



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, November 4, 2025, at 3:00 p.m.
Sonoma County Fairgrounds
Board Room

DIRECTORS: Rocco Cunningham, President, Hugo Mata, V.P., Teejay Lowe, Kanani Reynolds, Lisa Wittke Schaffner, Sharon Wright

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. Election of Officers
7. Financial Update: Discussion and possible action regarding Draft Financial Statements through September 30, 2025 – CFO Dalbeck – Attachment #1
8. Reflection of 2025 Harvest Fair events
9. 2026 Dates:
 - a. Pro wine judging: September 23-24, 2026
 - b. Judges dinner hosted by the Family Winemakers of CA (Sonoma County member wineries) at Bacchus Landing: September 23, 2026
 - c. Awards Night: October 10, 2026
 - d. Pro food & amateur wine competitions TBD
10. Request for Future Agenda Items
11. Adjournment

NEXT MEETING: Tuesday, December 2, 2025

CONSENT AGENDA

1. Approval of October 7, 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, October 7, 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: Matthew Daly, CEO; Hope Marshall, Sheila Quince, Bella Adams, Becca Kracker, Amy Tesconi, Sharon Wright

The meeting was called to order by President Cunningham at 3:02 p.m.

Public Comments:

None.

Approval of Agenda:

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

Approval of Item 1 on the Consent Agenda:

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

Financial Update – Cyndy Dalbeck

Cyndy Dalbeck provided a draft financial summary as of September 30, 2025. Many of the expenses and revenues tied to the event are not yet reflected in the summary.

Marketing/PR Update:

Amy Tesconi provided an update on marketing. Tesconi is currently working on a few last-minute promotions to encourage ticket sales. Tesconi plans to review ticket data after the event to see what marketing tactics were most effective.

Pro Wine Update:

Wine Competition coordinator, Sheila Quince updated the Board with judging results. Judge's loved the dinner hosted by Rojas and Guerrero Fernandez wineries. Debbie Abrams is producing the Best of Class voiceover for the awards ceremony.

Hat Day Auction Item at Awards Night:

Sonoma County Fair Director, Sharon Wright, provided the Board and staff an update on the two VIP tables purchased at the Sonoma County Fair Hat Day Auction. The Hat Day committee will reimburse the Harvest Fair for 16 tickets at half price. Wright provided staff with a list of items needed for the two tables.

Awards Night:

Hope Marshall reported that setup for the Awards Night event was underway. Over 106 wineries and 32 food vendors are participating in the event.

Request For Future Agenda Items:

None.

With there being no further business, Director Wittke Schaffner moved to adjourn the meeting; Director Lowe seconded the motion; the meeting was adjourned at 4:09 p.m.

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC
 dba SONOMA COUNTY HARVEST FAIR
 BALANCE SHEETS as of Sept 30, 2025 and December 31, 2024

ROUGH DRAFT

	Actual 09.30.25	Actual 12.31.2024
ASSETS		
Current Assets		
Cash-Operating	139,697	112,867
Accounts Receivable	-	439
TOTAL ASSETS	139,697	113,306
LIABILITIES		
Current Liabilities		
Accounts Payable	-	2,657
Due To Sonoma County Fair	849	34,000
Sales & Use Tax Payable	-	5,355
Deposits Payable & E-Tix Liability	[A] 85,431	-
	86,280	42,012
EQUITY		
Retained Earnings	71,294	80,951
Profit (Loss)	(17,876)	(9,658)
TOTAL LIABILITIES & EQUITY	139,697	113,306

[A] - funds received toward current year event - competitions & ticket sales - not all orders recorded yet

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC
 dba SONOMA COUNTY HARVEST FAIR
 YTD INCOME STATEMENTS through Sept 30, 2025 and December 31, 2024

ROUGH DRAFT

	Actual YTD 09.30.2025	Budget 2025	Actual YTD 12.31.2024
REVENUE summary			
Tasting Event	-	85,000	57,400
Award Night	-	-	-
Pro Wine Competition	-	80,500	85,601
Amatuer Wine Competition	-	2,800	2,895
Pro Food Competition	-	4,100	4,860
Attractions, Parking, Other	186	200	495
Sponsorships	25,000	25,000	20,000
	25,186	197,600	171,252
EXPENSE summary			
Tasting Event	5,349	78,650	75,539
Award Night	-	900	-
Pro Wine Competition	14,465	33,500	44,494
Amatuer Wine Competition	1,500	2,250	3,769
Pro Food Competition	3,956	6,700	6,790
Attractions, Parking, Other	17,793	48,415	50,319
	43,062	170,415	180,909
NET PROFIT (LOSS)	(17,876)	27,185	(9,658)

