

Sonoma County Fair
APPROVED Minutes of the
Fair Operations Committee Meeting
Tuesday, September 10, 2019
Administration Building, Board Room

VOTING-DIRECTORS PRESENT: Bev Palm, Vice Chair; Tony Geraldi, Doug Beretta, Wanda Tapia,

VOTING-DIRECTORS ABSENT: Lisa Wittke Schaffner, Chair

NON-VOTING DIRECTORS PRESENT: Marilyn Herzog, Annette O'Kelley, Marcia Mickelson

OTHERS PRESENT: Becky Bartling, Kaitlyn Findley-Thorn, Lorna Fox, Jane Engdahl, Heather Borck, Paulette Swallow

The meeting was called to order by Vice Chair Palm at 5:00

APPROVAL OF AGENDA: Director Beretta moved to approve the agenda; Director Tapia seconded the motion; the motion passed unanimously.

PUBLIC COMMENTS: None

DISCUSSION ABOUT 2020 FAIR:

CEO Bartling led discussions regarding the 2019 Fair and how to incorporate improvements to the 2020 Fair. The need to use of the Saralee & Richard's Barn for ag education during fair was discussed. Director Herzog voiced her concerns for using the Barn for the Harvest Fair in 2020.

CEO Bartling shared her analysis of the impact of the 2019 shootings on fair attendance (children admissions were down 45%) and the need to promote the safety precautions that are done for our events.

CEO Bartling stated that she would like to do a Request for Proposals (RFP) for someone to do sponsorships. She also said that we need to think about using vouchers instead of many of the comp tickets that are given out in the community.

CEO Bartling said she would like to look at bigger acts for the Community Stage.

Director Palm stated she would like to see us involve ambassadors and younger groups to be more of a part of the fair activities.

No action taken.

REQUEST FOR FUTURE AGENDA ITEMS (NON-DISCUSSION ITEMS):

- Harvest Fair – Saralee & Richard's Barn
- Sponsorships
- Comp Tickets/Vouchers

There being no further business, Director Tapia moved to adjourn the meeting at 5:36PM; Director Geraldi seconded the motion; the motion passed unanimously.