



## NOTICE OF MEETING OF THE BOARD OF DIRECTORS SONOMA COUNTY HARVEST FAIR

Wednesday, March 6, 2024, at 12:00 p.m.  
Sonoma County Fairgrounds  
Administration Building, Board Room

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

### AGENDA

**DIRECTORS:** Teejay Lowe, President; Rocco Cunningham, Vice President; Lisa Wittke Schaffner, Kanani Reynolds, Hugo Mata

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 Regular Agenda
5. Approval of Item 1 and 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 to be discussed and/or removed from the Consent Agenda and placed on the Regular Agenda under the appropriate Committee or Agenda Item.*
6. President's Comments – Teejay Lowe
7. Discussion & Possible Action: Approval of Pro Wine Judging Dates – Wed., September 25 & Thurs., September 26th
8. Discussion & Possible Action: RFP Results and Approval of 2024 Chief Wine Judge Agreement
9. Discussion & Possible Action: Approval of "Sonoma County Harvest Fair Presents: Taste, Toast, and Celebrate" as the theme of the October 12<sup>th</sup> event.
10. Discussion: Judge's Dinner Venue
11. Discussion: Sponsorship Program for 2024
12. Discussion: Advisory Group Update
13. Request for Future Agenda Items
14. Adjournment

### CONSENT AGENDA

1. Approval of February 7, 2024, Harvest Fair Board Meeting Minutes
2. Approval of Harvest Fair Financials

*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 707-545-4200. Advance notification within this guideline will enable the County to make reasonable arrangements to ensure accessibility.*



**Sonoma County Harvest Fair**  
**DRAFT Minutes of the Board of Directors' Meeting**  
**Wednesday, February 7, 2024, 12:30 p.m.**

**Directors Present:** Teejay Lowe, President; Rocco Cunningham, Kanani Reynolds, Hugo Mata

**Directors Absent:** Lisa Wittke Schaffner

**Others Present:** Becky Bartling, Hope Marshall, Sheila Quince, Bella Adams, Cyndy Dalbeck, Matthew Daly

The meeting was called to order by Teejay Lowe at 12:30 p.m.

**Public Comments:**

None.

**Approval of Agenda:**

Director Reynolds moved to approve the agenda; Director Mata seconded the motion; the motion passed unanimously.

**Approval of Items 1 & 2 on the Consent Agenda:**

Director Cunningham moved to approve items 1 and 2 on the consent agenda; Director Reynolds seconded the motion; the motion passed unanimously.

**Discussion and Possible Action: Election of Vice President**

Director Lowe moved to elect Director Cunningham as Vice President of the Harvest Fair Board; Director Reynolds seconded the motion; the motion passed unanimously.

**Discussion and Possible Action: 2024 Gala & Tasting Date:**

The date of October 12<sup>th</sup>, 2024 was proposed for the event date. Staff will work with Director Reynolds to create a Run-of-Show and event timeline. Director Mata moved to approve the event date of October 12<sup>th</sup>, with an event time in the range of 3pm-10pm; Director Cunningham seconded the motion; the motion passed unanimously.

**Discussion and Possible Action: 2024 Pro Wine Judging Dates:**

Staff informed the board that the dates of September 24-25<sup>th</sup> were available for the Pro Wine Judging in the Showcase building. Director Cunningham moved to approve the judging dates of September 24<sup>th</sup>-25<sup>th</sup>; Director Reynolds seconded the motion; the motion passed unanimously.

**Discussion and Possible Action: Judges Dinner Venue:**

Board members discussed different possibilities for dinner venues at wineries. Cyndy Dalbeck plans to reach out to possible venues by February 24<sup>th</sup>. Staff will provide list of last 10 years of venues. No action taken.

**Discussion and Possible Action: 2024 Draft Budget Approval:**

Directors reviewed the proposed draft budget. Director Reynolds moved to approve the 2024 Harvest Fair Budget; Director Mata seconded the motion; the motion passed unanimously.

**Discussion: Sponsorship Program:**

Staff will update the existing sponsorship proposal with new event details.

**Request For Future Agenda Items:**

- Sponsorship

With there being no further business, Director Reynolds moved to adjourn the meeting; Director Mata seconded the motion; the meeting was adjourned at 2:12 p.m.

