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, March 10, 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. Marketing Update 2026 – Amy Tesconi
7. Discussion & Possible Action: 2026 Awards Night Theme
8. Emcee update
9. Pro Wine Update – Sheila Quince
10. Discussion and Possible Action: 2026 Harvest Fair Draft Budget
11. Ag Awardees selection meeting date: April 22, Shone Farm
12. Request for Future Agenda Items
13. Adjournment

NEXT MEETING: Tuesday, April 7, 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 February 3, 2026 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.

Attachment #1

Sonoma County Harvest Fair
DRAFT Minutes of the Board of Directors' Meeting
Tuesday, February 3, 2026, 3:00 p.m.

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

Directors Absent: None.

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

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

Public Comments:
None.

Approval of Agenda:
Director Wright moved to approve the agenda; Director Reynolds seconded the motion; the motion passed unanimously.

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

Approval of Draft Financial Statements through December 31, 2025:
Cyndy Dalbeck provided a draft financial summary through December 31, 2025. Director Lowe moved to approve the draft financials; Director Wright seconded the motion; the motion passed unanimously.

Marketing & Strategy for 2026 – Amy Tesconi:
Amy Tesconi discussed her marketing strategy for the 2026 Harvest Fair with the directors and staff. A formal scope will be drafted for staff review once the marketing budget has been established.

Hat Day/VIP Table
Directors discussed the plan for ticket reimbursement for the 2 tables auctioned off at Hat Day. Directors agreed that the Hat Day committee would pay the Harvest Fair full price for tickets if the table sold for $1600 or more; if the table sold for less than $1600, Hat Day would pay the Harvest Fair $50/ticket. 3 total tables will be designated "VIP" for both the Hat Day auction and Harvest Fair sponsors.

Staff Update:
- Staff received the 2025 detail from Cyndy Dalbeck on February 2nd. Staff will create a 2026 Harvest Fair budget to be presented at the next meeting.
- The Awards Night date is set for October 10, 2026 from 6-9 pm. Staff and Directors brainstormed on possible themes. A theme will be brought to the next meeting for approval.

Request For Future Agenda Items:
- 2026 Budget
- Marketing/Theme
- Emcee

With there being no further business, Director Lowe moved to adjourn the meeting; Director Reynolds seconded the motion; the meeting was adjourned at 4:15 p.m.