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, July 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 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. Discussion and Possible Action: Draft Financial Statements YTD through May 31, 2026
7. Marketing Update
8. Discussion of Ways to Recognize the Legacy of Bob Fraser
9. Pro Food: Olive Oil Competition results
10. Pro Wine Update
11. 2026 & 2027 Judges Dinner Update
12. Request for Future Agenda Items
13. Adjournment

NEXT MEETING: September 8, 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 May 5, 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, May 5, 2026, 3:00 p.m.

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

Directors Absent: Teejay Lowe, Kanani Reynolds

Others Present: Matt Daly, CEO; Andrea Krout, COO; Hope Marshall, Sheila Quince, Becca Kracker, 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 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 Mata seconded the motion; the motion passed unanimously.

Discussion & Possible Action: Pre-Audit Financial Statements through March 31, 2026
Cyndy Dalbeck reviewed the 2026 pre-audit financial statements noting there was not much activity. Director Mata moved to approve the statements; Director Wright seconded the motion; the motion passed unanimously.

Discussion & Possible Action: Approval of Ag Recognition Award Nominees
Director Mata moved to approve the following Ag Recognition Awardees:

- **Outstanding Person in Agribusiness:** Brook Parsons
- **Lifetime Contribution to Agriculture:** Lee Martinelli, Sr.
- **Outstanding Leader in Ag Education:** Marilark Padget Johnson
- **Friend of Agriculture:** Sheila Quince
- **Award of Excellence in the Craft Beer, Cider or Spirit Industries:** Old Caz Brewery
- **Award of Excellence in Food Production:** Clover Stornetta

Director Wright seconded the motion; discussion ensued and the motion passed unanimously.

Marketing Update:
Hope Marshall provided the Board with Amy Tesconi's marketing update as well as her proposed budget for digital media marketing. Discussion ensued regarding geo-fencing and additional marketing strategies focused on targeting audiences attending similar events.

Pro Wine Judge Selection Update:
Sheila Quince informed the committee that staff has a meeting set to discuss wine judges next week and will bring back the results to the June Board meeting. Sheila added that staff was meeting with California Winemakers at Bacchus landing to discuss 2026 Judges dinner.

Sponsorship Update:
Sheila Quince provided an update on sponsorship to date noting that we have a commitment of $29,000 to date which has exceeded budgeted amount and last year by $1,000.

Request For Future Agenda Items:

- Music
- 2027 Judges dinner location

With there being no further business, Director Wright moved to adjourn the meeting; Director Mata seconded the motion; the meeting was adjourned at 3:57 p.m.

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

DRAFT REPORT

		Actual 05.31.26	Actual 12.31.25
ASSETS			
Current Assets			
Cash-Operating		$ 67,984	$ 108,438
Accounts Receivable		-	-
TOTAL ASSETS		**$ 67,984**	**$ 108,438**
LIABILITIES			
Current Liabilities			
Accounts Payable & Accrued Expenses		$ -	$ 2,702
Due To Sonoma County Fair		-	29,988
Sales & Use Tax Payable		-	5,979
PreSales & E-Tix Liability	*A*	8,886	-
		8,886	38,669
EQUITY			
Retained Earnings		69,770	71,294
Profit (Loss)		(10,672)	(1,524)
TOTAL LIABILITIES & EQUITY		**$ 67,984**	**$ 108,438**

A - pre event income, not recognized until completed

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

DRAFT REPORT

		Actual YTD 05.31.26	Annual Budget 2026	Actual YTD 12.31.25
REVENUE summary				
Ticket Sales - Tasting		$ -	$ 62,000	$ 59,491
Entry Fees - Wine Competition		-	78,000	87,200
Entry Fees - Amatuer 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
		153	**175,400**	**181,348**
EXPENSE summary				
Tasting Event / Gala	*B*	1,000	85,550	101,175
Pro Wine Competition		622	27,150	32,572
Amatuer Wine Competition		-	1,950	1,500
Pro Food Competition		-	6,300	4,094
Miscellaneous & Other		9,206	45,990	43,531
		10,824	**166,940**	**182,872**
NET PROFIT (LOSS)		**$ (10,672)**	**$ 8,460**	**$ (1,524)**

B - non refundable advance deposit

HARVEST FAIR ASSOCIATION OF SONOMA COUNTY INC
dba SONOMA COUNTY HARVEST FAIR
YTD SCHEDULE OF EXPENSES through May 31, 2026 and December 31, 2025

DRAFT REPORT

		Actual YTD 05.31.26	Annual Budget 2026	Actual YTD 12.31.25
EXPENSE detail by expense type				
Salaries & Wages - Tasting / Gala / Competition		$ -	$ 27,000	$ 28,057
Salaries & Wages - Wine Competition		-	1,000	-
Contract Services - Tasting / Gala		1,000	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	-
Postage - Operations		-	2,000	2,000
Supplies - Tasting / Gala		-	12,000	17,322
Supplies - Wine Competition		622	4,200	4,958
Supplies - Amatuer Wine Comp		-	350	-
Supplies - Food Competition		-	300	147
Advertising - General		5,625	24,500	22,985
Dues & Subscriptions - Operations		793	600	317
Cash/Over Short & Bad Debt - Operations		4	-	547
Misc Expense - Operations	*C*	1,005	-	-
Director's Expense - Operations		-	175	186
Bank Fees - Operations		1,775	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
		$ 10,824	**$ 166,940**	**$ 182,872**

C - custom printed receipt books, previously used generic receipts
one time cost, supply estimated to last approx. 2 years