

Sonoma County Fair
APPROVED MINUTES OF THE
BOARD OF DIRECTORS
Tuesday, September 22, 2020 5:15 p.m.

In accordance with Executive Order N-29-20 the September 22, 2020 Sonoma County Fair Board meeting was held virtually.
All actions were voted on by roll call.

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

DIRECTORS ABSENT: Lisa Wittke Schaffner

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

CALL TO ORDER/ROLL CALL: The meeting was called to order by Vice President Mickelson at 5:17 p.m.

INTRODUCTION OF GUESTS: None

PUBLIC COMMENTS: None

APPROVAL OF REGULAR AGENDA:

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

APPROVAL OF CONSENT AGENDA – Items 1-5:

Director Liscum moved to approve the Consent Agenda; Director O'Kelley seconded the motion; the motion passed unanimously.

PRESIDENT COMMENTS:

President Mickelsen made his final comments as president, thanking staff and committee chairs, whose job is not only to produce a Fair, but also managing the facility 365 days a year. He acknowledged that during his term, the unprecedented challenges of COVID-19 and fires, many difficult decisions had to be made (i.e. cancelling of Fair, staff layoffs, etc.), many of which were sad, but necessary. One achievement to be celebrated was the success of the virtual Junior Livestock Auction! On a final note, he added that he missed meeting in person, and felt that meeting via Zoom lessened the effect of building relationships and being productive together.

CEO'S REPORT:

CEO Bartling thanked President Mickelsen, and said that his unprecedented support has been invaluable.

CEO Bartling reviewed the Interim Event Schedule, noting that barrel racing riding practice would be starting, with 2 dates/month through March 2021. Bartling reviewed the Interim Financials and reported that RV Park revenue is great, the Golf Course is busy, the fires have affected carmart and motorcycle training revenue, but revenue will be received from the Cal-Fire base camp.

CEO Bartling gave an update on the COVID-19 trailers placed at the fairgrounds. She reported there are 14 in D-Lot, and a letter, explaining the project, has been sent to neighbors regarding the 10 trailers that will be placed in the former Little League Ballfield.

Fair Operations – Director Wittke Schaffner

No meetings in August and September. **No action taken.**

Competitive Exhibits, Ag & Educational Exhibits – Director Howe

Director Howe gave a report on the August 11 & September 8, 2020 Committee meetings.

Exhibits Coordinator Borck reported on the following:

- Virtual auction was successful, and that research was being conducted for future considerations (i.e. local announcer, hybrid format, cost, etc.)
- Livestock collection went well
- 99% of livestock auction fees have been collected vs. 95% collected in 2019, thank you was given to Debbie Townsend for her efforts in getting payments

Director Howe moved to approve sending a letter out giving notice to all exhibitors, that due to uncertainty they should be prepared to have alternate plans in place for 2021; Director Tapia seconded the motion; the motion passed unanimously.

Discussion ensued regarding 2021 Market Animal Exhibitor Age Eligibility. **No action taken.**

Buildings & Grounds – Director Liscum

CEO Bartling reported on the August 13 & September 10, 2020 Buildings & Grounds committee meetings.

Bartling gave the following non-action updates:

- The 2 weekends of the Fair Food Frenzy were a huge success, staff and Phil Delahoyde of Extreme Food & Beverage, did a great job organizing
- Growth of carnival lot lawn is coming along, there was some minor damage caused by a food vendor that has been repaired
- No action has been taken on the Board of Supervisors' use of the Aston Barns
- The County and CA OES are working on evacuation plans and taking worst case scenarios into consideration, there would be temporary evacuation points located in parking lots, for evaluation in determining how to direct people to other locations
- During the fires, fairgrounds was utilized for animal and human evacuations, and as the base camp for Cal-Fire

Director Liscum moved to approve waiving of rental fees, with equipment and labor to be reimbursed, for the SRPD's "Trunk n Treat" event on October 21, 2020; Director Muelrath seconded the motion; the motion passed unanimously.

Racing – Director Lowe

Director Lowe gave a report for the August 13, 2020 Racing Committee meeting (Note: No meeting held in September).

