



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, February 3, 2026, at 3:00 p.m.
Sonoma County Fairgrounds
Board Room

DIRECTORS: Lisa Wittke Schaffner, President, Hugo Mata, V.P., Teejay Lowe, Kanani Reynolds, 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. Financial Update: Discussion and possible action regarding Draft Financial Statements through December 31, 2025 – CFO Dalbeck
7. Discussion: Marketing & strategy for 2026 – Amy Tesconi
8. Discussion: Hat Day/VIP tables
9. Staff Update
 - a. Glassware
 - b. 2026 Budget
 - c. Awards Night: October 10, 2026
10. Request for Future Agenda Items
11. Adjournment

NEXT MEETING: Tuesday, March 10, 2026

2026 Dates to Note:

Pro wine judging: September 23-24, 2026

Judges dinner, Bacchus Landing: September 23, 2026

Awards Night: October 10, 2026

CONSENT AGENDA

1. Approval of January 6, 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, January 6, 2026, 3:00 p.m.

Directors Present: Lisa Wittke Schaffner, President; Hugo Mata, Vice President; Kanani Reynolds, Sharon Wright

Directors Absent: Teejay Lowe

Others Present: Matthew Daly, CEO; Andrea Krout, COO; Hope Marshall, Sheila Quince, Bella Adams, Cyndy Dalbeck

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

Public Comments:

None.

Approval of Agenda:

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

Approval of Item 1 on the Consent Agenda:

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

Financial Update – Cyndy Dalbeck

Cyndy Dalbeck provided a draft financial summary as of November 30, 2025. Director Mata moved to approve the draft financials; Director Wright seconded the motion.

Emcees Awards Night 2026

Directors discussed possible options for the 2026 Awards Night Emcees. No action was taken.

Staff Update:

- Staff confirmed with the glassware supplier that the current glass style has a large inventory in stock; but the supplier also gave options for other glass styles. Staff will bring samples to the next meeting.
- The Awards Night date is set for October 10, 2026 from 6-9 pm. Staff and Directors brainstormed on possible themes relating to the America's 250th anniversary.

Request For Future Agenda Items:

- Hat Day/VIP Tables
- Marketing

With there being no further business, Director Reynolds moved to adjourn the meeting; Director Mata seconded the motion; the meeting was adjourned at 4:00 p.m.

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

DRAFT REPORT

	Actual 12.31.25	Actual 12.31.2024
ASSETS		
Current Assets		
Cash-Operating	108,438	112,867
Accounts Receivable	-	439
TOTAL ASSETS	108,438	113,306
LIABILITIES		
Current Liabilities		
Accounts Payable & Accrued Expenses	2,702	2,657
Due To Sonoma County Fair	30,329	34,000
Sales & Use Tax Payable	5,978	5,355
Deposits Payable & E-Tix Liability	-	-
	39,009	42,012
EQUITY		
Retained Earnings	71,294	80,951
Profit (Loss)	(1,864)	(9,658)
TOTAL LIABILITIES & EQUITY	108,438	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 December 31, 2025 and 2024**

DRAFT REPORT

	Actual YTD 12.31.25	Budget 2025	Actual YTD 12.31.2024
REVENUE summary			
Ticket Sales - Tasting			
	59,491	85,000	57,400
Entry Fees - Wine Competition	87,200	80,500	85,601
Entry Fees - Amatuer Wines	3,030	2,800	2,895
Entry Fees - Food Competition	4,235	4,100	4,860
Sponsorships - Tasting	26,650	25,000	20,000
Misc. Revenues & Concessions	742	200	495
	181,348	197,600	171,252
EXPENSE summary			
Tasting Event / Gala			
	101,516	80,550	77,895
Pro Wine Competition	32,572	32,500	42,137
Amatuer Wine Competition	1,500	2,250	3,769
Pro Food Competition	4,094	6,700	6,790
Miscellaneous & Other	43,530	48,415	50,319
	183,212	170,415	180,909
NET PROFIT (LOSS)	(1,864)	27,185	(9,658)

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC
 dba SONOMA COUNTY HARVEST FAIR
 YTD SCHEDULE OF EXPENSES through December 31, 2025 and 2024

DRAFT REPORT

		Actual YTD 12.31.25	Budget 2025	Actual YTD 12.31.2024
EXPENSE detail by expense type				
Salaries & Wages - Tasting / Gala / Competition		28,398	29,000	28,840
Contract Services - Tasting / Gala		52,495	40,500	23,108
Contract Services - Wine Competition		20,670	21,000	22,383
Contract Services - Food Competition		3,600	3,500	3,672
Contract Services - Operations		-	1,500	-
Judges Expenses - Pro Wine	x	8,117	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 / Gala		1,827	900	-
Awards - Wine Competition		2,658	4,000	5,784
Awards - Food Competition		-	1,000	870
Awards - Misc Programs		2,181	-	-
Postage - Operations		2,000	2,000	2,000
Supplies - Tasting / Gala		17,251	7,500	24,603
Supplies - Wine Competition	x	1,127	4,500	2,173
Supplies - Amatuer Wine Comp		-	350	2,169
Supplies - Food Competition		147	300	47
Advertising - Pro Wine		-	-	1,275
Advertising - General		22,985	30,000	22,733
Dues & Subscriptions - Operations		317	-	-
Cash/Over Short & Bad Debt - Operations		547	-	-
Director's Expense - Operations		186	500	1,205
Bank Fees - Operations		11,588	9,900	9,565
Insurance - Operations		-	440	440
License & Permits - Tasting		50	50	50
License & Permits - Operations		274	75	75
Equipment Rental - Tasting		948	2,600	1,294
Utilities & Garbage - Operations		4,000	4,000	4,000
Prior Year Expense - Operations		-	-	10,300
		183,212	170,415	180,909

x judges expenses mostly posted here, some budgeted in supplies