

Sonoma County Fair
APPROVED MINUTES OF THE
BOARD OF DIRECTORS
Tuesday, October 27, 2020 5:15 p.m.

In accordance with Executive Order N-29-20 the October 27, 2020 Sonoma County Fair Board meeting was held virtually.
All actions were voted on by roll call.

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

DIRECTORS ABSENT: None

OTHERS PRESENT: Becky Bartling, Michael Margetts, Kaitlyn Findley-Thorn, Heather Borck, Debbie Townsend, Cliff Sanders, Greg Duncan, Caroline Titus

CALL TO ORDER/ROLL CALL: The meeting was called to order by President Mickelson at 5:15 p.m.

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF REGULAR AGENDA:

Director Tapia moved to approve the agenda with correction of a few minor typos; Director O’Kelley seconded the motion; the motion passed unanimously.

APPROVAL OF CONSENT AGENDA – Items 1-6:

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

PRESIDENT COMMENTS:

President Mickelson welcomed everyone to her 1st meeting as president. Mickelson stated she looking forward to working with the Board and Fair staff to take on the challenges ahead in the coming year.

CEO’S REPORT:

CEO Bartling reviewed the September Interim Financials and the October-November Interim event schedule. Bartling noted that finances have been challenging, however due to revenue from Cal Fire and other County events related to COVID-19, 2020-2021 should be okay. Bartling reported that CDFR is working on seeking funding for Fairs. Discussion ensued. **No actions taken.**

Fair Operations – Director Wittke Schaffner

Director Wittke Schaffner gave a report on the October 6, 2020 Committee meeting. CEO Bartling added that staff is working on two potential budgets, one with Fair & one without Fair, and analyzing potential alternative activities. Discussion ensued. **No actions taken.**

Competitive Exhibits, Ag & Educational Exhibits – Director O’Kelley

Director O’Kelley gave a report on the October 6, 2020 Committee meeting.

Exhibits Coordinator Borck gave the following non-action updates:

- Due to the uncertainty of mass gatherings being allowed in 2021, staff and board members have been asked to start thinking of alternatives for Fair

- Interest will be applied to the two outstanding 2020 JLA receivables
- Staff will work on a letter to send out to all exhibitors (still, livestock & garden) regarding current circumstances surrounding 2021 Fair. Also, the committee will contact the top 10 JLA solicitors to determine their experience with the virtual auction and to get input regarding any options that may be necessary for the future
- Staff is working on putting a list of questions together for committee members to reach out to advisory committee members for 2021, and it was recommended that 2020 members be asked to continue for 2021; committee to report back at next meeting
- The 2020 Auction expenses document was presented for review

Director O’Kelley moved to approve modifying the Flowershow Scholarship requirements to broaden the Sonoma County Junior College category to 2-year institutions, including community colleges and trade schools; Director Palm seconded the motion; the motion passed unanimously.

Buildings & Grounds – Director Liscum

Director Liscum gave a report for the October 8, 2020 Buildings & Grounds Committee meeting. **No actions taken.**

CEO Bartling gave the following non-action updates:

- During Emergency Evacuations due to the Glass Complex Fires, Cal Fire used the fairgrounds as their base camp, with fair staff providing 24/7 coverage; Cal Fire will pay 270K for rental fees and asphalt damage in Brookwood Lot
- Trailers/tents for individuals at risk for contracting COVID-19: 10 trailers have been placed in the Ballpark, they are expected to be occupied November 3, and the area will have 24/7 security; in addition to the 14 trailers in the D-Lot, the contract with the County is being modified to add 29-30 tents at \$25/day
- Since the Fairgrounds is a community response center for emergencies, better air circulation is required in buildings; a letter has been sent to Sheryl Bratton requesting PG&E settlement funds to assist in Swamp Cooler replacements, transfer switches & generators
- Efforts continue to get more events like dog agility trials approved; a letter drafted by the County attorney has been sent to Governor Newsome

Racing – Director Lowe

Director Lowe gave a report for the October 8, 2020 Racing Committee meeting. **No actions taken.**

CEO Bartling gave the following non-action updates:

- Bartling and CFO Margetts were on the conference call for the October 22 CHRB meeting. Bartling stated that no decisions have been made regarding 2021 Race Meet dates, and there is currently no follow up meeting scheduled
- The Jockey Club continues to be closed for satellite wagering, and that the building is still being used for COVID-19 Testing through the end of November

Budget & Finance – Director Tapia

Director Tapia gave a report for the October 27, 2020 Budget & Finance Committee meeting.

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

CFO Margetts reviewed the US Bank credit card charges paid through September 2020. **No action taken.**

CFO Margetts reviewed the September 2020 Harvest Fair financial statements. **No action taken.**

Board Committee Assignments for 2020-2021

President Mickelson reported that she and CEO Bartling met, reviewed the committee preferences and made the Board Committee Assignments for 2020-2021. **No action taken.**

2021 Board Calendar Review

CEO Bartling reported that the 2021 Board Calendar was attached for review. **No action taken.**

REQUEST FOR FUTURE AGENDA ITEMS (non-discussion item)

- Analysis in Fair industry for availability of carnival, vendors, entertainers & grounds acts for 2021
- Consideration for potential hybrid (in-person) committee meetings

ADJOURN

A motion was made by Director Lowe to adjourn the meeting at 6:04 p.m.; Director Witte Schaffner seconded the motion; the motion passed unanimously.

CONSENT AGENDA

1. Approval of Minutes from the September 22, 2020 Full Board Meeting
2. **Fair Ops Committee Meeting**
Approval of Minutes from the October 6, 2020 Committee Meeting
3. **Aq & Exhibits Committee Meeting**
Approval of Minutes from the October 6, 2020 Committee Meeting
4. **Buildings & Grounds Committee Meeting**
Approval of Minutes from the October 8, 2020 Committee Meeting
5. **Racing Committee Meeting**
Approval of Minutes from the October 8, 2020 Committee Meeting
6. **Budget & Finance Committee Meeting**
Approval of Minutes from the September 22, 2020 Committee Meeting