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

As of	1/31/2024 Actual YTD	1/31/2023 Prior Year YTD	Variance
<b><u>ASSETS</u></b>			
CURRENT ASSETS			
Cash in Bank	112,621	45,623	66,998
Accounts Receivable (net of allowance)	7,800	17,232	(9,432)
Due From (Due To) SCF	(38,570)	12,703	(51,273)
<b>TOTAL CURRENT ASSETS</b>	<b>81,851</b>	<b>75,558</b>	<b>6,293</b>
<b>TOTAL ASSETS</b>	<b>81,851</b>	<b>75,558</b>	<b>6,293</b>
<b><u>LIABILITIES &amp; EQUITY</u></b>			
CURRENT LIABILITIES			
Accounts Payable	900	12,956	(12,056)
Accrued Expenses	0	4	(4)
Sales & Use Tax Payable	0	46	(46)
Deposits & Refunds Payable	0	0	0
<b>TOTAL CURRENT LIABILITIES</b>	<b>900</b>	<b>13,006</b>	<b>(12,106)</b>
FUND EQUITY			
Beginning Retained Earnings	80,951	63,528	17,423
Profit(Loss) for the Year	0	(977)	977
<b>TOTAL EQUITY</b>	<b>80,951</b>	<b>62,552</b>	<b>18,399</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>81,851</b>	<b>75,558</b>	<b>6,294</b>

**Sonoma County Harvest Fair  
Statement of Net Revenues - DRAFT  
January 1, 2024 thru January 31, 2024**

		Actual YTD 01.31.24	vs. Budget YTD 01.31.24	variance	vs. Budget Full Year 2024	variance	vs. Actual YTD 01.31.23	variance	Actual YTD 12.31.23	variance
<b>REVENUES</b>										
	Wine & Food Tasting Event	0	0	0	97,000	(97,000)	11	(11)	81,494	(81,494)
	Wine Awards Night	0	0	0	0	0	0	0	37,750	(37,750)
	Wine Competition	0	0	0	79,400	(79,400)	0	0	75,966	(75,966)
	Food Competetion	0	0	0	4,000	(4,000)	0	0	3,726	(3,726)
	Overhead/Operations	0	0	0	0	0	0	0	5,541	(5,541)
		<b>0</b>	<b>0</b>	<b>0</b>	<b>180,400</b>	<b>(180,400)</b>	<b>11</b>	<b>(11)</b>	<b>204,477</b>	<b>(204,477)</b>
<b>EXPENSES</b>										
	Wine & Food Tasting Event	0	0	0	64,500	64,500	0	0	67,117	67,117
	Wine Awards Night	0	0	0	0	0	0	0	34,439	34,439
	Wine Competition	0	0	0	31,300	31,300	0	0	31,894	31,894
	Food Competetion	0	0	0	5,000	5,000	0	0	5,066	5,066
	Overhead/Operations	0	1,000	1,000	49,525	49,525	988	988	47,939	47,939
		<b>0</b>	<b>1,000</b>	<b>1,000</b>	<b>150,325</b>	<b>150,325</b>	<b>988</b>	<b>988</b>	<b>186,454</b>	<b>186,454</b>
<b>NET REVENUE</b>										
	Wine & Food Tasting Event	0	0	0	32,500	(32,500)	11	(11)	14,377	(14,377)
	Wine Awards Night	0	0	0	0	0	0	0	3,311	(3,311)
	Wine Competition	0	0	0	48,100	(48,100)	0	0	44,072	(44,072)
	Food Competetion	0	0	0	(1,000)	1,000	0	0	(1,340)	1,340
	Overhead/Operations	0	(1,000)	1,000	(49,525)	49,525	(988)	988	(42,398)	42,398
		<b>0</b>	<b>(1,000)</b>	<b>1,000</b>	<b>30,075</b>	<b>(30,075)</b>	<b>(977)</b>	<b>977</b>	<b>18,023</b>	<b>(18,023)</b>

