



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

**Wednesday, April 10, 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; Becky Bartling, CEO; Hugo Mata, Kanani Reynolds, Lisa Wittke Schaffner

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
7. Marketing Update – Tanya Henry
8. Discussion: Taste, Toast & Celebrate Event Overview
9. Introduction of 2024 Chief Wine Judge – Debra Del Fiorentino
10. Pro Wine Update
11. Request for Future Agenda Items
12. Adjournment

### CONSENT AGENDA

1. Approval of March 6, 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, March 6, 2024, 12:00 p.m.**

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

**Directors Absent:** Rocco Cunningham, 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 12:05 p.m.

**Public Comments:**

None.

**Approval of Agenda:**

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

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

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

**President's Comments**

None.

**Discussion and Possible Action: Approval of Pro Wine Judging Dates – September 25-26, 2024:**

Director Mata moved to approve the Professional Wine Competition Judging Dates, September 25<sup>th</sup> and 26<sup>th</sup>, 2024; Director Reynolds seconded the motion; the motion passed unanimously.

**Discussion and Possible Action: Chief Wine Judge RFP Results and Approval of 2024 Agreement:**

Director Reynolds moved to approve the 2024 Chief Wine Judge Agreement with minor corrections; Director Mata seconded the motion; the motion passed unanimously.

**Discussion and Possible Action: Approval of "Sonoma County Harvest Fair Presents: Taste, Toast & Celebrate" as the name of the October 12<sup>th</sup> event:**

Director Reynolds moved to approve the name of the October 12<sup>th</sup> event, taking place from 6-9 pm; Director Mata seconded the motion; the motion passed unanimously.

**Discussion: Judge's Dinner Venue:**

Staff composed a list of previous dinner venues and their AVA's. Director Lowe will reach out to wineries in areas that have not hosted dinners previously.

**Discussion: Sponsorship Program:**

Staff has secured two sponsorships for 2024, totaling \$15,000. Sheila Quince is following up with a few other possible sponsors.

**Discussion: Advisory Group Update:**

Staff met with Amy Tesconi, Jason Schneider, and Scott Goyne to welcome them as the 2024 Advisory Group members.

**Request For Future Agenda Items:**

- None

With there being no further business, Director Reynolds moved to adjourn the meeting; Director Mata seconded the motion; the meeting was adjourned at 1:46 p.m.

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

As of	Actual	vs.		vs.	
	YTD 2024-02	Prior Year YTD 2023-02	Variance	Prior Year Year End 2023-12	Variance
<b><u>ASSETS</u></b>					
<b>CURRENT ASSETS</b>					
Cash in Bank	111,643	44,076	67,568	122,009	(54,441)
Accounts Receivable (net of allowance)	7,350	7,432	(82)	8,000	(8,082)
Due From (Due To) SCF	(38,570)	12,703	(51,273)	(38,570)	(12,703)
<b>TOTAL CURRENT ASSETS</b>	<b>80,424</b>	<b>64,210</b>	<b>16,213</b>	<b>91,439</b>	<b>(75,226)</b>
<b>TOTAL ASSETS</b>	<b>80,424</b>	<b>64,210</b>	<b>16,213</b>	<b>91,439</b>	<b>(75,226)</b>
<b><u>LIABILITIES &amp; EQUITY</u></b>					
<b>CURRENT LIABILITIES</b>					
Accounts Payable	0	1,880	(1,880)	4,873	(6,753)
Accrued Expenses	0	0	0	0	0
Sales & Use Tax Payable	0	46	(46)	5,615	(5,661)
Deposits & Refunds Payable	12	4	9	0	9
<b>TOTAL CURRENT LIABILITIES</b>	<b>12</b>	<b>1,930</b>	<b>(1,917)</b>	<b>10,488</b>	<b>(12,405)</b>
<b>FUND EQUITY</b>					
Beginning Retained Earnings	80,951	63,528	17,423	63,528	(46,105)
Profit(Loss) for the Year	(540)	(1,248)	708	17,423	(16,715)
<b>TOTAL EQUITY</b>	<b>80,412</b>	<b>62,281</b>	<b>18,131</b>	<b>80,951</b>	<b>(62,820)</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>80,424</b>	<b>64,210</b>	<b>16,213</b>	<b>91,439</b>	<b>(75,226)</b>

