



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, April 7, 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 Items 1 and 2 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. Discussion and Possible Action: Pre Audit Financial Statements through December 31, 2025
7. Discussion and Possible Action: Draft Financial Statements through February 28, 2026
8. Marketing Update 2026 – Amy Tesconi
9. Pro Wine Judge Selection Update
10. Discussion and Possible Action: 2026 Harvest Fair Draft Budget
11. Emcee update
12. Request for Future Agenda Items
13. Adjournment

NEXT MEETING: Tuesday, May 5, 2026

2026 Dates to Note:

Ag Awardees selection meeting date: April 22, Shone Farm

Pro wine judging: September 23-24, 2026

Judges dinner, Bacchus Landing: September 23, 2026

Awards Night: October 10, 2026

CONSENT AGENDA

1. Approval of March 10, 2026 Harvest Fair Board Meeting Minutes
2. Approval of April 1, 2026 e-mail Vote re: Harvest Fair Profit Sharing & Discount structure

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 ake reasonable arrangements to ensure accessibility.



**Sonoma County Harvest Fair
DRAFT Minutes of the Board of Directors' Meeting
Tuesday, March 10, 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: Andrea Krout, COO; Hope Marshall, Sheila Quince, Bella Adams, Amy Tesconi, Cyndy Dalbeck

The meeting was called to order by President Wittke Schaffner at 3:04 p.m.

Public Comments:

None.

Approval of Agenda:

Director Wright moved to approve the agenda; Director Mata 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.

Marketing Update 2026 – Amy Tesconi:

Amy Tesconi presented her marketing strategy for the 2026 Harvest Fair to the Board of Directors and staff. She is collaborating with Hope to strategically allocate the marketing budget, with an increased focus on boosting social media presence and expanding digital advertising in place of traditional print. Hope will follow up via email with a proposed structure for profit-sharing ticket sales through programs such as SchoolsRule.

Discussion & Possible Action: 2026 Awards Night Theme:

Director Reynolds moved to approve the 2026 Awards Night theme, "Red, White, and Sparkle: A Celebration in Every Glass"; Director Lowe seconded the motion; the motion passed unanimously.

Emcee Update

Moved to a future agenda item.

Pro Wine Update:

Sheila provided an update on the Professional Wine Competition, noting she is collaborating with Debra DelFiorentino on the selection of judges. Directors requested to review and approve a list of potential judges prior to any outreach. A potential format change was also discussed, introducing a four-person judging panel consisting of three experienced judges and one less-experienced, up-and-coming judge to support mentorship and development.

Discussion & Possible Action: 2026 Harvest Fair Draft Budget:

No action was taken. Hope presented a draft 2026 budget to the Directors. Proposed adjustments to the marketing portion of the budget will be considered, and a revised draft will be presented at the April meeting.

Ag Awardee Selection Meeting Date: April 22nd at Shone Farm:

The Lords & Goddesses will host their annual luncheon at Shone Farm on April 22nd. The Ag Awardee selection meeting will take place immediately following the luncheon, with voting conducted by secret ballot. Final nominee recommendations will be brought back to the Board for approval.

Request For Future Agenda Items:

- 2026 Budget
- Emcee

With there being no further business, Director Lowe moved to adjourn the meeting; Director Reynolds seconded the motion; the meeting was adjourned at 4:22 p.m.



**Sonoma County Harvest Fair
DRAFT Minutes of Special Online Vote by
Board of Directors' Meeting
Wednesday, April 1, 2026**

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

Directors Not Participating: None.

Others Participating: Matthew Daly, CEO, Andrea Krout, COO; Hope Marshall

SUMMARY

On April 1, 2026 at 8:54 a.m. staff distributed via email proposed structures for Harvest Fair Awards Night ticket sales, including a profit-sharing partnership model and targeted discount strategies.

Profit-Sharing Partnership Structure:

- Consignment of an agreed-upon number of tickets to approved partner organizations
- Ticket price set at \$100
- Revenue distribution: \$10 retained by partner organization; \$90 remitted to Harvest Fair
- Formal agreement to outline ticket quantities, timelines, and expectations
- Recommended reconciliation deadline of October 1, 2026 (or earlier)

Discount Structure:

- 10% discount using trackable promo codes for board-approved organizations
- 10% discount for group purchases of eight (8) or more tickets
- 10% promotional discounts tied to Mother’s Day and Father’s Day campaigns

ACTION ITEM

Director Lowe made a motion to approve the proposed Harvest Fair ticket sales strategy, including both the profit-sharing partnership structure and the discount framework as presented. Director Reynolds seconded the motion.

VOTE:

An email vote was conducted with a requested response timeframe. All five (5) Directors submitted votes via email on April 1, 2026.

