

**Sonoma County Fair**  
**APPROVED MINUTES OF THE**  
**BOARD OF DIRECTORS**  
**Tuesday, January 29, 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; Cindy Crane, Tony Geraldi, Kevin Howe, Ross Liscum, Annette O'Kelley, Bev Palm, Wanda Tapia, Lisa Wittke Schaffner

**DIRECTORS ABSENT:** Doug Beretta, Lisa Carreño

**OTHERS PRESENT:** Becky Bartling, Kaitlyn Findley-Thorn, Lorna Fox, Doug Gooby

**CALL TO ORDER:** 5:30p.m.

**PLEDGE OF ALLEGIANCE:** Director Lowe

**INTRODUCTION OF GUESTS:** Lisa Pheatt, County Council

**PUBLIC COMMENTS:** None

**APPROVAL OF AGENDA:**

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

**APPROVAL OF CONSENT AGENDA – Items 1-7:**

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

**CLOSED SESSION – Conference with Property Manager (Government Code Section 54956.8)**

Property: APN 009-371-010

Property Owner: County of Sonoma

Negotiating Parties:

Owner's Representative: Caroline Judy, General Services Director of County of Sonoma

Fair's Representative: Becky Bartling, CEO, Sonoma County Fair & Exposition, Inc.

Under Negotiation: Terms and Conditions for Potential Lease

**Report out of Closed Session (Item #8)**

The Board authorized the Fair's CEO, Becky Bartling, to execute a cooperative agreement with the County of Sonoma regarding possible development proposals.

**CEO AND STAFF REPORTS:**

CEO Bartling gave an update on WFA Conference.

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

CEO Bartling reviewed the Rent Consideration Policy. No action taken.

CEO Bartling reported on negotiations with Verizon for a cell site on the Fairgrounds and stated that she was working with General Services and County Council regarding the location and requirements. No action taken.

CEO Bartling gave an update on FEMA trailers. No action taken.

CEO Bartling and COO Findley-Thorn presented a request by the promoter of the Hall of Flowers to land a helicopter on the carnival lot during their event. The Board declined the request.

CEO Bartling gave an update on efforts to pass legislation to allow Fairs to run 50/50 raffles.

CEO Bartling reminded the board of the early February Board dates; February 5 & 7; 19 due to holidays and vacations.

**Fair Operations – Director Wittke Schaffner, Chair:**

Director Wittke Schaffner gave a report of the January 8, 2019 Fair Operations Committee.

**Director Wittke Schaffner moved to accept “Back to Our Roots in Cowboy Boots” as the 2019 Fair slogan; Director Palm seconded the motion; the motion passed unanimously.**

**Director Wittke Schaffner moved to contract with Patty Crone for the 2019 Fair vendor management in the amount of not to exceed \$33,000.00; Director Herzog seconded the motion; the motion passed unanimously.**

**Director Wittke Schaffner moved to approve contract with WGAS Motorsport Entertainment for one Destruction Derby show and three Monster Truck shows at the 2019 Fair for the amount of \$56,050 for the four days of events; Director Palm 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 January 8, 2019 Competitive Exhibits, Agriculture and Educational Exhibits Committee.

**Director O’Kelley moved to authorize the Entry Office to establish a \$25 per entry late fee for non-livestock entries; Director Herzog seconded the motion; the motion passed unanimously.**

**Director O’Kelley moved to approve the barrow challenge proposal as presented by Charlie Hawks; Director Crane seconded the motion; the motion passed unanimously.**

**Director O’Kelley moved to authorize staff to communicate with surrounding fairs to develop a Quality Assurance and Ethics policy that is consistent with others in the area; Director Crane seconded the motion; the motion passed unanimously.**

**Director O’Kelley moved to approve suggested changes numbers 1-13 with a change to number 4 to read “walkways cannot be blocked” (see draft Minutes); Director Tapia seconded the motion; the motion passed unanimously.**

**Buildings & Grounds Committee Report – Director Liscum:**

Director Liscum gave a report of the January 10, 2019 Buildings and Grounds Committee meeting.

**Director Liscum moved to approve rent consideration for the 2019 Artisan Cheese Festival at the same terms as in 2018; Director Wittke Schaffner seconded the motion; the motion passed unanimously.**

**Director Liscum moved to approve a 10% reduction in the \$600 rent for the Lyttle Cow Palace for the 2019 horse events on April 4-7, June 22 and October 5-6; Director Herzog seconded the motion; the motion passed unanimously.**

**Director Liscum moved to allow a 10% rent reduction for the Agility Club and Scent Work Club's events on November 15-17, 2019; Director Tapia seconded the motion; the motion passed unanimously.**

CEO Bartling stated that there is nothing new to report on the Aston Barn property.

**Racing Committee Report – Director Mickelsen:**

Director Mickelsen gave a report of the January 10, 2019 Racing Committee meeting.

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

**Director Mickelsen moved to authorize a Special Meeting of the Racing Committee to discuss future stake races with members of the TOC; Director Herzog seconded the motion; the motion passed unanimously.**

**Director O'Kelley moved to utilize the Hat Day net revenues for the Fair Scholarship Fund; Director Wittke Schaffner seconded the motion; the motion passed unanimously.**

**Director Mickelsen moved to move the VIP racing experience from the tent on the north side of the Grandstands into the Saralee and Richards Barn; Director Liscum seconded the motion; the motion passed unanimously.**

**Budget & Finance Committee Report – Director Mickelson:**

Director Mickelson gave a report of the January 29, 2019 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:**

President Muelrath gave a report of the January 29, 2019 Executive Committee meeting.

**Director Mickelsen moved to approve a resolution to amend and restate the Sonoma County Fair & Exposition, Inc. Articles of Incorporation with the amendments of address change to Article IV and review by County Council of Article V to clarify "classes of membership"; Director Lowe seconded the motion; the motion passed unanimously.**

**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;
- 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 Liscum; the motion passed unanimously.

#### **FUTURE AGENDA ITEMS:**

#### **ADJOURNMENT**

There being no further business, Director Liscum moved to adjourn the meeting at 7:00PM; Director Tapia seconded the motion; the motion passed unanimously.

### **CONSENT AGENDA**

1. Approval of Minutes from the December 18, 2018 Board Meeting
2. **Executive Committee Meeting**  
Approval of Minutes from the December 18, 2018 Committee Meeting
3. **Fair Operations Committee Meeting**  
Approval of Minutes from the January 8, 2019 Committee Meeting
4. **Competitive Exhibits, Agriculture and Educational Exhibits Committee Meeting**  
Approval of Minutes from the January 8, 2019, 2018 Committee Meeting
5. **Buildings & Grounds Committee Meeting**  
Approval of Minutes from the January 10, 2019 Committee Meeting
6. **Racing Committee Meeting**  
Approval of Minutes from the January 10, 2019 Committee Meeting
7. **Budget & Finance Committee Meeting**  
Approval of Minutes from the December 18, 2018 Committee Meeting