



## 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, March 11, 2025, at 3:00 p.m.**  
**Sonoma County Fairgrounds**  
**Administration Building, Board Room**

**DIRECTORS:** Rocco Cunningham, Pres, Hugo Mata, V.P., Teejay Lowe, Lisa Wittke Schaffner, Kanani Reynolds

### 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 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: Approval of Harvest Fair Financials
7. Marketing/PR Update
8. Pro Wine Update
9. Ag Awards Recognition Meeting Update
  - Meeting Tuesday, April 22
10. Judge's Dinner update (2026)
11. Staff Update
12. Request for Future Agenda Items
13. Adjournment

**NEXT MEETING: Tuesday, April 8, 2025**

### CONSENT AGENDA

1. Approval of February 11, 2025 Harvest Fair Board Meeting Minutes

*DISABLED ACCOMMODATION: 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  
Tuesday, February 11, 2025, 3:00 p.m.**

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

**Directors Absent:** None.

**Others Present:** Matt Daly, CEO, Hope Marshall, Cyndy Dalbeck, Amy Tesconi, Bella Adams, Sheila Quince

The meeting was called to order by President Cunningham at 3:01 p.m.

**Public Comments:**

None.

**Approval of Agenda:**

Vice President Mata moved to approve the agenda; Director Wittke Schaffner seconded the motion; the motion passed unanimously.

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

Director Reynolds moved to approve items 1 and 2 on the Consent Agenda; Director Wittke Schaffner seconded the motion; the motion passed unanimously.

**Discussion & Possible Action: 2025 Harvest Fair Draft Budget**

The Board reviewed the Draft 2025 Budget. Discussion ensued regarding assumptions in the Budget. Staff are anticipating higher attendance at the event but also staying conservative with the number of wines that may be entered. The budgeted sponsorship amount of \$25,000 has already been met and is on track to exceed. Director Lowe moved to approve the 2025 Harvest Fair Budget; Director Reynolds seconded the motion; the motion passed unanimously.

**Pro Wine Update:**

Wine Competition coordinator, Sheila Quince, informed the Board that she would be meeting with Debra Del Fiorentino to review the competition rules, classes, and judges.

**Discussion: Ag Awards Recognition**

Sheila Quince informed the Board that attendance at the traditional ag awards selection meeting had been declining for the past few years. Key committee members approached Staff with the suggestion to move the selection meeting to the same venue as the "Lords & Goddesses Luncheon". The Board agreed that the luncheon would be an appropriate time to hold the selection meeting. The Board will receive a list of all potential nominations to review before the selection meeting.

**Discussion: Judges Dinner Update:**

Director Mata reported that the 2025 Judge's Dinner will be at Rojas winery and have a "Fiesta" theme. Director Wittke Schaffner will reach out to the California Family Wineries to look for future dinner venues.

**Discussion: Marketing, PR & Social Media Contest**

Hope Marshall introduced Amy Tesconi, the Harvest Fair's publicist, to the Board. Amy provided her background in marketing and previously serving on the Harvest Fair Board. Amy's focus for marketing is to refresh the program and work with trade groups and wineries to promote the event.

**Staff Update:**

Hope Marshall suggested that staff create a token to give past sweepstakes winners to commemorate 50 years of the Harvest Fair.

**Request For Future Agenda Items:**

- None

With there being no further business, Director Mata moved to adjourn the meeting; Director Reynolds seconded the motion; the meeting was adjourned at 4:22 p.m.