- Approve: 5
- Oppose: 0
- Abstain: 0

RESULT: Motion Approved – Unanimous

NEXT STEPS

Staff will add to the agenda of the April 7 Board Meeting for formal approval

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

PRE AUDIT 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	29,988	34,000
Sales & Use Tax Payable	5,979	5,355
Deposits Payable & E-Tix Liability	-	-
	38,669	42,012
EQUITY		
Retained Earnings	71,294	80,951
Profit (Loss)	(1,524)	(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

PRE AUDIT 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 - Amateur 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	101,175	80,550	77,895
Pro Wine Competition	32,572	32,500	42,137
Amateur Wine Competition	1,500	2,250	3,769
Pro Food Competition	4,094	6,700	6,790
Miscellaneous & Other	43,531	48,415	50,319
	182,872	170,415	180,909
NET PROFIT (LOSS)	(1,524)	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

PRE AUDIT REPORT

	Actual YTD 12.31.25	Budget 2025	Actual YTD 12.31.2024
EXPENSE detail by expense type			
Salaries & Wages - Tasting / Gala / Competition	28,057	29,000	28,840
Contract Services - Tasting / Gala	52,424	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	4,286	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
Postage - Operations	2,000	2,000	2,000
Supplies - Tasting / Gala	17,322	7,500	24,603
Supplies - Wine Competition	4,958	4,500	2,173
Supplies - Amateur 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	11,589	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	2,181	-	10,300
	182,872	170,415	180,909

**includes wrap up and expense reclassifications by HF staff*

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC
 dba SONOMA COUNTY HARVEST FAIR
 BALANCE SHEETS as of February 28, 2026 and December 31, 2025

DRAFT REPORT

	Actual 02.28.26	Actual 12.31.25
ASSETS		
Current Assets		
Cash-Operating	104,962	108,438
Accounts Receivable	-	-
TOTAL ASSETS	104,962	108,438
LIABILITIES		
Current Liabilities		
Accounts Payable & Accrued Expenses	625	2,702
Due To Sonoma County Fair	29,988	29,988
Sales & Use Tax Payable	5,993	5,979
Deposits Payable & E-Tix Liability	-	-
A	36,607	38,669
EQUITY		
Retained Earnings	69,770	71,294
Profit (Loss)	(1,415)	(1,524)
TOTAL LIABILITIES & EQUITY	104,962	108,438

A - majority paid in March from cash

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC
 dba SONOMA COUNTY HARVEST FAIR
 YTD INCOME STATEMENTS through February 28, 2026 and December 31, 2025

DRAFT REPORT

	Actual YTD 02.28.26	Budget 2026	Actual YTD 12.31.25
REVENUE summary			<i>pending approval</i>
Ticket Sales - Tasting	-		59,491
Entry Fees - Wine Competition	-		87,200
Entry Fees - Amateur Wines	-		3,030
Entry Fees - Food Competition	-		4,235
Sponsorships - Tasting	-		26,650
Misc. Revenues & Concessions	149		742
	149	-	181,348
EXPENSE summary			
Tasting Event / Gala	-	-	101,175
Pro Wine Competition	-	-	32,572
Amateur Wine Competition	-	-	1,500
Pro Food Competition	-	-	4,094
Miscellaneous & Other	1,564	-	43,531
	1,564	-	182,872
NET PROFIT (LOSS)	(1,415)	-	(1,524)

**HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC
dba SONOMA COUNTY HARVEST FAIR**

DRAFT REPORT

YTD SCHEDULE OF EXPENSES through February 28, 2026 and December 31, 2025

	Actual YTD 02.28.26	Budget 2026	Actual YTD 12.31.25
EXPENSE detail by expense type		<i>pending approval</i>	
Salaries & Wages - Tasting / Gala / Competition	-		28,057
Contract Services - Tasting / Gala	-		52,424
Contract Services - Wine Competition	-		20,670
Contract Services - Food Competition	-		3,600
Contract Services - Operations	-		-
Judges Expenses - Pro Wine	-		4,286
Judges Expenses - Amateur Wine	-		1,500
Judges Expenses - Food Competition	-		347
Awards - Awards Night / Gala	-		1,827
Awards - Wine Competition	-		2,658
Awards - Food Competition	-		-
Postage - Operations	-		2,000
Supplies - Tasting / Gala	-		17,322
Supplies - Wine Competition	-		4,958
Supplies - Amateur Wine Comp	-		-
Supplies - Food Competition	-		147
Advertising - Pro Wine	-		-
Advertising - General	576		22,985
Dues & Subscriptions - Operations	121		317
Cash/Over Short & Bad Debt - Operations	-		547
Misc Expense - Operations	600		-
Director's Expense - Operations	-		186
Bank Fees - Operations	267		11,589
Insurance - Operations	-		-
License & Permits - Tasting	-		50
License & Permits - Operations	-		274
Equipment Rental - Tasting	-		948
Utilities & Garbage - Operations	-		4,000
Prior Year Expense - Operations	-		2,181
	1,564	-	182,872