



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, September 9, 2025, at 3:00 p.m.
Sonoma County Fairgrounds
Garrett Hall**

DIRECTORS: Rocco Cunningham, Pres, Hugo Mata, V.P., 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 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. Financial Update: Cyndy Dalbeck
7. Marketing/PR Update
 - PR Amy Tesconi
8. Pro Wine Update
9. Pro Food/Amateur Wine Results
10. Awards Night -tickets sold
11. Request for Future Agenda Items
12. Adjournment

NEXT MEETING: Tuesday, October 7, 2025

CONSENT AGENDA

1. Approval of June 10, 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, July 8, 2025, 3:00 p.m.**

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

Directors Absent: Kanani Reynolds

Others Present: Hope Marshall, Sheila Quince, Bella Adams, Amy Tesconi, Marilyn Herzog

The meeting was called to order by President Cunningham at 3:06 p.m.

Public Comments:

None.

Approval of Agenda:

Director Wittke Schaffner moved to approve the agenda; Director Lowe 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 Lowe seconded the motion; the motion passed unanimously.

Financial Update – Cyndy Dalbeck

The Board reviewed the financial packet distributed by Cyndy Dalbeck. No action taken.

Marketing/PR Update:

Amy Tesconi provided an update on marketing. Tesconi is currently working on different ticket promos for the event. The Ag Awardee biographies will be published in the August Farm News. Promotion for wine entries and the event going to all past entrants and multiple AVA organizations.

Pro Wine Update:

Wine Competition coordinator, Sheila Quince updated the Board that Enofile is open and entries are coming in.

Staff Update:

Hope Marshall reported that she is working on sourcing a commemorative red wine for the 50th Anniversary. Anne Vercelli will be reaching out to restaurants and caterers to get new entrants into the Pro Food competition.

Request For Future Agenda Items:

Commemorative Wine
2026 Dinner Venue

With there being no further business, Director Wittke Schaffner moved to adjourn the meeting; Director Lowe seconded the motion; the meeting was adjourned at 3:38 p.m.