSOCIATION OF SONOMA COUNTY**  
**INCOME STATEMENT - DRAFT**

For the Period	4/30/2020 Actual YTD	4/30/2020 Budget YTD	Variance	Annual Budget
<b>Revenues</b>				
Sponsorships				22,000
Operations - Parking - Admissions				8,000
Awards Night				60,000
Sponsorships - Awards Night				15,000
Wine Competition				85,200
Culinary Competitions				4,000
Attractions				3,500
Misc Programs				
Retail Sales				
Tasting				112,900
Vendors				4,100
<b>Total Revenues</b>				314,700
<b>Expenses</b>				
Administration	1,201		(1,201)	73,755
Operations - Parking - Admissions	(323)		323	15,950
Awards Night				65,459
Wine Competition				51,150
Culinary Competition				4,600
Attractions				8,875
Misc. Programs				
Publicity/Marketing	285		(285)	55,000
Retail Sales				
Tasting				36,950
Vendors				
Prior Period Expense				
<b>Total Expenses</b>	1,162		(1,162)	311,739
<b>Operating Income/(Loss) - Prior to Revenue Split</b>	(1,162)		(1,162)	2,961
<b>Revenue Share with SCF</b>				
<b>Net Income</b>	(1,162)		(1,162)	2,961



**Sonoma County Harvest Fair**  
**DRAFT Minutes of the**  
**Board of Directors' Meeting**  
**Wednesday, March 11, 2020 5:30 p.m.**  
**Sonoma County Fairgrounds**

**DIRECTORS PRESENT:** Les Perry, President; Jacqueline Balletto, Cindy Crane, Teejay Lowe, Scott Goyne, Tammi Matthias, Jake Martini, Mo McElroy, Jason Schneider, Andrew Smith, Amy Tesconi

**DIRECTORS ABSENT:** Pat Emery, Vice-President; Becky Bartling, Rocco Cunningham, Percy Brandon Michael Haney

**OTHERS PRESENT:** Heather Borck, Kaitlyn Findley-Thorn, Sheila Quince, Paulette Swallow

The meeting was called to order by President Perry at 5:30 p.m.

**INTRODUCTION OF GUESTS:** None

**PUBLIC COMMENTS:** None

**APPROVAL OF THE AGENDA:**

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

**DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FINANCIAL STATEMENTS THROUGH FEBRUARY 29, 2020:**

Exhibits Coordinator Borck presented the Financial Statements. Director Goyne moved to approve the Financial Statements through February 29, 2020; Director Lowe seconded the motion; the motion passed unanimously.

**APPROVAL OF ITEM 1-2 ON THE CONSENT AGENDA:**

Director Crane moved to approve items 1-2 on the consent agenda; Director Goyne seconded the motion; the motion passed unanimously.

**PRESIDENT'S REPORT:**

President Perry indicated that he hoped they'd be able to decide at this meeting when the grand tasting will occur in 2021. There has been no further direction from Sonoma County Fair regarding Harvest Fair's involvement in the Saralee Barn. The County Fair is currently waiting for a proposal from the Sonoma County Farm Bureau.

**DISCUSSION AND POSSIBLE ACTION: COMMITTEE REPORTS**

**Ag Outreach:** The Ag Outreach committee has requested that the vendor application be shared with them so that they can seek additional opportunities for inside the tasting pavilion. Potential partners such as SRJC and the small engine club are being explored.

**Beer and Wine:** Director Lowe presented a list of potential wine classes. He suggested price breaks be added to the Pinot Noir, Zinfandel/Primitivo, Cabernet Sauvignon and Red Blend varietals as well as an additional rose class based on residual sugar. Director Lowe moved to approve the addition of the five classes, Director Goyne seconded the motion; the motion passed unanimously.

Director Lowe also reported that Buena Vista Winery has confirmed they are willing to host the Tuesday judges dinner. He thanked Director Crane for making contact with Buena Vista.

**Awards Night:** Board reviewed the two menu options provided by Park Avenue Catering. **Director Crane moved to accept option A, Director Tesconi seconded the motion, the motion passed unanimously.**

Director Matthias reported that Comcast has expressed an interest in doing the video. When she knows more she will report back to the board. Comcast may be able to create the video, but not provide the \$10,000 sponsorship. Director Matthias reported that The Engine is Red may also be an option for sponsorship.

**Admin/Adhoc:** No Report

**DISCUSSION AND POSSIBLE ACTION: LOCATION AND DATES OF 2021 HARVEST FAIR**

The committee discussed the potential time of year and location that would be best suited for the model they would like to use for the 2021 Harvest Fair. **Director Goyne moved to hold the 2021 Harvest Fair Grand Tasting in October, Director Matthias seconded the motion; the motion passed.** It was requested that the contract with Sonoma County Fair be placed as a future agenda item.

**DISCUSSION AND POSSIBLE ACTION: HARVEST FAIR INVOLVEMENT DURING SONOMA**

**COUNTY FAIR**

Director Tesconi is working with CEO Bartling to put together a wine grotto during fair that will be run by AVA'S. It is not yet confirmed the amount of interest or to what capacity they will be able to be involved. The goal is to potentially advertise and market the Harvest fair and encourage the attendance during the fall.

**DISCUSSION AND POSSIBLE ACTION: SONOMA COUNTY VINTNER'S SEAT ON THE BOARD**

President Perry will reach out to the Vintners regarding the funding that is owed to the Harvest Fair from past TOT funds.

**SPONSORSHIP UPDATE:**

COO Findley-Thorn gave an update on sponsorship.

**REQUEST FOR FUTURE AGENDA ITEMS:**

- Awards Night Table list for Board member follow-up
- Award Nominations
- Contract with Sonoma County Fair

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

**CONSENT AGENDA**

1. Approval of February 19, 2020 Harvest Fair Board Meeting Minutes
2. Approval of February 10, 2020 Harvest Fair Awards Night Committee Meeting Minutes