

**Sonoma County Fair**  
**APPROVED MINUTES OF THE**  
**BOARD OF DIRECTORS**  
**Tuesday, August 27 2019 5:15 p.m.**  
1350 Bennett Valley Road, Santa Rosa, CA

**DIRECTORS PRESENT:** Rob Muelrath, President; Marcia Mickelson, Treasurer; Teejay Lowe, Secretary; Marilyn Herzog, Past President; Doug Beretta, Lisa Carreño, Cindy Crane Tony Geraldi, Kevin Howe, Ross Liscum, Annette O'Kelley, Bev Palm, Wanda Tapia, Lisa Wittke Schaffner

**DIRECTORS ABSENT:** Max Mickelsen, Vice President

**OTHERS PRESENT:** Becky Bartling, Kaitlyn Findley-Thorn, Lorna Fox, Heather Borck, Jane Engdahl, Stacy Lapham, Michael Margetts, Greg Duncan, Doug Gooby

**CALL TO ORDER:** 5:15PM

**PLEDGE OF ALLEGIANCE:** Director Liscum

**INTRODUCTION OF GUESTS:** Kanani Reynolds, Robin Kunde, Kurt Kunde, Christine Margetts, Les Perry

**PUBLIC COMMENTS:** Kanani Reynolds thanked the Board for the tribute done for Tony Brazil and that it meant a lot that the Board attended the tribute.

**APPROVAL OF AGENDA:**

**Director Wittke Schaffner moved to approve the agenda; Director Lowe seconded the motion; the motion passed unanimously.** President Muelrath asked that Item 11 be moved after Item 6.

**APPROVAL OF CONSENT AGENDA – Items 1-2:**

**Director Carreño moved to approve the Consent Agenda; Director Herzog seconded the motion; the motion passed unanimously.**

**REVIEW OF THE 2019 FAIR:**

Letters from Terri Balletto and Robin and Kurt Kunde that addressed concerns regarding the use of the Saralee & Richard's Barn during the 2019 Fair were distributed to the Board.

Guests Christine Margetts and Robin and Kurt Kunde expressed their disappointment over the Saralee & Richard's Barn not being used for ag education during the 2019 Fair. They stated they had heard from various donors who had concerns that the Barn was not being used as advertised for fundraising and recommended that the Fair Board send a letter to all donors and explain and apologize for the "misuse" of the barn during the fair. Robin Kunde also expressed concerns that the olive grove area did not have umbrellas at the tables as was expected.

Les Perry, Honorary Board member, Foundation Board member and Harvest Fair Board member stated that in the barn fundraising efforts, they are very concerned that a substantial

group of donors are unhappy with the use of the Barn during the fair. He said the Fair Foundation requests that the Fair Board reach out to donors and work with the Foundation to meet the intentions of the Barn. He stated also that the Harvest Fair would like to work in collaboration with the Foundation and the Fair Boards to advance, honor and promote the array of agriculture in Sonoma County.

President Muelrath, other members of the Board, and CEO Bartling stated that it was a mistake to have used the Barn for private events during the fair and they heard and understood the concerns that had been raised. They thanked the guests for coming to the meeting and bringing forth these concerns.

**Director Mickelson moved to provide direction to CEO Bartling to craft a letter to all donors of the Saralee & Richard's Barn that would address the concerns that were stated; Director Crane seconded the motion; the motion passed unanimously.**

President Muelrath then asked each Board member to give their positive observations as well as opportunities for improvement from the 2019 Fair. A list of these comments will be compiled and distributed so that each Committee can address items that fall under their purview.

#### **PRESIDENT COMMENTS:**

President Muelrath stated that the recommendations for the 2019-2020 officers will be presented at the September Board meeting. He distributed a Committee Preference sheet for the upcoming year.

#### **CEO AND STAFF REPORTS:**

CEO Bartling distributed the correspondence binder. She presented the Upcoming Interim Event Schedule and the July Interim Financials. **No action taken.**

The Board was reminded to purchase seats/tables for the Award's Night Dinner being held September 29<sup>th</sup> and to let Lorna Fox know if you are planning to attend the 2020 WFA Conference.

#### **Budget & Finance Committee Report – Director Mickelson:**

Director Mickelson gave a report of the August 27, 2019 Budget & Finance Committee meeting.

**Director Mickelson moved to approve the Draft Financial Statements through July 2019; Director Wittke Schaffner seconded the motion; the motion passed unanimously.**

#### **Report on Harvest Fair Committee meeting – Director Lowe:**

Director Lowe stated that things were on track for the 2019 Harvest Fair, and that parallel planning is going on for the 2020 Harvest Fair.

#### **FUTURE AGENDA ITEMS:**

2021 Fair theme

#### **ADJOURNMENT**

**There being no further business, Director Wittke Schaffner moved to adjourn the meeting at 7:35PM; Director Tapia seconded the motion; the motion passed unanimously.**

## CONSENT AGENDA

1. Approval of Minutes from the July 23, 2019 Board Meeting
2. **Budget & Finance Committee Meeting**  
Approval of Minutes from the July 23, 2019 Committee Meeting