

Sonoma County Fair
APPROVED Minutes
Competitive Exhibits, Agriculture and Educational Exhibits Committee Meeting
Tuesday – November 9, 2021, at approximately 5:00 p.m.

In accordance with Executive Order N-29-20 the November 9, 2021, 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, Kevin Howe, Hugo Mata, Marcia Mickelson

DIRECTORS ABSENT: None

OTHER DIRECTORS PRESENT: Neysa Hinton, Teejay Lowe

OTHERS PRESENT: Becky Bartling, Michael Margetts, Debbie Townsend, Carrie Wimer, Greg Duncan, Jamie Mickelson, Fred Esposti, Ernie Nunes, Kristen Andersen, Rebecca Kracker, Jennifer Beretta, Jolynn McClelland, Barbara Walker, Annette Hinrichs, Brian Mills, Cody Jacobsen, Kelly Secord

The meeting was called to order by Chair O’Kelley and roll call was taken at 4:43 p.m.

APPROVAL OF AGENDA:

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

PUBLIC COMMENTS:

None

PRESIDENT’S COMMENTS – DIRECTOR TEEJAY LOWE:

Director Lowe welcomed everyone to the meeting and thanked the advisory group members for their continued support.

2021 FAIR UPDATE – CEO, BECKY BARTLING:

CEO Bartling reported on the following on the market grading event:

Exhibitors per Specie:

Market Steers - 52 exhibitors
Market Goats - 16 exhibitors
Market Lambs - 70 exhibitors
Market Hogs - 146 exhibitors
Poultry Meat Pens- 10 exhibitors
Rabbit Meat Pens - 3 exhibitors

Entries per Specie:

Market Steers - 62
Market Goats - 20
Market Lambs - 101
Market Hogs - 215
Poultry Meat Pens - 13
Rabbit Meat Pens – 5

Sale Totals per Specie with Add-ons:

Market Beef - \$525,850 on 60 lots, average \$8,764.17 per lot
Market Goats - \$34,700 on 20 lots, average \$1,735 per lot
Market Lambs - \$230,525 on 101 lots, average \$2,282.43 per lot
Market Hogs - \$664,100 on 215 lots, average \$3,088.84 per lot
Poultry Meat Pens - \$7,350 on 13 lots, average \$565.38 per lot
Rabbit Meat Pens - \$4,325 on 5 lots, average \$865.00 per lot

LIVESTOCK ADVISORY COMMITTEE REPORTS:

Livestock advisory group members attended the meeting, and each reported their recommendations for the following species.

Beef: Jamie Mickelson, **Dairy:** Jennifer Beretta; **Sheep/Goats:** Ernie Nunes, Kristen Andersen, and Rebecca Kracker; **Swine:** Fred Esposti; **Horse:** Barbara Walker; **Small Animal:** Annette Hinrichs, Brian Mills

- See attached notes for specie report

Motion was made by Director Herzog and seconded by Director Reynolds to make the recommendation to the Full Board that the Rodeo Queen Contest committee be formed as presented by Director Palm. A roll call vote was taken and motion passed.

UPDATE: CARCASS EVALUATION RESULTS AND AWARDS:

Exhibits Coordinator Wimer reported that the results presentation was done on Thursday, November 4th via Zoom. She stated that it was well attended and thanked Director Reynolds for putting together the PowerPoint Presentation and Jim Porter for presenting and giving the education part of the presentation. She also announced the top 10 winners to the committee. Wimer stated that in the past, Cattlemen's would provide the premium money for the top 10 winners and buckles for the top 4-H and top FFA and they were unable to provide this again. **Motion was made by Director Herzog and seconded by Director Palm to make the recommendation to the Full Board that the premium monies and 2 buckles be funded by the fair. A roll call vote was taken and motion passed.**

UPDATE: MARKET GRADING FINANCIALS

Chair O'Kelley stated that the financials had been shared with the committee and opened the floor for discussion. Discussion was had as to coming up with a plan on how to use the net revenue from the event due to the generous sponsorships we received. Discussion was also had that we should share this plan with the main sponsor, Alvin Hansen Foundation, to get their input. **No action taken.**

REQUEST FOR FUTURE AGENDA ITEMS

- Ideas for the net revenue from the Market Grading Event
- Born and Bred Awards and Judges

NEXT MEETING TO BE HELD IN DECEMBER

Director Reynolds moved to adjourn the meeting, seconded by Director Mata; motion passed, and meeting adjourned at 6:35 p.m.