Director Lowe stated that preliminary finance numbers for the 2020 Horse Race Meet, held at Golden Gate Fields, indicate approximately 200K in revenue. **No action taken.**

CEO Bartling reported that there are no dates yet for the 2021 Horse Race Meet, discussions are expected to take place in October. **No action taken.**

CEO Bartling reported that COVID-19 testing will continue in the Jockey Club through the end of November. Bartling stated that currently, only satellite wagering facilities with outdoor accommodations are allowed to open, and it is not likely that the Jockey Club will reopen until the County has reach Tier 3. **No action taken.**

Budget & Finance – Director Lowe

Director Lowe gave a report for the September 22, 2020 Budget & Finance Committee meeting (Note: No meeting held in August).

Director Lowe moved to approve the draft financial statements through July 2020 and through August 2020 as presented; Director Mickelson seconded the motion; the motion passed unanimously.

Director Lowe moved to approve the 2019 Independent Audit Report, prepared by ALSL, as presented; Director Mickelson seconded the motion; the motion passed unanimously.

Director Lowe reported that the 2020 Harvest Fair financials would be booked in September.
No action taken.

DISCUSSION AND POSSIBLE ACTION TO APPROVE A 12 MONTH INTERIM AGREEMENT WITH THE COUNTY OF SONOMA FOR THE USE, POSSESSION AND MANAGEMENT OF THE SONOMA COUNTY FAIRGROUNDS; COMMENCING OCTOBER 1, 2020 AND ENDING OCTOBER 31, 2021 – CEO Bartling

Director Mickelson moved to approve a 12 month Interim Agreement with the County of Sonoma for the use, possession and management of the Sonoma County Fairgrounds; commencing October 1, 2020 and ending October 31, 2021; Director Herzog seconded the motion; the motion passed unanimously.

REPORT ON HARVEST FAIR – Director Lowe

Director Lowe reported that the 2020 Pro Food and Wine judging realize a profit in revenue. 894 wines were entered and there were 33% Gold, 53% Silver & 11% Bronze winners. Results for the Gold & Double Gold winners will be announced Sunday on FB, Karissa Kruse from Sonoma County Wine Growers will announce the Sweepstakes winner at 5pm.

ELECTION OF OFFICERS – President Mickelsen

President Mickelsen presented the Official Ballot received from the Nominating Committee, and opened the floor for nominations.

There being no nominations, Director Liscum moved to close nominations; Director Herzog seconded the motion; the motion passed unanimously.

ELECTION OF OFFICERS BY WRITTEN BALLOT

CFO Margetts tallied the ballots and announced the slate: President Marcia Mickelson, Vice-President Teejay Lowe, Treasurer Wanda Tapia, Secretary Kevin Howe.

Director Liscum moved to approve the slate of officers as presented; Director Herzog seconded the motion; the motion passed unanimously.

INDUCTION OF INCOMING 2020-2021 OFFICERS BY OUTGOING PRESIDENT MICKELSEN

President Mickelsen formally inducted the incoming 2020-2021 Officers, and passed the “virtual” gavel to President Mickelson.

RECOGNITION OF 2019-2020 PRESIDENT MICKELSEN

Incumbent President Mickelson stated that during Past President Mickelsen’s unprecedented term, he managed to keep the Board together, while working with CEO Bartling to make tough

decisions that required cancelling Fair, cutting staff/costs, putting together a successful Junior Livestock Auction and so much more. Mickelson expressed sincere appreciation by the Board and staff. **No action taken.**

REQUEST FOR FUTURE AGENDA ITEMS (non-discussion item)

- Committee assignments for 2020-2021
- 2021 Board Calendar Review

ADJOURN

A motion was made by Director O'Kelley to adjourn the meeting at 6:29 p.m. in memory of Bob Gong; Director Palm seconded the motion; the motion passed unanimously.

CONSENT AGENDA

1. Approval of Minutes from the July 28, 2020 Full Board Meeting (Note: No meeting in August)
2. **Ag & Exhibits Committee Meeting**
Approval of Minutes from the August 11, 2020 Committee Meeting
Approval of Minutes from the September 8, 2020 Committee Meeting
3. **Buildings & Grounds Committee Meeting**
Approval of Minutes from the August 13, 2020 Committee Meeting
Approval of Minutes from the September 10, 2020 Committee Meeting
4. **Racing Committee Meeting**
Approval of Minutes from the August 13, 2020 Committee Meeting
5. **Budget & Finance Committee Meeting**
Approval of Minutes from the July 28, 2020 Committee Meeting