

Sonoma County Fair
APPROVED MINUTES OF THE
BOARD OF DIRECTORS
Tuesday, February 25, 2020 5:15 p.m.
1350 Bennett Valley Road, Santa Rosa, CA

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

DIRECTORS ABSENT: Neysa Hinton, Lisa Wittke Schaffner

OTHERS PRESENT: Becky Bartling, Michael Margetts, Kaitlyn Findley-Thorn, Heather Borck, Cliff Sanders, Lorna Fox, Paulette Swallow, Michael Patricks, Stacy Lapham

CALL TO ORDER: 5:15PM

PLEDGE OF ALLEGIANCE: Director Liscum

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF AGENDA:

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

APPROVAL OF CONSENT AGENDA – Items 1-6:

Director Lowe moved to approve the Consent Agenda; Director Palm seconded the motion; the motion passed unanimously.

PRESIDENT COMMENTS:

President Mickelsen stated that many meetings took place regarding the use of the Saralee & Richard's Barn and that the decision on how the Barn is to be used during the Fair rests with the Fair Board. He stated that the Board has been waiting for a proposal from the Farm Bureau for the 2,500sq ft exhibit that they had discussed with the Fair. A proposal came in last week for the Farm Bureau using the entire Barn for a cost to the Fair of \$42,000. President Mickelsen stated that the \$42,000 was not in the approved budget, and that CEO Bartling and Exhibits Coordinator Borck would be looking at ag-related options for the Barn and contacting the Farm Bureau to ask for their support utilizing the original 2,500sq ft exhibit. No action taken.

CEO AND STAFF REPORTS:

The Correspondence Binder was circulated and CEO Bartling distributed the upcoming Interim Event Schedule and the January Interim Financials. CEO Bartling also reminded the Board about completing their Form 700 and stressed using the electronic system to file.

Fair Operations:

CEO Bartling gave a report of the February 11, 2020 Fair Operations Committee meeting.

Director Lowe moved to approve \$2.00 admission on opening day and a 3:00PM Fair opening time; Director Herzog seconded the motion; the motion passed unanimously.

CEO Bartling and President Mickelsen spoke about the Washed Ashore exhibit being the Saralee & Richard's Barn along with other ag-related exhibits. The Board stated they would like to still partner with the Farm Bureau for the 2,500sq.ft. exhibits as originally discussed. No action taken.

Director Muelrath and CEO Bartling reported on the last Ad Hoc Committee for new fair activities. A wine grotto in the Hall of Flowers patio is still being discussed. Amy Tesconi is contacting AVAs to see their interest in participating. No action taken.

Competitive Exhibits, Ag & Educational Exhibits – Director Howe

Director Howe gave a report of the February 11, 2020 Competitive Exhibits, Ag & Educational Exhibits Committee meeting.

Director Howe moved to approve Ag Recognition Awards as presented (names withheld from publication until recipients are notified); Director Crane seconded the motion; the motion passes unanimously.

Director Howe moved to not having poultry shows in 2020 as per the recommendations from the State Veterinarian; Director Crane seconded the motion; the motion passed unanimously.

Director Howe moved to approve the Hall of Flowers dedication awardee as presented (name withheld from publication until recipient is notified); Director O'Kelley seconded the motion; the motion passed unanimously.

Director Howe moved to approve the Guidebook dedication awardee as presented (name withheld from publication until recipient is notified); Director Crane seconded the motion; the motion passed unanimously.

Director Howe moved to have staff proceed with the contracting of auctioneers after they have discussions with Rex Williams; Director O'Kelley seconded the motion; the motion passed unanimously.

Buildings & Grounds – Director Liscum

Director Liscum gave a report of the February 13, 2020 Buildings & Grounds Committee meeting.

Director Liscum moved to approve a 50% rate reduction in Lyttle Cow Palace rental rates for the Golden State Gay Rodeo Association; Director Herzog seconded the motion; the motion passed unanimously.

Director Liscum moved to approve a three-year contract with Professional Event Services for security services; Director O'Kelley seconded the motion; the motion passed unanimously.

The Board reviewed the changes to the Rent Consideration form that clarified ag-related nonprofit events. **Director Liscum moved to approve the changes as presented; Director Palm seconded the motion; the motion passed unanimously.**

Director Liscum moved to approve \$180,000 for the carnival lot irrigation system; Director Muelrath seconded the motion; the motion passed unanimously. CEO Bartling stated that the existing contract with Spectra is due to expire on April 30, 2020. **Director Liscum moved to approve the extension of the current contracts with Spectra to December 31, 2020; Director Tapia seconded the motion; the motion passed unanimously.**

Racing – Director Lowe

Director Lowe gave a report of the January 9, 2020 Racing Committee meeting. He led a discussion about box seat assignments. No action taken.

CEO Bartling reported on the CHRB meetings.

Budget & Finance – Director Lowe

Director Lowe gave a report of the February 25, 2020 Budget & Finance Committee meeting.

Director Lowe moved to approve the draft financial statement through January 2020 as presented; Director Tapia seconded the motion; the motion passed unanimously.

Report on Harvest Fair – Directors Lowe & Crane

Director Lowe reported that the Harvest Fair Board is researching the Wine Grotto opportunity at the 2020 Fair. Harvest Fair Director Tesconi is contacting AVAs to see their interest in attending.

Update on Homeless Discussions:

CEO Bartling reported on when the Board of Supervisors will review all the plans and vote on decision.

REQUEST FOR FUTURE AGENDA ITEMS (non-discussion item)

- Disease control and effect on the Fair

ADJOURN

A motion was made by Director Liscum to adjourn the meeting at 6:00pm; Director Palm seconded the motion; the motion passed unanimously.

CONSENT AGENDA

1. Approval of Minutes from the January 28, 2020 Board Meeting
2. **Fair Operations Committee Meeting**
Approval of Minutes from the February 11, 2020 Committee Meeting
3. **Aq & Exhibits Committee Meeting**
Approval of Minutes from the February 11, 2020 Committee Meeting
4. **Buildings & Grounds Committee Meeting**
Approval of Minutes from the February 13, 2020 Committee Meeting
5. **Racing Committee Meeting**
Approval of Minutes from the February 13, 2020 Committee Meeting
6. **Budget & Finance Committee Meeting**
Approval of Minutes from the January 28, 2020 Committee Meeting