**Sonoma County Harvest Fair  
Statement of Net Revenues - DRAFT  
January 1, 2024 thru January 31, 2024**

<b>WINE &amp; FOOD TASTING EVENT</b>			<b>vs.</b>			<b>vs.</b>			<b>vs.</b>		
			<b>Actual</b>	<b>Budget</b>		<b>Budget</b>		<b>Actual</b>		<b>Actual</b>	
			<b>YTD</b>	<b>YTD</b>	<b>variance</b>	<b>Full Year</b>	<b>variance</b>	<b>YTD</b>	<b>variance</b>	<b>YTD</b>	<b>variance</b>
			<b>01.31.24</b>	<b>01.31.24</b>		<b>2024</b>		<b>01.31.23</b>		<b>12.31.23</b>	
<b>REVENUES</b>											
41200-25	T	Ticket Sales - Tasting	0	0	0	80,000	(80,000)	0	0	66,552	(66,552)
49000-25	T	Sponsorships - Tasting	0	0	0	12,000	(12,000)	0	0	5,000	(5,000)
43000-25	T	Winery Table Fee	0	0	0	5,000	(5,000)	0	0	0	0
47100-75	T	Parking - Operations	0	0	0	0	0	0	0	3,020	(3,020)
49000-85	T	Sponsorships - Attractions (grape stomp)	0	0	0	0	0	0	0	5,000	(5,000)
43000-85	T	Entry Fees - Attractions (grape stomp)	0	0	0	0	0	0	0	1,790	(1,790)
49500-95	T	Misc. Revenue - Posters/Stickers	0	0	0	0	0	11	(11)	132	(132)
			<b>0</b>	<b>0</b>	<b>0</b>	<b>97,000</b>	<b>(97,000)</b>	<b>11</b>	<b>(11)</b>	<b>81,494</b>	<b>(81,494)</b>
<b>EXPENSES</b>											
50020-25	T	Salaries & Wages - Tasting	0	0	0	28,000	28,000	0	0	32,264	32,264
56000-25	T	Contract Services - Tasting	0	0	0	30,000	30,000	0	0	16,681	16,681
56000-85	T	Contract Services - Attractions	0	0	0	0	0	0	0	5,925	5,925
58025-85	T	Awards - Attractions	0	0	0	0	0	0	0	1,500	1,500
62030-25	T	Supplies - Tasting	0	0	0	6,500	6,500	0	0	8,010	8,010
62030-85	T	Supplies - Attractions	0	0	0	0	0	0	0	2,745	2,745
68030-25	T	Cash/Over Short - Tasting	0	0	0	0	0	0	0	(7)	(7)
		Allocated Overhead/ Operations	0	0	0	0	0	0	0	0	0
			<b>0</b>	<b>0</b>	<b>0</b>	<b>64,500</b>	<b>64,500</b>	<b>0</b>	<b>0</b>	<b>67,117</b>	<b>67,117</b>
<b>NET REVENUE</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>32,500</b>	<b>(32,500)</b>	<b>11</b>	<b>(11)</b>	<b>14,377</b>	<b>(14,377)</b>

**Sonoma County Harvest Fair  
Statement of Net Revenues - DRAFT  
January 1, 2024 thru January 31, 2024**

<b>AWARDS NIGHT</b>			<b>Actual</b>	<b>vs. Budget</b>		<b>vs. Budget</b>		<b>vs. Actual</b>		<b>Actual</b>	
			<b>YTD</b>	<b>YTD</b>	<b>variance</b>	<b>Full Year</b>	<b>variance</b>	<b>YTD</b>	<b>variance</b>	<b>YTD</b>	<b>variance</b>
			<b>01.31.24</b>	<b>01.31.24</b>		<b>2024</b>		<b>01.31.23</b>		<b>12.31.23</b>	
<b>REVENUES</b>											
41200-35	A	Ticket Sales - Award Night	0	0	0	0	0	0	0	29,250	(29,250)
49000-35	A	Sponsorships - Awards Night	0	0	0	0	0	0	0	8,500	(8,500)
			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>37,750</b>	<b>(37,750)</b>
<b>EXPENSES</b>											
50020-35	A	Salaries & Wages - Awards Night	0	0	0	0	0	0	0	0	0
58025-35	A	Awards - Awards Night	0	0	0	0	0	0	0	180	180
62030-35	A	Supplies - Awards Night	0	0	0	0	0	0	0	946	946
64020-35	A	Cost of Goods - Awards Night	0	0	0	0	0	0	0	33,312	33,312
		Allocated Overhead/ Operations	0	0	0	0	0	0	0	0	0
			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>34,439</b>	<b>34,439</b>
<b>NET REVENUE</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3,311</b>	<b>(3,311)</b>

**Sonoma County Harvest Fair  
Statement of Net Revenues - DRAFT  
January 1, 2024 thru January 31, 2024**

WINE COMPETITION		Actual	vs. Budget		vs. Budget		vs. Actual		Actual	
		YTD 01.31.24	YTD 01.31.24	variance	Full Year 2024	variance	YTD 01.31.23	variance	YTD 12.31.23	variance
<b>REVENUES</b>										
43000-45	W Entry Fees - Wine Competition	0	0	0	75,000	(75,000)	0	0	73,575	(73,575)
49100-45	W Sponsored Awards - Wine Competition	0	0	0	500	(500)	0	0	0	0
43000-95	W Entry Fees -Amatuer Wine	0	0	0	3,900	(3,900)	0	0	2,391	(2,391)
		<b>0</b>	<b>0</b>	<b>0</b>	<b>79,400</b>	<b>(79,400)</b>	<b>0</b>	<b>0</b>	<b>75,966</b>	<b>(75,966)</b>
<b>EXPENSES</b>										
50020-45	W Salaries & Wages - Wine Competition	0	0	0	0	0	0	0	0	0
56000-45	W Contract Services - Wine Competition	0	0	0	18,500	18,500	0	0	17,320	17,320
56040-45	W Judge's Expenses - Wine Competition	0	0	0	6,800	6,800	0	0	7,690	7,690
58025-45	W Awards - Wine Competition	0	0	0	4,500	4,500	0	0	5,313	5,313
62030-45	W Supplies - Wine Competition	0	0	0	1,500	1,500	0	0	1,571	1,571
	Allocated Overhead/ Operations	0	0	0	0	0	0	0	0	0
		<b>0</b>	<b>0</b>	<b>0</b>	<b>31,300</b>	<b>31,300</b>	<b>0</b>	<b>0</b>	<b>31,894</b>	<b>31,894</b>
<b>NET REVENUE</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>48,100</b>	<b>(48,100)</b>	<b>0</b>	<b>0</b>	<b>44,072</b>	<b>(44,072)</b>

