



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

Wednesday, May 8, 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. Introduction of 2024 Chief Wine Judge – Debra Del Fiorentino
9. Pro Wine Update
10. Judges Dinner Venue Update
11. Pro Food Update
12. Request for Future Agenda Items
13. Adjournment

CONSENT AGENDA

1. Approval of April 10, 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, April 10, 2024, 12:00 p.m.**

Directors Present: Rocco Cunningham, Vice President; Hugo Mata, Kanani Reynolds, Lisa Wittke Schaffner

Directors Absent: Teejay Lowe, President

Others Present: Hope Marshall, Sheila Quince, Bella Adams, Cyndy Dalbeck, Matthew Daly, Tanya Henry

The meeting was called to order by Rocco Cunningham at 12:03 p.m.

Public Comments:
None.

Approval of Agenda:
Director Wittke Schaffner moved to approve the agenda; Director Mata seconded the motion; the motion passed unanimously.

Approval of Items 1 & 2 on the Consent Agenda:
Director Reynolds moved to approve items 1 and 2 on the consent agenda; Director Mata seconded the motion; the motion passed unanimously.

President's Comments
None.

Marketing Update – Tanya Henry
Tanya Henry reported on her marketing efforts so far. She distributed a marketing roadmap and calendar of events to the board and staff. Tanya is currently working on Restaurant outreach to expand the food offerings at the event.

Discussion: Taste, Toast, and Celebrate! Event Overview
Hope Marshall reported to the board that staff has met with ATL Events to create a plan for event theming. A letter was sent to all the wineries to announce the reimagining of the tasting event, which has been well received by the wineries that have responded.

Presale tickets are set to go on sale May 11th, with a big marketing push for Mother's Day gifts. Group sales will be offered for 10+ people at \$70/ticket. All ticket prices will go up by \$10 each on October 1st.

Pro Wine Update:
Sheila Quince presented an update on the Professional Wine Competition. Communication has started going out to the wineries. Entries open on July 1st. Sheila and Debra Del Fiorentino are working together to have judges secured in May.

Request For Future Agenda Items:

- Judges Dinner Venue

With there being no further business, Director Wittke Schaffner moved to adjourn the meeting; Director Mata seconded the motion; the meeting was adjourned at 12:40 p.m.

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

As of	Actual YTD 2024-03	vs. Prior Year YTD 2023-03	Variance	vs. Prior Year Year End 2023-12	Variance
<u>ASSETS</u>					
CURRENT ASSETS					
Cash in Bank	116,298	49,427	66,872	122,009	(55,137)
Accounts Receivable (net of allowance)	1,500	(80)	1,580	8,000	(6,420)
Due From (Due To) SCF	(38,570)	12,703	(51,273)	(38,570)	(12,703)
TOTAL CURRENT ASSETS	79,229	62,050	17,179	91,439	(74,260)
TOTAL ASSETS	79,229	62,050	17,179	91,439	(74,260)
<u>LIABILITIES & EQUITY</u>					
CURRENT LIABILITIES					
Accounts Payable	0	0	0	4,873	(4,873)
Accrued Expenses	0	0	0	0	0
Sales & Use Tax Payable	0	46	(46)	5,615	(5,661)
Deposits & Refunds Payable	36	4	33	0	33
TOTAL CURRENT LIABILITIES	36	49	(13)	10,488	(10,501)
FUND EQUITY					
Beginning Retained Earnings	80,951	63,528	17,423	63,528	(46,105)
Profit(Loss) for the Year	(1,759)	(1,528)	(230)	17,423	(17,653)
TOTAL EQUITY	79,193	62,000	17,192	80,951	(63,759)
TOTAL LIABILITIES & EQUITY	79,229	62,050	17,179	91,439	(74,260)

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

Period	2024-03	vs.			vs.		vs.		vs.	
		Actual Current Yr YTD 2024-03	BUDGET Current Yr YTD 2024-03	variance	BUDGET Current Yr Full Year 2024-12	variance	Actual Prior Yr YTD 2023-03	variance	Actual Prior Yr Full Year 2023-12	variance
G/L #										
Revenue										
	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 - allocated									
	Other (Prior) Operations									
	Total Revenue				180,400	(180,400)			198,804	(198,804)
Expense										
	Tasting	446	859	413	104,083	103,636	565	119	97,749	97,302
	Awards Night						286	286	39,398	39,398
	Wine Competition	440	848	408	39,950	39,509	645	205	38,151	37,711
	Food Competition	22	43	21	6,293	6,271	32	9	6,083	6,060
	Operations Administration - allocated									
	Other (Prior) Operations	850		(850)		(850)		(850)		(850)
	Total Expenses	1,759	1,750	(9)	150,325	148,566	1,528	(230)	181,381	179,623
Net Revenue										
	Tasting	(446)	(859)	413	(7,083)	6,636	(565)	119	(16,387)	15,940
	Awards Night						(286)	286	(1,648)	1,648
	Wine Competition	(440)	(848)	408	39,450	(39,891)	(645)	205	37,815	(38,255)
	Food Competition	(22)	(43)	21	(2,293)	2,271	(32)	9	(2,357)	2,334
	Operations Administration - allocated									
	Other (Prior) Operations	(850)		(850)		(850)		(850)		(850)
	Net Revenue	(1,759)	(1,750)	(9)	30,075	(31,834)	(1,528)	(230)	17,423	(19,181)

