

Sonoma County Fair
APPROVED MINUTES OF THE
BOARD OF DIRECTORS
Tuesday, December 18, 2018 5:30 p.m.
1350 Bennett Valley Road, Santa Rosa, CA

DIRECTORS PRESENT: Rob Muelrath, President; Max Mickelsen, Vice President; Marcia Mickelson, Treasurer; Marilyn Herzog, Past President; Doug Beretta, Tony Gerald, Kevin Howe, Ross Liscum, Annette O'Kelley, Bev Palm, Wanda Tapia, Lisa Wittke Schaffner

DIRECTORS ABSENT: Teejay Lowe, Cindy Crane, Lisa Carreño

OTHERS PRESENT: Becky Bartling, Michael Margetts, Heather Borck, Jane Engdahl, Kaitlyn Findley-Thorn

CALL TO ORDER: 5:30p.m.

PLEDGE OF ALLEGIANCE: Lisa Wittke Schaffner

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF AGENDA:

Director Tapia moved to approve the agenda; Director Beretta seconded the motion; the motion passed unanimously.

APPROVAL OF CONSENT AGENDA – Items 1-4:

Director O'Kelley moved to approve the Consent Agenda; Director Palm seconded the motion; the motion passed unanimously.

PRESIDENT'S COMMENTS:

President Muelrath reported that there is an opportunity at the upcoming Western Fairs Association Conference. The board will host a suite which will offer the opportunity to network with other fairs.

CEO AND STAFF REPORTS:

The Correspondence Binder was circulated.

CEO Bartling stated that we would be providing photo ID badges to the Board members.

CEO Bartling presented the Upcoming Interim Event Schedule and the November Interim Financials.

CEO Barling explained that Casual Caterings contract for board meetings has expired, however it could be extended for one year. **Director Tapia moved to extend the casual catering contract for board dinners for one year, the contract shall read, "Contract Term January 1, 2019 – December 31, 2019", Director Liscum seconded the motion; motion passed unanimously.**

CEO Bartling passed out the 2019 Vendor Fees that had been approved in the budget for board reference.

Fair Operations:

Director Wittke Schaffner gave a report of the December 11 Fair Operations Committee.

Director Wittke Schaffner moved to accept the 2019 Fair slogan, “Party ‘til the Cows Come Home”; Director Beretta seconded the motion. After much debate, the motion failed. Staff was directed to report back in January with a revised slogan and logo.

Director Wittke Schaffner moved to approve one year renewal with Casual Catering to provide serves on the Board of Director Patio at the same price as 2018; Director Tapia seconded the motion; motion passed unanimously.

Director Wittke Schaffner moved to approve the contract with Lonestar for the Community Theater on August 5 in the amount of \$30,000; Director Mickelson seconded the motion; motion passed unanimously.

Competitive Exhibits, Agriculture & Educational Exhibits Committee Report:

No Competitive Exhibits, Agriculture & Educational Exhibits Committee meeting in December.

Buildings & Grounds Committee Report:

CEO Bartling explained that the Event Center has the opportunity to purchase a used forklift. Purchasing the equipment would save on yearly rental costs. **Director Liscum moved to approve staff purchase a used forklift not to exceed \$19,000; Director O’Kelley seconded the motion; the motion passed unanimously.**

Director Liscum moved to approve reimbursement to County General Services Department for work done on behalf of the Sonoma County Fair, not to exceed \$40,000; Director Wittke Schaffner seconded the motion; the motion passed unanimously.

Racing Committee Report:

CEO Bartling explained that staff has been exploring moving VIP tent activities into the Saralee Barn during the fair. This move would save the fair the expense of the VIP tent and would allow for an alternative use of the barn. Events discussed that could take place in the barn were Harvest Fair wine tasting, Hat Day, Beer Festival, current VIP tent activities, and new sponsorship opportunities. Concern was raised regarding Sweet Lil’s existence and Hat Day proximity to the race track. **No action taken.**

Budget & Finance Committee Report:

Director Mickelson gave an overview of the December 18, 2018 Budget & Finance Committee meeting.

Director Mickelson moved to approve the Draft Financial Statements through December 2018; Director Herzog seconded the motion; the motion passed unanimously.

Executive Committee Report:

President Muelrath informed the board that discussions are still occurring regarding the Aston Property.

Report on Harvest Fair Committee meeting:

CEO Bartling reported that the Harvest Fair Board met December 12 to discuss the proposed new format of the Harvest Fair. President Martini postponed the decision regarding the change

until January so that additional research could be completed regarding staff, financials, and winery buy-in.

Report on Sonoma County Fair Foundation:

Director Liscum updated the board regarding the Foundation's cash flow for the next three years. The Foundation has agreed to financially support a Career and Technical Education group proposal.

Director Herzog explained that the Jamison Memorial Fund will be meeting with the Fair Foundation to explore partnering in their project to assist youth purchase market animal projects for the fair.

FUTURE AGENDA ITEMS:

Fair Slogan
Fair Logo

ADJOURNMENT

There being no further business, Director Liscum moved to adjourn the meeting at 6:50PM; Director Tapia seconded the motion; the motion passed unanimously.

CONSENT AGENDA

1. Approval of Minutes from the Special November 29, 2018 Board Meeting
2. **Executive Committee Meeting**
Approval of Minutes from the October 23, 2018 Committee Meeting
Approval of Minutes from the Special November 29, 2018 Committee Meeting
3. **Fair Operations Committee Meeting**
Approval of Minutes from the December 11, 2018 Committee Meeting
4. **Budget & Finance Committee Meeting**
Approval of Minutes from the November 20, 2018 Committee Meeting