

**NOTICE OF COMMITTEE MEETING
Sonoma County Fair & Exposition, Inc.**

**Notice is hereby given that meetings of the Sonoma County Fair and Exposition, Inc.
will convene at times and location set forth in this notice.**

**BUILDINGS & GROUNDS COMMITTEE
Thursday – October 13, 2022 at 4:30 p.m.
Administration Building, Board Room**

DIRECTORS: Rob Muelrath, Chair; Marilyn Herzog, Vice Chair; Annette O'Kelley, Marcia Mickelson, Alma Bowen

AGENDA

1. Call to Order
2. Approval of Agenda
3. Public Comments
Any member of the audience desiring to address the Board on a matter not on the agenda: Please stand and after receiving recognition from the Chair, please state your name and make your comments. In order that all interested parties have an opportunity to address the Board, each person is granted 3 minutes to speak. While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take action on items not on the agenda, and generally may only listen. For items that are on the agenda, each person will be allowed to address the topic being discussed and will be allowed 3 minutes to speak.
4. Discussion and possible action regarding September 2022 Interim Financial Reports (Attachment #1) – Becky Bartling, CEO
5. Discussion and possible action regarding October/November 2022 Interim Events Schedule (Attachment #2) – Becky Bartling, CEO
6. Discussion and possible action regarding request for rent consideration from Golden State Gay Rodeo Association-Bay Area Chapter for their Wednesday night barrel races in Lyttle Cow Palace November 2022-April 2023 (Attachment #3) – Matthew Daly, COO
7. Update on Capital Improvement Projects – Isaac Gentry, Maintenance Superintendent
8. Request for future agenda items
9. Adjournment

For additional information please call Debbie Townsend at (707) 545-4200

DISABLED ACCOMMODATION: If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact Debbie Townsend at 707-545-4200 or info@sonomacountyfair.com. Advance notification within this guideline will enable the County to make reasonable arrangements to ensure accessibility.

INTERIM REVENUE - September 1-30, 2022
(Prepared for October 13, 2022 Buildings Grounds Committee Meeting)

SEPTEMBER - Event Name	Event Type	Facility Rented	Rental	Parking	Food	Alcohol	*2022	2021
RV Park	RV Sites	RV Park	\$122,074.57				\$122,074.57	\$110,937.50
County of Sonoma Emergency	COVID-19 Trailers (17)	Ball Park	\$46,500.00				\$46,500.00	\$46,500.00
Just Between Friends North Bay	Consignment Sale	Grace Pavilion	\$18,323.00	\$13,090.00			\$31,413.00	
West Coast Diesels LLC	Show n Shine & Tractor Pulls	Carnival Lot & Chris Beck	\$7,472.75	\$3,990.00	\$4,112.97		\$15,575.72	\$19,827.43
Management of SR Vet's	Facility Management	Vet's Building	\$10,000.00				\$10,000.00	\$10,000.00
Big Time Speedway Presents LLC	Flat Track Racing	Chris Beck Arena	\$7,266.50	\$880.00	\$1,146.45		\$9,292.95	
Tayman Park Golf Group	Golf Course	Golf Course	\$6,492.21				\$6,492.21	\$6,137.23
Lopez Perez, Maria D.	Quinceanera	Finley Hall	\$5,221.50				\$5,221.50	
Balbuena, Yanet	Quinceanera	Finley Hall	\$4,346.50			\$483.75	\$4,830.25	
Sanchez, Marbella	Quinceanera	Kraft Building	\$3,519.00			\$210.00	\$3,729.00	
SRMT	Motorcycle Training	Brookwood Lot	\$2,996.00				\$2,996.00	\$1,284.00
Verizon	Telcom Site	Lower Barns	\$2,500.00				\$2,500.00	
North Bay Carmart, LLC	Carmart	Brookwood Lot	\$529.25				\$529.25	\$1,938.00
Bay Area Pygmy Goat Club	Goat Show	Sheep Ring	\$526.00				\$526.00	
Cheveto Mobile Window Tinting	Window Tinting	Brookwood Lot	\$500.00				\$500.00	\$180.00
Tuesday Night Twilights	Bike Races	Concourse	\$480.00				\$480.00	
**Revenue from 2021 Events not returning in 2022								
							n/a	\$116,204.57
*Gross Revenue includes security and insurance, which are reimbursed expenses							\$262,660.45	\$313,008.73
**Note: Events in RED did not return due to COVID-19: CLTV8 (\$105,731), BMW Club (\$3,376.57), Wine Coding/Judging (\$2,605), Jury Selection (\$1,600), Contractor Showcase (\$1,542), Cancelled Mexican Dance (\$1,000) & Safe Trailering Course (\$350)							2020	\$158,072.86



Interim Events

October 1 thru November 30, 2022

OCTOBER

- 1-31 – COVID-19 Trailers in Ballpark
- 5-6 – CLTV8 Hall of Flowers Cannabis B2B
- 15 – *Harvest Fair Grand Tasting*
- 15 – American Institute of Architects Design Awards Gala
- 15-16 – Bay Area Fox Trotters
- 20-23 – Harvest Moon Classic Dog Show
- 27 – *Harvest Fair Awards Night*
- 28-30 – Gem Faire
- 29-30 – Rally Cross
- 29 – Safe Trailering Course
- 28-Nov 2 – American Supercamp Motorcycle Training

Car Mart / Cheveto Mobile Window Tinting
Motorcycle Training

NOVEMBER

- 1-2 – American Supercamp Motorcycle Training
- 1-30 – COVID-19 Trailers in Ballpark
- 4-6 – Holiday Home & Gift Show
- 5-6 – Hispanic Church Services
- 9 – Barrel Races
- 9 – Harvest Challenge Judging
- 10 – Sunset Spirits Judging
- 11 – Mexican Dance
- 12 – Quinceañera
- 12 – Clogging Workshop
- 12-13 – Dog Agility
- 16-19 – Marmot Warehouse Sale
- 16-20 – Coleman Outlet Sale
- 23 – Redwood Gospel Mission's Great Thanksgiving Banquet

Car Mart / Cheveto Mobile Window Tinting
Motorcycle Training

Sonoma County Event Center

ATTACHMENT #3

The mission statement of the Sonoma County Fair is to promote and protect agricultural and social values, to enrich educational, cultural and recreational well-being, and to contribute to the economic development of our service area by utilizing our fairgrounds for attractive and financially responsible programs and events on a year-round basis.

