

Sonoma County Fair
APPROVED MINUTES OF THE
BOARD OF DIRECTORS
Tuesday, February 19, 2019 5:30 p.m.
1350 Bennett Valley Road, Santa Rosa, CA

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

DIRECTORS ABSENT: None

OTHERS PRESENT: Becky Bartling, Kaitlyn Findley-Thorn, Lorna Fox, Cliff Sanders, Heather Borck, Michael Margetts, Greg Duncan

CALL TO ORDER: 5:31p.m.

PLEDGE OF ALLEGIANCE: Director Howe

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF AGENDA:

Director Liscum moved to approve the agenda; Director Lowe seconded the motion; the motion passed unanimously.

APPROVAL OF CONSENT AGENDA – Items 1-7:

Director Wittke Schaffner moved to approve the Consent Agenda; Director Herzog seconded the motion; the motion passed unanimously.

PRESIDENT COMMENTS:

President Muelrath stated that he would be reporting on the Aston Barn property later in the agenda.

CEO AND STAFF REPORTS:

CEO Bartling told the Board members that ethics training is due for all Board members, the instruction letter was distributed.

CEO Bartling presented the Upcoming Interim Event Schedule and the January Interim Financials. **No action taken.**

CEO Bartling gave an update on the discussions regarding Broadband at the Fairgrounds for emergency services use. She stated that the CDFA would like to have Broadband at all the fairs, and we would be the beta site. **No action taken.**

CEO Bartling gave an update on FEMA trailers. She stated the RV Park Rules & Regulations were being amended to reflect a change from a 10:00PM last guest entry to an 8:00PM last guest entry and another security guard shift will be added. She also stated that the County was looking at additional funding to extend the FEMA trailer occupancy. **No action taken.**

Fair Operations – Director Wittke Schaffner, Chair:

Director Wittke Schaffner gave a report of the February 5, 2019 Fair Operations Committee.

Director Wittke Schaffner moved to approve the logo for the 2019 Fair as presented with the understanding there would be minor edits prior to production; Director Lowe seconded the motion; the motion passed unanimously.

Competitive Exhibits, Agriculture & Educational Exhibits Committee Report – Director O’Kelley, Chair:

Director O’Kelley gave a report of the February 5, 2019 Competitive Exhibits, Agriculture and Educational Exhibits Committee.

Director O’Kelley moved to approve the addition of agility to the dog show; Director Palm seconded the motion; the motion passed unanimously.

Director O’Kelley moved to approve the horse show proposal (see attached Ag Committee minutes); Director Palm seconded the motion; the motion passed unanimously.

Director O’Kelley moved to allow DeMolay exhibitors to wear a small patch with the logo on the front of the shirt with a request for the Committee to see the proof before final approval; Director Mickelson seconded the motion; the motion passed with Director Beretta opposed.

Director O’Kelley moved to approve (names omitted until honorees contacted) for Outstanding North Bay Rancher, Outstanding Dairy of the Year and Award of Excellence in the Horse Industry respectively; Director Crane seconded the motion; motion passed unanimously.

Director O’Kelley moved to dedicate the Hall of Flowers to (name omitted until honoree contacted); Director Crane seconded the motion; motion passed unanimously.

Director O’Kelley moved to dedicate the guidebook to (name omitted until honoree contacted); Director Herzog seconded the motion; motion passed unanimously.

Director O’Kelley moved to approve the 2019 contract with Duncan Designs NTE \$72K, Director Carreño seconded; motion passed unanimously.

Director O’Kelley moved to approve an increase of \$25,000 (from 2018) for Hall of Flowers supplies and materials; Director Carreño seconded the motion; the motion passed unanimously.

Buildings & Grounds Committee Report – Director Liscum:

Director Liscum gave a report of the February 7, 2019 Buildings and Grounds Committee meeting.

Director Liscum moved to approve the one-year option for 2019 Red, White & Boom for the 4th of July event; Director Carreño seconded the motion; the motion passed unanimously.

Director Liscum moved to approve rent consideration for the Redwood Gospel Mission's annual event; Director Wittke Schaffner seconded the motion; the motion passed unanimously.

Director Liscum moved to approve contract with Johnston Signs Company for \$35,500 for the electronic data sign at Gate 2; Director Herzog seconded the motion; the motion passed unanimously.

Director Liscum stated that the surplus of the Aston Barn property has been taken off the table until further recommendations from the Fair Board.

COO stated that the South Carnival lot work is ongoing and that Director Liscum is looking at securing sponsorship to assist with the costs.

Racing Committee Report – Director Mickelsen:

Director Mickelsen gave a report of the February 7, 2019 Racing Committee meeting.

CEO Bartling gave a review of Jockey Club Report. No action taken.

CEO Bartling gave an update on the 2019 Race Meet.

Budget & Finance Committee Report – Director Mickelson:

Director Mickelson gave a report of the February 19, 2019 Budget & Finance Committee meeting.

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

Director Mickelson moved to accept the draft Financials through January 31, 2019; Director Tapia seconded the motion; the motion passed unanimously.

Director Mickelson moved to approve a contract for audits and tax services with Lance, Soll & Lunghard, LLP in the amount of \$22,500 for 2018; \$23,500 for 2019; and \$25,000 for 2020; Director Herzog seconded the motion; the motion passed unanimously.

Executive Committee Report – President Muelrath:

President Muelrath gave a report of the February 19, 2019 Executive Committee meeting.

Report on Harvest Fair Committee meeting Directors Crane & Lowe:

Director Lowe gave a report of the February 13, 2019 Harvest Festival meeting.

Director Lowe moved to approve the contract for the 2019 and 2020 Harvest Fair with the same revenue split as the previous year, and with the following terms:

- **To hold the 2019 event during the same time frame as has been done historically in the past; September for the competition and Awards Dinner with the tasting held the first weekend in October. The retail store will be eliminated for 2019;**

- In 2020, to move the event into the summer with the competition either in June or July, the Awards dinner following and the tasting event during the Sonoma County Fair.

The motion was seconded by Director Tapia; the motion passed unanimously.

DISCUSSION AND POSSIBLE ACTION REGARDING THE AWARDS DINNER:

Board members discussed honoring the awardees during the 2019 Fair instead of a separate dinner so that they can be recognized by their peers. **Director Mickelsen moved to eliminate the Awards Dinner for 2019; Director Mickelson seconded the motion; the motion passed unanimously.**

FUTURE AGENDA ITEMS:

None

ADJOURNMENT

There being no further business, President Muelrath adjourned the meeting at 6:14PM in memory of Honorary Directors Dave Lewers and Bob Matteri.

CONSENT AGENDA

1. Approval of Minutes from the January 29, 2019 Board Meeting
2. **Executive Committee Meeting**
Approval of Minutes from the January 29, 2019 Committee Meeting
3. **Fair Operations Committee Meeting**
Approval of Minutes from the February 5, 2019 Committee Meeting
4. **Competitive Exhibits, Agriculture and Educational Exhibits Committee Meeting**
Approval of Minutes from the February 5, 2019, 2018 Committee Meeting
5. **Buildings & Grounds Committee Meeting**
Approval of Minutes from the February 7, 2019 Committee Meeting
6. **Racing Committee Meeting**
Approval of Minutes from the February 7, 2019 Committee Meeting
7. **Budget & Finance Committee Meeting**
Approval of Minutes from the January 29, 2019 Committee Meeting