**Sonoma County Harvest Fair  
Statement of Net Revenues - DRAFT  
January 1, 2024 thru January 31, 2024**

<b>FOOD COMPETITION</b>			vs.		vs.		vs.				
			Actual	Budget	Budget	Actual	Actual	Actual	Actual		
			YTD	YTD	Full Year	YTD	YTD	YTD	YTD		
			01.31.24	01.31.24	2024	01.31.23	01.31.23	12.31.23	12.31.23		
				variance	variance	variance	variance	variance	variance		
<b>REVENUES</b>											
43000-55	F	Entry Fees - Food Competition	0	0	0	4,000	(4,000)	0	0	3,726	(3,726)
			<b>0</b>	<b>0</b>	<b>0</b>	<b>4,000</b>	<b>(4,000)</b>	<b>0</b>	<b>0</b>	<b>3,726</b>	<b>(3,726)</b>
<b>EXPENSES</b>											
50020-55	F	Salaries & Wages - Food Competition	0	0	0	0	0	0	0	0	0
56000-55	F	Contract Services - Food Competition	0	0	0	3,500	3,500	0	0	3,500	3,500
56040-55	F	Judge's Expenses - Food Competition	0	0	0	300	300	0	0	346	346
58025-55	F	Awards - Food Competition	0	0	0	1,000	1,000	0	0	1,098	1,098
62030-55	F	Supplies - Food Competition	0	0	0	200	200	0	0	123	123
		Allocated Overhead/ Operations	0	0	0	0	0	0	0	0	0
			<b>0</b>	<b>0</b>	<b>0</b>	<b>5,000</b>	<b>5,000</b>	<b>0</b>	<b>0</b>	<b>5,066</b>	<b>5,066</b>
<b>NET REVENUE</b>			0	0	0	(1,000)	1,000	0	0	(1,340)	1,340



**Sonoma County Harvest Fair  
Statement of Net Revenues - DRAFT  
January 1, 2024 thru January 31, 2024**

<b>OVERHEAD / OPERATIONS</b>			<b>vs.</b>			<b>vs.</b>			<b>vs.</b>		
			<b>Actual</b>	<b>Budget</b>		<b>Budget</b>		<b>Actual</b>		<b>Actual</b>	
			<b>YTD</b>	<b>YTD</b>	<b>variance</b>	<b>Full Year</b>	<b>variance</b>	<b>YTD</b>	<b>variance</b>	<b>YTD</b>	<b>variance</b>
			<b>01.31.24</b>	<b>01.31.24</b>		<b>2024</b>		<b>01.31.23</b>		<b>12.31.23</b>	
<b>REVENUES</b>											
49000-75	M	Sponsorship - Operations	0	0	0	0	0	0	0	5,000	(5,000)
49500-75	M	Misc. Revenue - Operations	0	0	0	0	0	0	0	541	(541)
			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,541</b>	<b>(5,541)</b>
<b>EXPENSES</b>											
56000-75	M	Contract Services - Operations	0	0	0	3,000	3,000	0	0	4,844	4,844
62010-75	M	Postage - Operations	0	0	0	2,000	2,000	0	0	2,000	2,000
65090-75	M	Advertising - Operations	0	0	0	30,000	30,000	0	0	23,733	23,733
68060-75	M	Director's Expense - Operations	0	0	0	500	500	0	0	101	101
68080-75	M	Bank Fees - Operations	0	1,000	1,000	9,500	9,500	988	988	10,306	10,306
68085-75	M	Insurance - Operations	0	0	0	250	250	0	0	440	440
68095-75	M	License & Permits - Operations	0	0	0	275	275	0	0	515	515
70020-75	M	Utilities & Garbage - Operations	0	0	0	4,000	4,000	0	0	6,000	6,000
		Allocated Overhead/ Operations	0	0	0	0	0	0	0	0	0
			<b>0</b>	<b>1,000</b>	<b>1,000</b>	<b>49,525</b>	<b>49,525</b>	<b>988</b>	<b>988</b>	<b>47,939</b>	<b>47,939</b>
<b>NET REVENUE</b>			<b>0</b>	<b>(1,000)</b>	<b>1,000</b>	<b>(49,525)</b>	<b>49,525</b>	<b>(988)</b>	<b>988</b>	<b>(42,398)</b>	<b>42,398</b>