Request for Rent Consideration Policies and Procedures

- 1) All requests for rent consideration will be reviewed and acted upon by the Sonoma County Fair Board of Directors.
- 2) Proposals will only be accepted from non-profit organizations requesting rent considerations for events that provide a community benefit and/or has an educational focus. The event must be free to the public.
- 3) Only written requests will be accepted and must be submitted at least two months in advance of the requested facility use. Even if an organization has received consideration in the past, the organization must submit a request for any rent consideration.
- 4) Should fee consideration be granted, all direct costs realized by the Sonoma County Fair will be charged. These fees may be estimated and could include:
 - Heat
 - Utilities (water, gas and electricity)
 - Set-up, teardown and cleaning
 - Use or call-outs of Fair Staff outside of regularly scheduled work hours
 - Cost of moving equipment
 - Gate staffing
 - False Alarms
- 5) Waiver or reduction of rental fees for the use of the electronic signboard and the marquee will not be considered.

Organization Name: __Golden State Gay Rodeo Association – Bay Area Chapter _____

Contact Name/Phone/Email: __David Lawson (319) 371-6663 david.lawson18@gmail.com
Or Barbara Walker (707) 321-2102 bwalker@wrightcontracting.com

Rent Wavier or Reduction Consideration Request:

- 1) The mission of the organization:

GSGRA was established to further the growth, education and charitable enjoyment of rodeo and the western life-style within California. GSGRA is a non-profit 501© organization that provides education and training in the production, operations and participation in rodeo for all genders.
More information is available on our website www.qsgra.org

- a. Yes No: We are a non-profit organization
- b. Yes No: Our mission is of benefit to the community and/or educational focus

- 2) The date(s) you are requesting the use of the facility: __12 +/- Wednesday Nights_____
- __dates pending approval of this request and arena availability - October 2022 thru May 2023_____
- 3) Alternative date(s) you will accept if your first choice is not available (weekday requests are more likely to be granted than are weekends).
- __Wednesday nights are best (we will confirm date availability with fairgrounds staff)_____

4) The purpose of the event:

To provide our local horse community with a safe, dry place to ride during the winter months. We will offer open arena for all disciplines and follow with barrel racing practice and a jackpot, same as we did from Oct 2020 thru April 2021. These events have been well attended in the past and we would like to continue the traditional Wednesday night events. We will offer classes for Youth, Seniors and Novice riders. We encourage community involvement and want to offer a place for our local horse community to gather, practice and ride.

5) An estimate of how many people will be served: 75-100 people

6) Information about rent consideration provided by the Event Center in the past:

We were granted rent reduction in the winter of 2020 thru spring 2022 of \$350 for the Lyttle Cow Palace on Wednesday night rentals only. Security rates were \$30 per hour and \$7 trailer.

7) What type/amount of rent consideration are you requesting?

The current indoor arena (Lyttle Cow Palace) weeknight rental rate is \$562.50, plus security \$150 (5 hrs x \$30); plus a fee of \$7 per trailer (say 40 trailers) \$280, totaling \$992.50 per event.

We are requesting a **reduced arena rental rate of \$350** (same as last year), paying the current rates for security at \$150 (5 hrs x \$30) and \$7 per trailer fee of approx. \$280 = **\$780 per event**

8) Any other pertinent information?

We successfully produced our Wednesday night events for the past two years. Event attendance will be free to the public, however we will charge riders a fee to use the arena to help cover rental costs and they will pay to participate in the practice barrel racing events. All riders will be required to sign a release of liability and follow guidelines as set forth by the county and fairgrounds management.

Sonoma County has an active horse community with deep roots in our local culture and economy. The Wednesday night events offer our local youth and adults the opportunity to learn, participate and compete in equine sports. During the past 10 years a variety of clubs have hosted the bi-monthly Wednesday night events. When other clubs were no longer able to host the winter events at the fairgrounds, GSGRA offered to step up and continue the tradition of Wednesday night riding opportunities, but we need some assistance in covering the rental costs. Our group of volunteers is experienced with helping at the Wednesday night events in the past, and are well versed in the requirements of rental agreement. We will work with the fair staff to ensure that we meet all requirements including, but not limited to, keeping accurate count of the trailers utilizing the grounds, use of only designated areas and ensuring that all horse manure is cleaned up after the event. We have a dedicated group of volunteers ready and willing to step up and help our local horse community.

Thank you in advance for your consideration.

For Board of Directors' Use

Board Meeting Agenda Date: _____

Decision: _____ Grant _____ Not Approved

Comments: _____

Approved: _____

Fair Board President Signature

Please email completed form to: secretary@sonomacountyfair.com

Or mail to: Sonoma County Event Center, Attn: Lorna Fox

1350 Bennett Valley Road, Santa Rosa, CA 95404

Questions: (707) 545-4200 x201