**HARVEST FAIR ASSOCIATION OF SONOMA COUNTY  
STATEMENT OF NET REVENUES - DRAFT**

Period	2024-02	vs.			vs.			vs.		
		Actual Current Yr YTD 2024-02	BUDGET Current Yr YTD 2024-02	variance	BUDGET Current Yr Full Year 2024-12	variance	Actual Prior Yr YTD 2023-02	variance	Actual Prior Yr Full Year 2023-12	variance
<b>G/L #</b>										
	<b>Revenue</b>									
	Tasting				97,000	(97,000)			81,362	(81,362)
	Awards Night								37,750	(37,750)
	Wine Competition				79,400	(79,400)			75,966	(75,966)
	Food Competition				4,000	(4,000)			3,726	(3,726)
	Operations_Administration						11	(11)	5,673	(5,673)
	Other (Prior) Operations									
	<b>Total Revenue</b>				<b>180,400</b>	<b>(180,400)</b>	<b>11</b>	<b>(11)</b>	<b>204,477</b>	<b>(204,477)</b>
	<b>Expense</b>									
	Tasting				96,225	96,225			92,920	92,920
	Awards Night								37,276	37,276
	Wine Competition				32,200	32,200			32,639	32,639
	Food Competition				5,900	5,900			5,812	5,812
	Operations_Administration	540	1,250	710	16,000	15,460	1,259	719	18,407	17,867
	Other (Prior) Operations									
	<b>Total Expenses</b>	<b>540</b>	<b>1,250</b>	<b>710</b>	<b>150,325</b>	<b>149,785</b>	<b>1,259</b>	<b>719</b>	<b>187,054</b>	<b>186,515</b>
	<b>Net Revenue</b>									
	Tasting				775	(775)			(11,558)	11,558
	Awards Night								474	(474)
	Wine Competition				47,200	(47,200)			43,327	(43,327)
	Food Competition				(1,900)	1,900			(2,086)	2,086
	Operations_Administration	(540)	(1,250)	710	(16,000)	15,460	(1,248)	708	(12,734)	12,194
	Other (Prior) Operations									
	<b>Net Revenue</b>	<b>(540)</b>	<b>(1,250)</b>	<b>710</b>	<b>30,075</b>	<b>(30,615)</b>	<b>(1,248)</b>	<b>708</b>	<b>17,423</b>	<b>(17,962)</b>

**HARVEST FAIR ASSOCIATION OF SONOMA COUNTY  
SCHEDULE OF TASTING EVENT - DRAFT**

Period	2024-02	vs.			vs.			vs.		
		Actual Current Yr YTD 2024-02	BUDGET Current Yr YTD 2024-02	variance	BUDGET Current Yr Full Year 2024-12	variance	Actual Prior Yr YTD 2023-02	variance	Actual Prior Yr Full Year 2023-12	variance
G/L #										
<b>Revenue</b>										
41200-25	Ticket Sales				80,000	(80,000)			66,552	(66,552)
49000-25	Sponsorships - Tasting				12,000	(12,000)			5,000	(5,000)
43000-85	Entry Fees - Grape Stomp								1,790	(1,790)
49000-85	Sponsorship - Grape Stomp								5,000	(5,000)
42000-95	Concessions									
43000-25	Winery Table Fee				5,000	(5,000)				
47100-75	Parking - Tasting								3,020	(3,020)
49500-95	Misc. Revenue - stickers/posters									
<b>Total Revenue</b>					97,000	(97,000)			81,362	(81,362)
<b>Expense</b>										
50020-25	Salaries & Wages - Tasting				25,000	25,000			26,678	26,678
50020-85	Salaries & Wages - Attractions								537	537
50020-75	Salaries & Wages - Parking				1,200	1,200			1,319	1,319
56000-25	Contract Services - Tasting				30,000	30,000			16,681	16,681
56000-75	Contract Services - Operations				3,000	3,000			4,844	4,844
56000-85	Contract Services - Attractions								5,925	5,925
62030-25	Supplies - Tasting				6,500	6,500			8,010	8,010
62030-85	Supplies - Attractions								2,745	2,745
68095-75	License & Permits				275	275			515	515
68085-75	Insurance				250	250			440	440
70010-25	Equipment Rental									
58025-85	Awards - Grape Stomp								1,500	1,500
65090-75	Advertising				30,000	30,000			23,733	23,733
68080-25	Bank Fees - Tasting									
68085-25	Insurance - Tasting									
68095-25	License & Permits - Tasting									
64020-25	Cost of Goods - Tasting									
81200-25	Special Repairs & Expense - Tasting									
68030-25	Cash Over/Short								(7)	(7)
68040-25	Misc. Expense									
78810-25	Allocated from Admin & Operations									
<b>Total Expenses</b>					96,225	96,225			92,920	92,920
<b>Net Revenue</b>					775	(775)			(11,558)	11,558

