



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

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

**Tuesday, January 7, 2025, at 3:00 p.m.  
Sonoma County Fairgrounds  
Administration Building, Board Room**

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

### AGENDA

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. Discussion & Possible Action: 2025 Harvest Fair Draft Budget
7. Discussion: 2025 & 2026 Judge's Dinner confirmations, locations, recognition
8. Discussion: Strategies for Marketing, Social Media Contests & Sponsorship
9. Staff Report
10. Request for Future Agenda Items
11. Adjournment

**NEXT MEETING: Tuesday, February 11, 2025**

### CONSENT AGENDA

1. Approval of November 6, 2024 Harvest Fair Board Meeting Minutes
2. Approval of 2024 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, November 6, 2024, 3:00 p.m.**

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

**Directors Absent:** None.

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

The meeting was called to order by Teejay Lowe at 3:00 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 on the Consent Agenda:**

Director Wittke Schaffner moved to approve items 1 on the consent agenda; Director Cunningham seconded the motion; the motion passed unanimously.

**Election of Officers**

Director Wittke Schaffner moved to appoint Director Cunningham as President and Director Mata as Vice-President; Director Reynolds seconded the motion; the motion passed unanimously. Director Cunningham and Director Mata both accepted the nomination.

**Draft Harvest Fair Financials**

Cyndy Dalbeck provided a draft version of the Harvest Fair's financials without labor costs included. She presented a summary of the draft and promised complete financials at the January meeting.

**Approval of 2025 Tasting Event Date**

Hope Marshall proposed October 11<sup>th</sup>, 2025 as the potential date of the Tasting Event. Discussion ensued around the date of the event. Director Cunningham moved to approve October 11, 2025 as the date of the tasting event and to tentatively hold October 10<sup>th</sup> & October 17<sup>th</sup>, 2026; Director Reynolds seconded the motion; the motion passed unanimously.

**Approval of 2025 Pro Wine Judging Dates**

Sheila Quince proposed September 24-25<sup>th</sup>, 2025 for the Professional Wine Judging Competition. Director Reynolds moved to approve the Professional Wine Judging dates of September 24-25, 2025; Director Cunningham seconded the motion; the motion passed unanimously.

**Approval of Contract with ATL Events for 2025-2026 Design & Production**

Hope Marshall presented an update on ATL Events. She is currently working on a scope of work and contract for 2 years. No action was taken.

**Approval of 2025 Judge's Dinner Venue**

Director Wittke Schaffner moved to approve Rojas Winery as the venue for the 2025 Judges dinner; Director Mata seconded the motion; the motion passed unanimously.

**Marketing, Sponsorship, and Website**

Directors discussed ways to utilize the marketing budget and would like to look into upgrading the Harvest Fair website.

**Request For Future Agenda Items:**

- Sponsor Package for Judge's Dinner Host
- 2025 Budget

With there being no further business, Director Mata moved to adjourn the meeting; Director Wittke Schaffner seconded the motion; the meeting was adjourned at 4:26 p.m.