



## 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, October 7, 2025, at 3:00 p.m.**  
**Sonoma County Fairgrounds**  
**Board Room**

**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
  - Amy Tesconi
8. Pro Wine Update
9. Hat Day Auction Item at Awards Night
10. Awards Night
11. Request for Future Agenda Items
12. Adjournment

**NEXT MEETING: Tuesday, November 4, 2025**

### CONSENT AGENDA

1. Approval of September 9, 2025 Harvest Fair Board Meeting Minutes

*DISABLED ACCOMODATION: 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, September 9, 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:** Matthew Daly, CEO; Sheila Quince, Bella Adams, Becca Kracker, Amy Tesconi

The meeting was called to order by President Cunningham at 3:03 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 Lowe moved to approve item 1 on the Consent Agenda; Director Mata seconded the motion; the motion passed unanimously.

**Financial Update – Cyndy Dalbeck**

No update.

**Marketing/PR Update:**

Amy Tesconi provided an update on marketing. Tesconi is currently working on digital ad buys to increase the reach of marketing and advertising for the event. A marketing toolkit will be sent to all the participating wineries.

**Pro Wine Update:**

Wine Competition coordinator, Sheila Quince updated the Board that there are 114 wineries entering 903 wines. The competition will need to add a 7<sup>th</sup> panel to accommodate that number of wines being judged in a single day. Judges will be staying at the Art House hotel. The Judge's Dinner itinerary was reviewed. Transportation for the dinner will be provided by Pure Luxury. Staff will follow up with California Family Winemakers to confirm the 2026 Judge's Dinner location.

**Pro Food/Amateur Wine Results:**

Bella Adams reported that the Amateur Wine competition went well with over 200 wines entered and judged. Adams shared the results from the Pro Food competition with the Board. Staff are working on securing food vendors from the food competition for the Awards Gala.

**Awards Night – Tickets Sold:**

CEO Daly reported that 329 tickets had been sold so far.

**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 4:15 p.m.