Attachment #1

Sonoma County Harvest Fair
DRAFT Minutes of the Board of Directors' Meeting
Tuesday, May 6, 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, Sheila Quince, Bella Adams, Cyndy Dalbeck

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 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 Mata moved to approve the financials; Director Lowe seconded the motion; the motion passed unanimously.

Marketing/PR Update:
Amy Tesconi provided an update on marketing. The plan is to focus on digital advertising, networking with wineries to create collaborative posts, and she in looking into cross-promotions with Country Summer. The marketing theme is "Gold" and it was agreed there would be no new tagline for the event.

Awards Ceremony:
Director Reynolds reported that she had met with Debbie from KZST to assist with the Awards Presentation by providing a voice-over of the Best of Class wines. Director Wittke Schaffner agreed to Emcee the event with a partner. Director Reynolds reported that the Harvest Fair Board and CEO Daly met with Samantha Paul, an Event Coordinator, to discuss facilitating a VIP experience. The Board did not know what the approximate cost would be, but partial in-kind sponsorship is part of the proposal. Sheila Quince noted that the VIP experience in 2023 had some challenges with attendees consuming too much of the food before the general public and the VIP lounge was mostly dead space during the event. Quince suggested that any sort of VIP experience should be held pre-event and outside of the Tasting Pavilion with preferred parking and a separate entrance. No action was taken.

Pro Wine Update:
Wine Competition coordinator, Sheila Quince distributed a list of confirmed judges to date for the wine competition. Sheila reported that she and Hope met with Debra Del Fiorentino to review and revise the wine classes for the competition.

Discussion & Possible Action: Approval of Ag Recognition Award Nominees:
The Board reviewed the proposed nominees for the five Harvest Fair Awards. The nominees were selected by private ballot at the annual Selection Meeting. Director Wittke Schaffner approved the list of nominees; Director Reynolds seconded the motion; the motion passed unanimously. Amy Tesconi will reach out to each of the awardees to write press releases.

2026 Judge's Dinner Location Update:
Staff met with Family Winemakers of California to discuss cross-marketing opportunities as well as discussed the prospect of having one of the family winemaker members host the 2026 Judges Dinner.

Staff Update:
Hope Marshall reported that Olive Oil competition entries are open & professional food entries will open May 17th. Awards Night ticket sales are going well, with 3x as many sold as there were in 2024 at this time.

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 4:28 p.m.