**HARVEST FAIR ASSOCIATION OF SONOMA COUNTY  
SCHEDULE OF AWARDS NIGHT EVENT - DRAFT**

Period	2024-02	vs.			vs.			vs.		
		Actual Current Yr YTD 2024-02	BUDGET Current Yr YTD 2024-02	variance	BUDGET Current Yr Full Year 2024-12	variance	Actual Prior Yr YTD 2023-02	variance	Actual Prior Yr Full Year 2023-12	variance
<b>Revenue</b>										
41200-35	Ticket Sales								29,250	(29,250)
49000-35	Sponsorships								8,500	(8,500)
<b>Total Revenue</b>									37,750	(37,750)
<b>Expense</b>										
50020-35	Salaries & Wages								2,237	2,237
56000-35	Contract Services								600	600
62030-35	Supplies								946	946
68095-35	License & Permits									
68085-35	Insurance									
70010-35	Equipment Rental									
81200-35	Special Repairs & Expense									
64020-35	Cost of Goods - Catering								33,312	33,312
58025-35	Awards								180	180
68080-35	Bank Fees									
68030-35	Cash Over/Short									
68040-35	Misc. Expense									
78810-35	Allocated from Admin & Operations									
<b>Total Expenses</b>									37,276	37,276
<b>Net Revenue</b>									474	(474)

**HARVEST FAIR ASSOCIATION OF SONOMA COUNTY  
SCHEDULE OF PRO WINE & AMATUER WINE COMPETITIONS - DRAFT**

Period	2024-02	Actual Current Yr YTD 2024-02	vs. BUDGET Current Yr YTD 2024-02	variance	vs. BUDGET Current Yr Full Year 2024-12	variance	vs. Actual Prior Yr YTD 2023-02	variance	vs. Actual Prior Yr Full Year 2023-12	variance
<b>G/L #</b>										
	<b>Revenue</b>									
43000-45	Entry Fees - Pro				75,000	(75,000)			73,575	(73,575)
43005-45	Entry Fees - Amatuer				3,900	(3,900)			2,391	(2,391)
49000-45	Sponsorships									
49100-45	Sponsored Awards				500	(500)				
	<b>Total Revenue</b>				79,400	(79,400)			75,966	(75,966)
	<b>Expense</b>									
50020-45	Salaries & Wages				900	900			746	746
56000-45	Contract Services				18,500	18,500			17,320	17,320
62030-45	Supplies				1,500	1,500			1,571	1,571
68095-45	License & Permits									
70010-45	Equipment Rental									
81200-45	Special Repairs & Expense									
64020-45	Cost of Goods Sold									
58025-45	Awards				4,500	4,500			5,313	5,313
56040-45	Judge's Expenses				6,800	6,800			7,690	7,690
68040-45	Misc. Expense									
65090-45	Advertising									
78810-45	Allocated from Admin & Operations									
	<b>Total Expenses</b>				32,200	32,200			32,639	32,639
	<b>Net Revenue</b>				47,200	(47,200)			43,327	(43,327)

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY  
 SCHEDULE OF PRO FOOD COMPETITION - DRAFT

Period	2024-02	Actual Current Yr YTD 2024-02	vs. BUDGET Current Yr YTD 2024-02	variance	vs. BUDGET Current Yr Full Year 2024-12	variance	vs. Actual Prior Yr YTD 2023-02	variance	vs. Actual Prior Yr Full Year 2023-12	variance
<b>Revenue</b>	<b>Revenue</b>									
43000-55	Entry Fees				4,000	(4,000)			3,726	(3,726)
49000-55	Sponsorships									
49100-55	Sponsored Awards									
	<b>Total Revenue</b>				4,000	(4,000)			3,726	(3,726)
	<b>Expense</b>									
50020-55	Salaries & Wages				900	900			746	746
56000-55	Contract Services				3,500	3,500			3,500	3,500
62030-55	Supplies				200	200			123	123
68095-55	License & Permits									
70010-55	Equipment Rental									
81200-55	Special Repairs & Expense									
64020-55	Cost of Goods Sold									
58025-55	Awards				1,000	1,000			1,098	1,098
56040-55	Judge's Expenses				300	300			346	346
68040-55	Misc. Expense									
78810-55	Allocated from Admin & Operations									
	<b>Total Expenses</b>				5,900	5,900			5,812	5,812
	<b>Net Revenue</b>				(1,900)	1,900			(2,086)	2,086

