



## 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, January 6, 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 November 30, 2025 – CFO Dalbeck
7. Emcees Awards Night 2026
8. Staff Update
  - a. Glassware
  - b. Awards Night: October 10, 2026
9. Request for Future Agenda Items
  - a. Hat Day/VIP Tables
  - b. Ticket Giveaways
10. Adjournment

**NEXT MEETING: Tuesday, February 3, 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 November 4, 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, November 4, 2025, 3:00 p.m.**

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

**Directors Absent:** Kanani Reynolds

**Others Present:** Matthew Daly, CEO; Hope Marshall, Sheila Quince, Bella Adams, Amy Tesconi, Cyndy Dalbeck

The meeting was called to order by President Cunningham at 3:04 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 Wittke Schaffner moved to approve item 1 on the Consent Agenda; Director Wright seconded the motion; the motion passed unanimously.

**Election of Officers**

Directors voted by ballot to elect Director Wittke Schaffner as President and Director Mata as Vice President.

**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. Director Lowe moved to approve the draft financials; Director Mata seconded the motion.

**Reflection of 2025 Harvest Fair Events**

President Wittke Schaffner started the reflection discussion about the 2025 Harvest Fair and asked staff for their opinion on how the event went. Staff and Directors had a robust discussion about the Gala and competitions; staff noted all comments made. Overall, the consensus was that Gala went well with only slight changes to be made in the future. A focus moving forward is recruiting new wineries, restaurants, and caterers to participate in the competitions.

**2026 Dates:**

Hope Marshall provided a list of confirmed dates for judging and the Gala:

Pro Wine Judging: September 23-24, 2026

Judges Dinner, hosted by the Family Winemakers of California at Bacchus Landing: Wednesday, September 23, 2026

Awards Night Gala: October 10, 2026

Pro Food and Amateur Wine Dates still to be determined.

**Request For Future Agenda Items:**

- Hat Day/VIP Tables
- Glassware
- Ticket Giveaways
- Final Financials

With there being no further business, Director Lowe moved to adjourn the meeting; Director Mata seconded the motion; the meeting was adjourned at 4:07 p.m.

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

**ROUGH DRAFT**

	Actual 11.30.25	Actual 12.31.2024
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash-Operating	114,705	112,867
Accounts Receivable	-	439
<b>TOTAL ASSETS</b>	<b>114,705</b>	<b>113,306</b>
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Accounts Payable	6,260	2,657
Due To Sonoma County Fair	30,353	34,000
Sales & Use Tax Payable	5,950	5,355
Deposits Payable & E-Tix Liability	-	-
	42,563	42,012
<b>EQUITY</b>		
Retained Earnings	71,294	80,951
Profit (Loss)	848	(9,658)
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>114,705</b>	<b>113,306</b>

[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 Nov 30, 2025 and December 31, 2024**

**ROUGH DRAFT**

	Actual YTD 11.30.2025	Budget 2025	Actual YTD 12.31.2024
<b>REVENUE summary</b>			
Tasting Event / Gala	59,491	85,000	57,400
Pro Wine Competition	87,200	80,500	85,601
Amatuer Wine Competition	3,030	2,800	2,895
Pro Food Competition	4,235	4,100	4,860
Miscellaneous & Other	736	200	495
Sponsorships	26,650	25,000	20,000
	<b>181,342</b>	<b>197,600</b>	<b>171,252</b>
<b>EXPENSE summary</b>			
Tasting Event / Gala	100,415	79,550	75,539
Award Night	-	-	-
Pro Wine Competition	32,572	33,500	44,494
Amatuer Wine Competition	1,500	2,250	3,769
Pro Food Competition	4,094	6,700	6,790
Miscellaneous & Other	41,913	48,415	50,319
	<b>180,495</b>	<b>170,415</b>	<b>180,909</b>
<b>NET PROFIT (LOSS)</b>	<b>848</b>	<b>27,185</b>	<b>(9,658)</b>

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC  
dba SONOMA COUNTY HARVEST FAIR  
YTD REVENUE SCHEDULES through Nov 30, 2025 and December 31, 2024

ROUGH DRAFT

	Actual YTD 11.30.2025	Budget 2025	Actual YTD 12.31.2024
REVENUE detail			
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	736	200	495
	<u>181,342</u>	<u>197,600</u>	<u>171,252</u>

pending in December:  
most known December expense has been pulled into expenses already through AP  
some further tie up / true up / balancing is in the due to / due from SCF account yet  
this may impact sales, but mostly cash and the due to SCF accounts  
some further balancing in pro wine is needed, there may be uncollected income to post  
also some bank charges for the month of December need to post once charged in Jan  
and possibly some late invoiced expenses may surface before full close ot the year

**HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC**

**dba SONOMA COUNTY HARVEST FAIR**

**YTD REVENUE SCHEDULES through Nov 30, 2025 and December 31, 2024**

**ROUGH DRAFT**

		Actual YTD 11.30.2025	Budget 2025	Actual YTD 12.31.2024
<b>EXPENSE detail by expense type</b>				
Salaries & Wages - Tasting / Gala		28,398	28,000	26,484
Salaries & Wages - Wine Competition		<i>in above</i>	1,000	2,356
Contract Services - Tasting / Gala	a	27,525	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	b	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	a	41,363	7,500	24,603
Supplies - Wine Competition		1,127	4,500	2,173
Supplies - Amateur Wine Comp		-	350	2,169
Supplies - Food Competition		147	300	47
Advertising - Pro Wine		-	-	1,275
Advertising - General		21,485	30,000	22,733
Dues & Subscriptions - Operations		245	-	-
Cash/Over Short - Tasting / Gala		305	-	-
Director's Expense - Operations		186	500	1,205
Bank Fees - Operations		11,543	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
		<b>180,495</b>	<b>170,415</b>	<b>180,909</b>

a possible that some invoices for food bites were mis-coded

b includes stipends as well as catering, hotel, transportation