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

Period	2024-03	vs.			vs.		vs.		vs.	
		Actual Current Yr YTD 2024-03	BUDGET Current Yr YTD 2024-03	variance	BUDGET Current Yr Full Year 2024-12	variance	Actual Prior Yr YTD 2023-03	variance	Actual Prior Yr Full Year 2023-12	variance
G/L #										
	Revenue									
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									
	Total Revenue				97,000	(97,000)			81,362	(81,362)
	Expense									
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	446	859	413	7,858	7,411	565	119	4,829	4,383
	Total Expenses	446	859	413	104,083	103,636	565	119	97,749	97,302
	Net Revenue	(446)	(859)	413	(7,083)	6,636	(565)	119	(16,387)	15,940

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

Period	2024-03	vs.			vs.			vs.		vs.	
		Actual Current Yr YTD 2024-03	BUDGET Current Yr YTD 2024-03	variance	BUDGET Current Yr Full Year 2024-12	variance	Actual Prior Yr YTD 2023-03	variance	Actual Prior Yr Full Year 2023-12	variance	
Revenue											
41200-35	Ticket Sales									29,250	(29,250)
49000-35	Sponsorships									8,500	(8,500)
Total Revenue										37,750	(37,750)
Expense											
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						38	38		180	180
68080-35	Bank Fees										
68030-35	Cash Over/Short										
68040-35	Misc. Expense										
78810-35	Allocated from Admin & Operations						248	248		2,122	2,122
Total Expenses										286	286
Net Revenue										(286)	286
										(1,648)	1,648

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

Period	2024-03	vs.			vs.		vs.		vs.	
		Actual Current Yr YTD 2024-03	BUDGET Current Yr YTD 2024-03	variance	BUDGET Current Yr Full Year 2024-12	variance	Actual Prior Yr YTD 2023-03	variance	Actual Prior Yr Full Year 2023-12	variance
G/L #										
	Revenue									
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)				
	Total Revenue				<u>79,400</u>	<u>(79,400)</u>			<u>75,966</u>	<u>(75,966)</u>
	Expense									
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	440	848	408	7,750	7,309	645	205	5,512	5,072
	Total Expenses	<u>440</u>	<u>848</u>	<u>408</u>	<u>39,950</u>	<u>39,509</u>	<u>645</u>	<u>205</u>	<u>38,151</u>	<u>37,711</u>
	Net Revenue	<u>(440)</u>	<u>(848)</u>	<u>408</u>	<u>39,450</u>	<u>(39,891)</u>	<u>(645)</u>	<u>205</u>	<u>37,815</u>	<u>(38,255)</u>

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

Period	2024-03	vs.			vs.		vs.		vs.	
		Actual Current Yr YTD 2024-03	BUDGET Current Yr YTD 2024-03	variance	BUDGET Current Yr Full Year 2024-12	variance	Actual Prior Yr YTD 2023-03	variance	Actual Prior Yr Full Year 2023-12	variance
Revenue	Revenue									
43000-55	Entry Fees				4,000	(4,000)			3,726	(3,726)
49000-55	Sponsorships									
49100-55	Sponsored Awards									
	Total Revenue				4,000	(4,000)			3,726	(3,726)
	Expense									
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	22	43	21	393	371	32	9	270	248
	Total Expenses	22	43	21	6,293	6,271	32	9	6,083	6,060
	Net Revenue	(22)	(43)	21	(2,293)	2,271	(32)	9	(2,357)	2,334

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

Period	2024-03	vs.			vs.		vs.		vs.	
		Actual Current Yr YTD 2024-03	BUDGET Current Yr YTD 2024-03	variance	BUDGET Current Yr Full Year 2024-12	variance	Actual Prior Yr YTD 2023-03	variance	Actual Prior Yr Full Year 2023-12	variance
Revenue										
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									
Total Revenue							11	(11)	5,673	(5,673)
Expense										
62030-75	Supplies									
70010-75	Equipment Rental									
81200-75	Special Repairs & Expense									
68081-75	Bad Debt Expense									
68080-75	Bank Fees	725	1,750	1,025	9,500	8,775	1,501	776	10,306	9,581
70020-75	Utilities & Garbage				4,000	4,000			6,000	6,000
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	183		(183)	500	317		(183)	101	(83)
68010-75	Dues & Subscriptions									
91000-75	Capital Contribution									
68040-75	Misc. Expense									
Total Expenses		909	1,750	841	16,000	15,091	1,501	593	18,407	17,498
Net Revenues, before allocation		(909)	(1,750)	841	(16,000)	15,091	(1,490)	582	(12,734)	11,825
Allocation to Programs (per budgeted ticket sales / entry fees until post event, then actual ticket sales / entry fees)										
78710-25	Allocate to Tasting Event	446	859	(413)	7,858	(7,411)	565	(119)	4,829	(4,383)
78710-35	Allocate to Awards Night						248	(248)	2,122	(2,122)
78710-45	Allocate to Wine Competition	440	848	(408)	7,750	(7,309)	645	(205)	5,512	(5,072)
78710-55	Allocate to Food Competition	22	43	(21)	393	(371)	32	(9)	270	(248)
Net Revenues, after allocation		0	0	0	0	0	(0)	0	0	(0)
PRIOR YEAR EXPENSES (corrections or very late invoices)										
91080-75	Prior Year Expense	850		(850)		(850)		(850)		(850)

\$850 - AR write off of 2023 HF table fees that should not have been billed