**HARVEST FAIR ASSOCIATION OF SONOMA COUNTY  
SCHEDULE OF ADMIN OPERATIONS - DRAFT**

Period	2024-02	Actual Current Yr YTD 2024-02	vs. BUDGET Current Yr YTD 2024-02	variance	vs. BUDGET Current Yr Full Year 2024-12	variance	vs. Actual Prior Yr YTD 2023-02	variance	vs. Actual Prior Yr Full Year 2023-12	variance
G/L #										
<b>Revenue</b>										
41000-75	Admissions Revenue									
49000-75	Sponsorships - Operations							5,000	(5,000)	
49500-75	Miscellaneous Revenue						11	(11)	673	(673)
49000-65	Sponsorships - Misc									
44500-65	Retail Sales									
47300-65	Merchandise Sales									
<b>Total Revenue</b>							11	(11)	5,673	(5,673)
<b>Expense</b>										
62030-75	Supplies									
70010-75	Equipment Rental									
81200-75	Special Repairs & Expense									
68081-75	Bad Debt Expense									
68080-75	Bank Fees	483	1,250	767	9,500	9,017	1,259	775	10,306	9,823
70020-75	Utilities & Garbage				4,000	4,000			6,000	6,000
91080-75	Prior Year Expense									
68030-75	Cash Over/Short									
62010-75	Postage				2,000	2,000			2,000	2,000
64025-75	Cost of Merchandise									
68060-75	Director's Expense	56		(56)	500	444		(56)	101	44
68010-75	Dues & Subscriptions									
91000-75	Capital Contribution									
68040-75	Misc. Expense									
<b>Total Expenses</b>		540	1,250	710	16,000	15,460	1,259	719	18,407	17,867
<b>Net Revenues, before allocation</b>		(540)	(1,250)	710	(16,000)	15,460	(1,248)	708	(12,734)	12,194
<b>Allocation to Programs</b>										
78710-25	Allocate to Tasting Event									
78710-35	Allocate to Awards Night									
78710-45	Allocate to Wine Competition									
78710-55	Allocate to Food Competition									
<b>Net Revenues, after allocation</b>		(540)	(1,250)	710	(16,000)	15,460	(1,248)	708	(12,734)	12,194

## Unpaid A.R. Invoices - 2023 Harvest Fair

Invoice #	Invoice Date	Bill-To Account	Amount	Collection Notes
5217	10/31/23	Denier- Handal Vineyards	150.00	
5224	10/31/23	Elizabeth Spencer	150.00	remove - provided wine
5242	10/31/23	J Vineyards	150.00	
5244	10/31/23	Kenwood Vineyards	150.00	
5250	10/31/23	La Storia	150.00	remove - poured with Trentadue
5283	10/31/23	Sonoma-Cutrer Vineyards	150.00	
5199	10/31/23	Banshee	50.00	remove - poured with Chalk Hill
5200	10/31/23	Bedarra Vineyard	50.00	
5202	10/31/23	Benziger Family Winery	50.00	
5204	10/31/23	Buena Vista Winery	50.00	remove - provided wine
5205	10/31/23	Capo Isetta	50.00	remove - poured with Isetta Family wines
5211	10/31/23	Cut Series	50.00	remove - provided wine
5213	10/31/23	Daria Wines	50.00	remove - poured with Kukeri
5221	10/31/23	Ehret Family Winery	50.00	
5225	10/31/23	Ferrari-Carano Vineyards and Winery, LLC	50.00	remove - poured with Chalk Hill
5226	10/31/23	Fogline Vineyards	50.00	
5228	10/31/23	Fritz Underground Winery	50.00	
5231	10/31/23	Greenwood Ridge Vineyards	50.00	remove - poured with Soda Rock
5232	10/31/23	Guadagni Family Wines	50.00	
5237	10/31/23	Hawley Wines	50.00	
5239	10/31/23	Highwayman	50.00	remove - poured with Highway 12
5240	10/31/23	Imagery Estate Winery	50.00	remove - poured with Benziger
5241	10/31/23	Isetta Family Wines	50.00	
5245	10/31/23	Kobler Estate Winery	50.00	
5247	10/31/23	Kukeri Wines	50.00	
5260	10/31/23	Miro Cellars	50.00	remove - poured with Trentadue
5262	10/31/23	Paradise Ridge Winery	50.00	
5265	10/31/23	Pellegrini Olivet Lane	50.00	
5272	10/31/23	Rockpile Vineyards	50.00	remove - poured with Coyote Sonoma
5276	10/31/23	Sanglier Cellars	50.00	
5278	10/31/23	Selby Winery	50.00	
5288	10/31/23	Staysail Cellars	50.00	
5289	10/31/23	Stonemason Cellars	50.00	
5290	10/31/23	Sunce Winery & Vineyard	50.00	
5295	10/31/23	Trentadue Winery	50.00	
			<b>2,350.00</b>	

**NOTES**

- 1 invoices were mailed in November, reminders in December and again in February  
some collections were made after each mailing  
2 items noted above for removal will be done in March for March YTD financials