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC

dba SONOMA COUNTY HARVEST FAIR

YTD REVENUE SCHEDULES through Sept 30, 2025 and December 31, 2024

ROUGH DRAFT

	Actual YTD 09.30.2025	Budget 2025	Actual YTD 12.31.2024
REVENUE detail			
Ticket Sales - Tasting	-	85,000	57,400
Ticket Sales - Awards Night	-	-	-
Winery Table Fee	-	-	-
Entry Fees - Wine Competition	-	80,500	85,601
Entry Fees - Amateur Wines	-	2,800	2,895
Entry Fees - Food Competition	-	4,100	4,860
Entry Fees - Attractions (<i>grape stomp</i>)	-	-	-
Parking Revenue	-	-	-
Sponsorships - Tasting	25,000	25,000	20,000
Sponsorships - Awards Night	-	-	-
Sponsorships - General	-	-	-
Sponsorships - Attractions	-	-	-
Sponsored Awards - Wine Competition	-	-	-
Misc. Revenues & Concessions	186	200	495
	<u>25,186</u>	<u>197,600</u>	<u>171,252</u>

The sales orders have not yet been tied out and thus not yet closed and showing in revenue

Pro Food Entries	\$4,280	237 entries
Amateur Wine Entries	\$8,080	202 entries
Pro Wine Entries	\$86,395	120 wineries / 913 wines

Ticket Sales to date per Etix as of 9/30

Full Price	(\$90.91 net of sales tax)	*	\$22,182	244
Discounted \$10 off	(\$81.82 net of sales tax)	*	\$14,564	178
Discounted \$50 off	(\$45.45 net of sales tax)	*	\$91	2
Complementary			\$0	121
		*	<u>\$36,837</u>	<u>545</u>

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC

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YTD REVENUE SCHEDULES through Sept 30, 2025 and December 31, 2024

ROUGH DRAFT

	Actual YTD 09.30.2025	Budget 2025	Actual YTD 12.31.2024
EXPENSE detail by expense type			
Salaries & Wages - Tasting	-	28,000	26,484
Salaries & Wages - Wine Competition	-	1,000	2,356
Salaries & Wages - Parking/Operations	-	-	-
Contract Services - Tasting	1,000	40,500	23,108
Contract Services - Award Night	-	-	-
Contract Services - Wine Competition	10,000	21,000	22,383
Contract Services - Food Competition	3,500	3,500	3,672
Contract Services - Operations	-	1,500	-
Contract Services - Attractions	-	-	-
Judges Expenses - Pro Wine	2,100	3,000	10,523
Judges Expenses - Amateur Wine	1,500	1,900	1,600
Judges Expenses - Food Competition	347	1,900	2,200
Awards - Awards Night	-	900	-
Awards - Wine Competition	2,365	4,000	5,784
Awards - Food Competition	-	1,000	870
Awards - Attractions	-	-	-
Postage - Operations	-	2,000	2,000
Supplies - Tasting	4,299	7,500	24,603
Supplies - Awards Night	-	-	-
Supplies - Wine Competition	-	4,500	2,173
Supplies - Amateur Wine Comp	-	350	2,169
Supplies - Food Competition	109	300	47
Supplies - Attractions	-	-	-
Cost of Goods - Awards Night	-	-	-
Advertising - Pro Wine	-	-	1,275
Advertising - General	11,130	30,000	22,733
Dues & Subscriptions - Operations	98	-	-
Cash/Over Short - Tasting	-	-	-
Misc Expense - Operations	-	-	-
Director's Expense - Operations	-	500	1,205
Bank Fees - Operations	6,539	9,900	9,565
Insurance - Operations	-	440	440
License & Permits - Tasting	50	50	50
License & Permits - Operations	-	75	75
Equipment Rental - Tasting	-	2,600	1,294
Utilities & Garbage - Operations	-	4,000	4,000
Prior Year Expense - Operations	26	-	10,300
	43,062	170,415	180,909

Labor allocation of Fair & Expo Staff has not yet been allocated and will be done so in total at the end of Oct