

Sonoma County Fair
**APPROVED Minutes of the
Competitive Exhibits, Agriculture and Educational Exhibits Committee Meeting**
Tuesday, March 12, 2019 at 5:30 p.m.
Administration Building, Board Room

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

DIRECTORS ABSENT: None

OTHER DIRECTORS PRESENT: Rob Muelrath;

OTHERS PRESENT: Heather Borck, Paulette Swallow, Becky Bartling, Kaitlyn Findley-Thorn

The meeting was called to order by Chair O’Kelley at 5:32 p.m.

APPROVAL OF AGENDA:

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

PUBLIC COMMENTS: None

APPOINTMENT OF AD HOC STEER PRE-WEIGH COMMITTEE

Chair O’Kelley appointed Directors Beretta and Mickelson as well as Exhibit Coordinator Borck to serve as the Ad Hoc Steer Pre-Weigh Committee.

DISCUSSION AND POSSIBLE ACTION SOLICITOR REVIEW

The committee reviewed the 2018 solicitor report. **Director Beretta moved to invite Dayna Ghirardelli and Susan Bernich to become solicitors as well as to send Jack Balistreri and Manuel Brazil courtesy letters; motion was seconded by Director Mickelson; motion passed unanimously.** Chair O’Kelley appointed Directors Herzog and Mickelson to work with President Muelrath as an ad hoc committee to address auction dedications.

DISCUSS AND POSSIBLE ACTION FARMER’S DAY COMMITTEE REVIEW

The committee reviewed the Farmer’s Day committee member report created by staff. Exhibit Coordinator Borck mentioned that she has not heard back from Committee Chair Carlson and that there may be additions to the committee suggested after the committee meeting on May 15. **Director Crane moved to send courtesy letters to Matt and Stephanie Hagemann, Cody Radelfinger, Kate Tackmier and Norm Yenni; motion seconded by Director Herzog; motion passed unanimously.**

DISCUSSION AND POSSIBLE ACTION ADVISORY COMMITTEE ROLES

The committee reviewed the livestock advisory committee guidelines. It was suggested that the letter containing advisory member credentials be modified to be more specific regarding duties during the fair. It was also suggested that this information be shared with the livestock superintendents.

DISCUSSION AND POSSIBLE ACTION ROUND ROBIN

Exhibits Assistant Swallow presented the current Round Robin format and a proposal (see attached). She explained that the largest complication with the current format is finding enough animals to make the classes happen. Director Beretta expressed that finding 12-15 animals of equal showmanship caliber is also difficult for producers. **Director Mickelson moved to accept the proposed showmanship format; Director Herzog seconded the motion; the motion passed unanimously.**

REVIEW: HALL OF FLOWERS PREVIEW

Exhibits Coordinator Borck asked if there were any suggestions regarding the Hall of Flowers Preview. It was requested that Keith Woods be asked to return as the emcee and that small boots or mason jars be explored as an alternative to wine glasses.

Staff Update

1. Hall of Flowers: Garden Selection meetings took place all amateur and professional gardens are full. There is one junior garden open. The Coop participants are agreeable to moving into the courtyard.
2. Obtain a Buyer Workshop: Will take place April 25 in E.C. Kraft.
3. Rodeo Queen: Contest will take place March 24 at 1:30 following beef pre-weigh.
4. Poultry Shows: Newcastle disease is currently an issue in Southern California. Shows that have a direct connection with birds from the four connected counties are currently recommended to be cancelled. The exhibits office is monitoring updates from CDFA, for now the poultry show will still occur in August. A statement has been placed on the website.
5. Ag Education Activities: The exhibits office is creating a plan for agriculture education activities during the fair. Location will be in part of the Garden Annex.
6. Award Sponsorship: Award sponsorships are being returned for 2019.

REQUEST FOR FUTURE AGENDA ITEMS (non-discussion items):

- a. Auction Announcements
- b. Ag Education
- c. Award Ceremony
- d. Auction Dedication
- e. Milk Barn

Adjournment

Director Crane moved to adjourn the meeting at 7:03 p.m., seconded by Director Palm, motion passed unanimously.

Large Animal Round Robin Proposal

CURRENT MODEL

The current format of FFA, Senior 4-H and Junior 4-H Round Robin takes place the last Saturday evening of fair at 6:00pm. 60 participants concurrently rotate through the 7 different species (7 mins each plus travel time). This takes approximately two-hours for them to complete. The advantage is that staff time is only two hours to run the contest, and participants show in a more realistic “class” type of setting. Due to the large rotation format all show rings must be open for use. This creates a challenge every year when trying to plan the show schedule. This model requires approximately 12-15 animals per specie which is difficult to find. Since not all species are on grounds, some are hauled in. We currently pay individuals \$50 to judge, \$20 for hauling fee, and \$15 dollars per head. Total expense for round robin in 2018 was **\$1,835.00. Plus a vet check fee of \$60.**

Proposed Model

Three contests are run separately (4-H junior, 4-H senior, and FFA). Each contest will take approximately 50 minutes to complete. Two showmen will show each specie at the same time and others may be in a “break chair”. Approximate show time would be four minutes each. This model would only require four animals per specie, as only two are used. Two extras are present, so they can switch out between heats. This model would start at 4:00 p.m. and be held in the swine show ring only. This would add one-hour to staff time, however easier to coordinate logistically. Approximate cost would be **\$910. Plus a vet check fee for \$60.**