



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, May 6, 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 April Draft Financial Statements (Cyndy Dahlbeck)
7. Marketing/PR Update
 - PR Amy Tesconi
 - Discussion about long term marketing strategy idea: creating a podcast
 - Discussion 50th anniversary theme
 - Discussion on ticket sales & promotional codes
8. Discussion: Awards Ceremony
9. Pro Wine Update (Sheila Quince)
10. Discussion & Possible Action: Approval of Ag Recognition Award Nominees
11. 2026 Judge's Dinner location update
12. Staff Update
 - Olive Oil entries open
 - Pro Food
13. Request for Future Agenda Items
14. Adjournment

NEXT MEETING: Tuesday, June 10, 2025

CONSENT AGENDA

1. Approval of April 8, 2025 Harvest Fair Board Meeting Minutes



Sonoma County Harvest Fair
DRAFT Minutes of the Board of Directors' Meeting
Tuesday, April 8, 2025, 3:00 p.m.

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

Directors Absent: Teejay Lowe (called)

Others Present: Matt Daly, CEO, Hope Marshall, Cyndy Dalbeck, Sheila Quince

The meeting was called to order by President Cunningham at 3:05 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 Item 1 on the Consent Agenda:

Director Mata moved to approve item 1 on the Consent Agenda; Director Wittke Schaffner seconded the motion; the motion passed unanimously.

Discussion and Possible Action: Approval of Harvest Fair Financials

Cyndy Dalbeck reviewed the financials with the board. Director Wittke Schaffner moved to approve the financials; Director Mata seconded the motion; the motion passed unanimously.

Discussion and Possible Action: Regarding Board resolution for Authorizing Changes to Existing Bank Accounts

CFO Dalbeck reviewed the Resolution for Authorizing Changes to Existing Bank Accounts and her recommendation for signer changes. After discussion, Director Reynolds moved to approve the Board Resolution for authorizing changes to existing bank accounts. Director Mata seconded the motion, which motion passed unanimously.

Marketing/PR Update:

Staff provided a handout provided by Amy Tesconi with a detail of the marketing timeline plan for review. Hope Marshall reported that a "save the date" e-mail was sent out via constant contact and was well received by those who received it. Director Wittke Schaffner stated that the Board of Directors wants to see all marketing materials prior to sending out. All further discussion was informational.

Ticket Sales & Promotional Codes:

President Cunningham reported that Awards Night ticket sales will kick-off on May 1st with a Mother's Day promotion of \$10 off with use of a promotional code. Board discussed ideas for wine club promotions and how to track which wine clubs utilized the promotions.

Pro Wine Update:

Wine Competition coordinator, Sheila Quince, distributed a list of confirmed judges to date for the wine competition. Sheila reported that she has secured the Art House Hotel for judges lodging.

Discussion: Judges Dinner Update:

The Board discussed options for location of 2026 Judges Dinner, to date no location has been set.

Staff Update:

Hope Marshall reported that staff was working on the Pro Food competition guide. Entries for the Olive Oil competition open May 1st. She also stated that she would like confirmations sent to the two Awards Night Emcees within 30 days.

Request For Future Agenda Items:

Sponsorship to dress Emcees.

With there being no further business, Director Wittke Schaffner moved to adjourn the meeting in honor of Kirk Lokka; Director Reynolds seconded the motion; the meeting was adjourned at 3:52 p.m.