

Sonoma County Fair
APPROVED MINUTES OF THE
BOARD OF DIRECTORS
Tuesday, March 26, 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; Lisa Carreño, Cindy Crane, Tony Gerald, Kevin Howe, Ross Liscum, Annette O’Kelley, Bev Palm, Wanda Tapia, Lisa Wittke Schaffner

DIRECTORS ABSENT: Doug Beretta

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

CALL TO ORDER: 5:30p.m.

PLEDGE OF ALLEGIANCE: Director Herzog

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF AGENDA:

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

APPROVAL OF CONSENT AGENDA – Items 1-7:

Director Palm moved to approve the Consent Agenda; Director Wittke Schaffner seconded the motion; a change was noted to the Buildings and Grounds draft minutes to change the adjournment motion from Director O’Kelley to Herzog; the motion passed unanimously with the change as stated.

PRESIDENT COMMENTS:

President Muelrath stated that he is working on the permits for the Cattle Drive and a possible partial sponsor for the event.

CEO AND STAFF REPORTS:

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

CEO Bartling gave updates on legislation SB313, SB281, SB5 and AB1499.

CEO Bartling stated she is still in negotiations with Verizon for a cell tower at the Fairgrounds.

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. She will be meeting with Cal OES for further discussions. She has also been discussing satellite phones to be used for emergency evacuations.

CEO Bartling gave an update on FEMA trailers. She stated that FEMA was extending the FEMA trailer rentals for 1 month for people who were renters impacted by the fires, and 3 month extensions for home owners. **No action taken.**

Fair Operations – Director Wittke Schaffner, Chair:

There was not a Fair Operations meeting in March.

Director Wittke Schaffner moved to approve \$16,500 for a magician for the run of the Fair, 3 shows a day; Director O’Kelley 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 March 12, 2019 Competitive Exhibits, Agriculture and Educational Exhibits Committee.

Director O’Kelley moved to invite Dayna Ghirardelli and Susan Bernich to become solicitors as well as to send Jack Balistreri and Manuel Brazil courtesy letters; Director Tapia seconded the motion; motion passed unanimously.

Director O’Kelley moved to send courtesy letters to Matt and Stephanie Hagemann, Cody Radelfinger, Kate Tackmier and Norm Yenni; Director Crane seconded the motion; the motion passed unanimously.

Director O’Kelley moved to accept the proposed showmanship format (see Ag minutes); Director Palm seconded the motion; the motion passed unanimously.

Director O’Kelley thanked the board members who participated in the steer weigh-in. There were 85 steers. She also stated that the 2019 Wine Country Rodeo Queen had been elected.

Buildings & Grounds Committee Report – Director Liscum:

Director Liscum gave a report of the March 14, 2019 Buildings and Grounds Committee meeting.

Director Liscum moved to approve spending up to \$98,000 on ceiling fans in Grace Pavilion, new electronic sign at Gate #2, and new equipment and repairs at the Jockey Club; Director O’Kelley seconded the motion; the motion passed unanimously.

Director Liscum stated that the surplus of the Aston Barn property is no longer being looked at by the Board of Supervisors.

Superintendent Cliff Sanders gave an update on the South Carnival lot work and said that it has been smoothed out and reseeded and they will be waiting for the rain to stop to continue work.

Racing Committee Report – Director Mickelsen:

There was no committee meeting in March.

Director Mickelsen moved to authorize CEO Bartling to write a support letter of SB469 to Senator Dodd to allow California Race Tracks and OTB’s to take a satellite feed from the Delaware handicap; Director Liscum seconded the motion; the motion passed unanimously.

CEO Bartling gave an update on racing at Santa Anita Racetrack and distributed the CHRB and our safety guidelines for the race meet. She asked that all contact regarding this topic be deferred to her.

Budget & Finance Committee Report – Director Mickelson:

Director Mickelson gave a report of the March 26, 2019 Budget & Finance Committee meeting.

Director Mickelson moved to approve the Draft Financial Statements through February 2019; Director Herzog seconded the motion; the motion passed unanimously.

Executive Committee Report – President Muelrath:

President Muelrath gave a report of the March 26, 2019 Executive Committee meeting. He stated that ADA improvements were being done at the RV Park restrooms and administration office.

CEO Bartling reported that the TOT funding may be going away. Board members are asked to speak to their Supervisors regarding this. CEO Bartling will be developing bullet points regarding the funding.

Report on Harvest Fair Committee meeting Directors Crane & Lowe:

Director Lowe gave a report of the March 13, 2019 Harvest Fair meeting. He stated that parallel planning was being done for changes in 2020. The board was reviewing how awardees are selected for the annual Harvest Fair Awards.

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 Carreño moved to eliminate the Awards Dinner for 2019; Director Tapia seconded the motion; the motion passed unanimously.**

DISCUSSION AND POSSIBLE ACTION TO AWARD A THREE-YEAR CONTRACT FOR TICKETING SERVICES TO ETIX FOR 2020 – 2022 WITH THE SAME COSTS AND TERMS AS PREVIOUS CONTRACT:

Director Liscum moved to award a three-year contract to ETIX for 2020-2022 with the same costs and terms as the previous contract; Director Wittke Schaffner seconded the motion; the motion passed unanimously.

DISCUSSION AND POSSIBLE ACTION TO AWARD A THREE-YEAR CONTRACT FOR WEB SERVICE SUPPORT TO BOYLAN POINT AGENCY WITH THE SAME COSTS AND TERMS AS PREVIOUS CONTRACT:

Director Wittke Schaffner moved to award a three-year contract to Boylan Point Agency for 2020-2022 with the same costs and terms as the previous contract; Director Crane seconded the motion; the motion passed unanimously.

FUTURE AGENDA ITEMS:

None

ADJOURNMENT

There being no further business, President Muelrath adjourned the meeting at 6:43PM in memory of Honorary Director Jerry Marino.

CONSENT AGENDA

1. Approval of Minutes from the February 19, 2019 Board Meeting
2. **Executive Committee Meeting**
Approval of Minutes from the February 19, 2019 Committee Meeting
3. **Competitive Exhibits, Agriculture and Educational Exhibits Committee Meeting**
Approval of Minutes from the March 12, 2019 Committee Meeting
4. **Buildings & Grounds Committee Meeting**
Approval of Minutes from the March 14, 2019 Committee Meeting
5. **Budget & Finance Committee Meeting**
Approval of Minutes from the February 19, 2019 Committee Meeting