



## 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, May 5, 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 and 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: Draft Financial Statements through May 5, 2026
7. Discussion and Possible Action: Approval of Ag Recognition Award Nominees
8. Marketing Update 2026 – Amy Tesconi
9. Pro Wine & Judges Dinner Update
10. Sponsorship Update
11. Request for Future Agenda Items
12. Adjournment

**NEXT MEETING: Tuesday, June 9, 2026**

#### 2026 Dates to Note:

*Ag Awardees selection meeting date: Tuesday, April 21, 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 April 7, 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 ake reasonable arrangements to ensure accessibility.*



**Sonoma County Harvest Fair**  
**DRAFT Minutes of the Board of Directors' Meeting**  
**Tuesday, April 7, 2026, 3:00 p.m.**

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

**Directors Absent:** Sharon Wright

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

The meeting was called to order by President Wittke Schaffner at 3:00 p.m.

**Public Comments:**

None.

**Approval of Agenda:**

Director Mata 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 Mata seconded the motion; the motion passed unanimously.

**Discussion & Possible Action: Pre-Audit Financial Statements through December 31, 2025**

Cyndy Dalbeck reviewed the 2025 pre-audit financial statements. Director Reynolds moved to approve the statements; Director Mata seconded the motion; the motion passed unanimously.

**Discussion & Possible Action: Draft Financial Statements through February 28, 2026**

Director Mata moved to approve the draft financial statements through February 28, 2026; 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. Tickets will go on sale May 1<sup>st</sup>, starting with a 10% off Mother's Day promotion running through May 15<sup>th</sup>. The Harvest Fair was awarded "Best Foodie Event" by the Bohemian, this will be used to promote the event and the Pro Food competition.

**Pro Wine Judge Selection Update:**

Staff will meet to establish a list of their top 18 judge choices along with some back-up options to be presented at the next Board Meeting.

**Discussion & Possible Action: 2026 Harvest Fair Draft Budget:**

Hope Marshall presented a draft 2026 budget to the Directors. Director Reynolds moved to approve the 2026 Harvest Fair Draft Budget; Director Mata seconded the motion; the motion passed unanimously.

**Request For Future Agenda Items:**

- Pro Food Outreach
- Judges Dinner
- Sponsorships
- Emcee

With there being no further business, Director Reynolds moved to adjourn the meeting; Director Lowe seconded the motion; the meeting was adjourned at 4:04 p.m.

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

**DRAFT REPORT**

	Actual 03.31.26	Actual 12.31.25
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash-Operating	\$ 64,283	\$ 108,438
Accounts Receivable	-	-
<b>TOTAL ASSETS</b>	<b>\$ 64,283</b>	<b>\$ 108,438</b>
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Accounts Payable & Accrued Expenses	\$ 72	\$ 2,702
Due To Sonoma County Fair	-	29,988
Sales & Use Tax Payable	15	5,979
Deposits Payable & E-Tix Liability	-	-
	<u>87</u>	<u>38,669</u>
<b>EQUITY</b>		
Retained Earnings	69,770	71,294
Profit (Loss)	(5,574)	(1,524)
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$ 64,283</b>	<b>\$ 108,438</b>

*A - majority paid in March from cash*

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

**DRAFT REPORT**

	Actual YTD 03.31.26	Budget 2026	Actual YTD 12.31.25
<b>REVENUE summary</b>			
Ticket Sales - Tasting	\$ -	\$ 62,000	\$ 59,491
Entry Fees - Wine Competition	-	78,000	87,200
Entry Fees - Amateur Wines	-	2,900	3,030
Entry Fees - Food Competition	-	4,200	4,235
Sponsorships - Tasting	-	28,000	26,650
Misc. Revenues & Concessions	153	300	742
	<u>153</u>	<u>175,400</u>	<u>181,348</u>
<b>EXPENSE summary</b>			
Tasting Event / Gala	-	85,550	101,175
Pro Wine Competition	622	27,150	32,572
Amateur Wine Competition	-	1,950	1,500
Pro Food Competition	-	6,300	4,094
Miscellaneous & Other	5,109	45,990	43,531
	<u>5,727</u>	<u>166,940</u>	<u>182,872</u>
<b>NET PROFIT (LOSS)</b>	<b>\$ (5,574)</b>	<b>\$ 8,460</b>	<b>\$ (1,524)</b>

**HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC  
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**DRAFT REPORT**

**YTD SCHEDULE OF EXPENSES through March 31, 2026 and December 31, 2025**

	Actual YTD 03.31.26	Budget 2026	Actual YTD 12.31.25
<b>EXPENSE detail by expense type</b>			
Salaries & Wages - Tasting / Gala / Competition	\$ -	\$ 27,000	\$ 28,057
Salaries & Wages - Wine Competition	-	1,000	-
Contract Services - Tasting / Gala	-	44,000	52,424
Contract Services - Wine Competition	-	16,500	20,670
Contract Services - Food Competition	-	3,500	3,600
Contract Services - Operations	-	3,000	-
Judges Expenses - Pro Wine	-	3,500	4,286
Judges Expenses - Amateur Wine	-	1,600	1,500
Judges Expenses - Food Competition	-	1,500	347
Awards - Awards Night / Gala	-	1,500	1,827
Awards - Wine Competition	-	1,950	2,658
Awards - Food Competition	-	1,000	-
Awards - Misc. Programs	-	-	-
Postage - Operations	-	2,000	2,000
Supplies - Tasting / Gala	-	12,000	17,322
Supplies - Wine Competition	622	4,200	4,958
Supplies - Amateur Wine Comp	-	350	-
Supplies - Food Competition	-	300	147
Advertising - General	3,076	24,500	22,985
Dues & Subscriptions - Operations	793	600	317
Cash/Over Short & Bad Debt - Operations	4	-	547
Misc Expense - Operations	-	-	-
Director's Expense - Operations	-	175	186
Bank Fees - Operations	1,232	11,000	11,589
Insurance - Operations	-	440	-
License & Permits - Tasting	-	50	50
License & Permits - Operations	-	275	274
Equipment Rental - Tasting	-	1,000	948
Utilities & Garbage - Operations	-	4,000	4,000
Prior Year Expense - Operations	-	-	2,181
	<b><u>\$ 5,727</u></b>	<b><u>\$ 166,940</u></b>	<b><u>\$ 182,872</u></b>