

Sonoma County Fair
**APPROVED Minutes of the
Competitive Exhibits, Agriculture and Educational Exhibits Committee Meeting**

Tuesday, October 6, 2020 at 5:00 p.m.

In accordance with Executive Order N-29-20 the October 6, 2020 the Meeting of Sonoma County Fair Competitive Exhibits & Education Exhibits Committee meeting was held virtually. All actions were voted on by roll call.

DIRECTORS PRESENT: Annette O'Kelley, Chair; Kanani Reynolds, Vice-Chair; Bev Palm, Marilyn Herzog, Marcia Mickelson

DIRECTORS ABSENT: Cindy Crane

OTHER DIRECTORS PRESENT: Ross Liscum, Neysa Hinton

OTHERS PRESENT: Becky Bartling, Heather Borck, Kaitlyn Findley-Thorn, Greg Duncan

The meeting was called to order by Chair O'Kelley at 5:00 p.m.

APPROVAL OF AGENDA:

Director Herzog moved to approve the agenda; Director Palm seconded the motion; the motion passed unanimously (O'Kelley, yes; Palm, yes; Reynolds, yes; Herzog, yes; Mickelson, yes).

PUBLIC COMMENTS:

None

UPDATE ON 2021 FAIR

CEO Bartling reported that due to the restrictions on mass gatherings it is still uncertain if a summer fair will be able to be held. She asks that the board and staff start thinking about alternatives. Two budgets will be created for 2021, one with a fair and one without.

UPDATE 2020 JLA RECEIVABLES

Exhibits Coordinator Borck reported that there is about \$10,000 left to collect with \$8,000 from a single buyer. She is still confident that 100% collection will be reached. President Mickelson asked that interest be applied to the remaining balances.

DISCUSSION AND POSSIBLE ACTION: 2021 FAIR EXHIBITOR COMMUNICATION

The committee discussed communicating with exhibitors regarding a 2021 fair. A request was made to keep communication positive. President Mickelson requested that the top 10 solicitors be contacted to determine their experience with a virtual auction and to gauge if necessary, an option in the future. Staff was asked to forward solicitor contact information to committee members so that they could divide up the list. Staff was also asked to forward the 2020 Beef carcass data to the committee as well as the 2020 Auction Totals document. Flowershow Designer Duncan also requested that a letter be sent to garden exhibitors explaining the current situation.

DISCUSSION AND POSSIBLE ACTION: FLOWERSHOW SCHOLARSHIP REQUIREMENTS

After some discussion, **Director Herzog moved to modify the Flowershow Scholarship Requirements to broaden the Sonoma County Junior College category to 2-year institutions; Director Reynolds seconded the motion; the motion passed unanimously (O'Kelley, yes; Palm, yes; Reynolds, yes; Herzog, yes; Mickelson, yes).**

STAFF UPDATE

Exhibit Coordinator Borck asked how the committee would like her to proceed with advisory committees this year. The committee asked that she put a list of questions together for committee members to reach out to the advisory committees. Committee members will contact advisory groups as follows: Beef, Mickelson; Horse, Palm; Hogs and Small Animal, Reynolds; Sheep, Crane; Goat, O'Kelley; and Dairy, Herzog. It was also recommended that 2020 committee members are asked to continue through 2021.

Exhibit Coordinator Borck shared the 2020 Auction expenses document with the committee. See attached.

REQUEST FOR FUTURE AGENDA ITEMS:

2021 Fair Alternatives

Hybrid Auction

ADJOURNMENT

Director Palm moved to adjourn the meeting at 6:03 p.m., seconded by Director Herzog motion passed unanimously.