

Sonoma County Fair  
**APPROVED Minutes of the  
Competitive Exhibits, Agriculture and Educational Exhibits Committee Meeting**

Tuesday, December 8, 2020 at 5:00 p.m.

In accordance with Executive Order N-29-20 the December 8, 2020 the Meeting of Sonoma County Fair Competitive Exhibits & Education Exhibits Committee meeting was held virtually. All actions were voted on by roll call.

**DIRECTORS PRESENT:** Annette O’Kelley, Chair; Kanani Reynolds, Vice-Chair; Cindy Crane, Bev Palm, Marilyn Herzog, Marcia Mickelson

**DIRECTORS ABSENT:** None

**OTHER DIRECTORS PRESENT:** Wanda Tapia, Tony Gerald,

**OTHERS PRESENT:** Becky Bartling, Heather Borck, Greg Duncan, Kaitlyn Findley-Thorn

The meeting was called to order by Chair O’Kelley at 5:00 p.m.

**APPROVAL OF AGENDA:**

Director Herzog moved to approve the agenda; Director Crane seconded the motion; the motion passed unanimously (O’Kelley, yes; Reynolds, yes; Crane yes; Palm, yes; Herzog, yes; Mickelson, yes).

**PUBLIC COMMENTS:**

None

**UPDATE 2020 JLA RECEIVABLES**

Exhibits Coordinator Borck reported that there is \$300 outstanding.

**UPDATE: ADVISORY COMMITTEE CONVERSATIONS:**

President Mickelson spoke with the Beef Advisory:

- Online auction worked
- Would like to see names as individuals are bidding
- Liked selling by the head
- There are a lot of rules in the premium book and it causes confusion
- Steer drop-off day went well
- Would like to see a junior event this summer
- JLA would be the priority

Director Reynolds reported that she spoke with the Small Animal Advisory and the Swine Advisory members:

- A customer was unhappy with quality of product; perhaps advisory could do project checks
- Could have work days at the fairgrounds so that there can be a show in 2021
- Disappointed that rabbits were not allowed in the 2020 auction
- Small animals should be included in 2021
- Rabbits are often a gateway animal to other projects

**UPDATE: SOLICITOR CONVERSATIONS**

Director Reynolds reported:

- Had some trouble logging onto auction “Slick and impressed”
- Disappointed with pool of money distributed; if they had known they may have made other decisions regarding soliciting

- Some glitches with buyer contacts to butcher shops
- Produce a post auction fact sheet with number of animals sold, sifted, number of animals pulled out of the auction

#### **DISCUSS AND POSSIBLE ACTION: REGARDING 2021 FAIR**

CEO Bartling reported that being able to hold a 2021 fair truly depends on vaccine supply and distribution. We're waiting to see how the roll out goes. One budget will be presented to the fair board and the board of supervisors. A decision regarding holding a fair will be made in February.

Director Herzog voiced that in speaking with others there is strong desire to helping the juniors have a show experience. She suggested market shows take place in August and breeding shows take place in the fall. She would be very willing to serve on a committee to assist with putting this all together and fundraising.

CEO Bartling explained that Exhibits Coordinator Borck has worked on a budget. The initial budget equates to \$225,000 for market shows and \$313,000 for market and breeding.

President Mickelson appointed Directors O'Kelley, Reynolds, and Herzog to an ad hoc committee to discuss the specifics of an alternate livestock show. The ad hoc committee will report back to the full committee.

#### **DISCUSSION AND POSSIBLE ACTION: HALL OF FLOWERS BUDGET**

CEO Bartling reported that Flower Show Designer Duncan has submitted a modified Hall of Flowers budget. She indicated that the budget includes a reduction in staff and supplies and wanted to know if this was going to be a workable budget. Duncan indicated that he believed it to be possible.

#### **REQUEST FOR FUTURE AGENDA ITEMS:**

Ad Hoc Committee Report  
Hall of Flowers

#### **ADJOURNMENT**

**Director Crane moved to adjourn the meeting at 6:05 p.m., seconded by Director Mickelson; motion passed unanimously. (O'Kelley, yes; Reynolds, yes; Crane yes; Palm, yes; Herzog, yes; Mickelson, yes).**