

**Sonoma County Fair**  
**APPROVED Minutes of the**  
**Fair Operations Committee Meeting**  
Tuesday, April 9, 2019  
Administration Building, Board Room

**VOTING-DIRECTORS PRESENT:** Bev Palm, Vice Chair; Tony Geraldi, Wanda Tapia, Doug Beretta

**VOTING-DIRECTORS ABSENT:** Lisa Wittke Schaffner, Chair

**NON-VOTING DIRECTORS PRESENT:** Rob Muelrath, Marilyn Herzog, Annette O'Kelley, Cindy Crane

**OTHERS PRESENT:** Becky Bartling, Kaitlyn Findley-Thorn, Lorna Fox, Jane Engdahl, Paulette Swallow, Heather Borck, Greg Duncan

The meeting was called to order by Vice Chair Palm at 5:04PM

**APPROVAL OF AGENDA:** Director Beretta moved to approve the agenda; Director Tapia seconded the motion; the motion passed unanimously.

**PUBLIC COMMENTS:** None

**UPDATE ON FAIR ENTERTAINMENT:**

Jane Engdahl gave an update on the grounds acts that have been finalized for the 2019 Fair. CEO Bartling reported on the current musical acts booked for the Community Stage.

**DISCUSSION AND POSSIBLE ACTION REGARDING 2019 FAIR SPONSORS:**

COO Findley-Thorn distributed a list of the 2018 sponsors and the potential sponsors for the 2019 Fair. President Muelrath will be asking the full board for their help in securing sponsorships. CEO Bartling stated that a letter will be going to the Board of Supervisors regarding the funds that have been lost for the TOT grants.

**DISCUSSION OF SECURITY EFFORTS AT THE FAIR:**

CEO Bartling gave a report of the all of the security training and efforts that are taking place both at the Fair and in support of our other events. Crown management and "See something, say something" are major focal points for our security efforts.

**DISCUSSION AND POSSIBLE ACTION REGARDING BLUE RIBBON AWARDS (HANDOUT):**

Director Tapia moved to recommend to the full board (names withheld until approved and notified) as the two Blue Ribbon Award individual recipients for 2019; Director Geraldi seconded the motion; the motion passed unanimously.

**DISCUSSION AND POSSIBLE ACTION REGARDING COMPLIMENTARY CREDENTIAL POLICY:**

Credentials for 2019 were discussed. No action taken.

**UPDATE ON CHANGES TO BLUES AND BREWS AND SHOWCASE CAFÉ:**

CEO Bartling stated that DC will be added to the ground at the Blues & Brews area and that Showcase Café will be a speakeasy during the 2019 Fair.

**DISCUSSION ON NEW EVENT AT THE FAIR:**

CEO Bartling reported that other fairs have been hosting "Out at the Fair" which is a LGBTQ all-inclusive "event". She will be speaking with the nonprofit group that puts it on.

**UPDATE ON PROMOTIONS FOR FAIR:**

COO Kaitlyn Findley-Thorn stated that Kid's Days will remain Thursdays, and Senior Days will be Fridays, and the Food Bank day will be Wednesday. She is working with Patty Crone and the vendors to try and have a "Tuesday Taste of the Fair" where some vendors will have small tastes of their food for a smaller cost.

**REQUEST FOR FUTURE AGENDA ITEMS (NON-DISCUSSION ITEMS):**

- None

**There being no further business, Director Tapia moved to adjourn the meeting at 6:03PM; Director Geraldini seconded the motion; the motion passed unanimously.**