

Sonoma County Fair
**APPROVED Minutes of the
Special Meeting of
Competitive Exhibits, Agriculture and Educational Exhibits Committee**

Tuesday, December 22, 2020 at 11:00 a.m.

In accordance with Executive Order N-29-20 the December 22, 2020 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; Cindy Crane, Bev Palm, Marilyn Herzog, Marcia Mickelson

DIRECTORS ABSENT: None

OTHER DIRECTORS PRESENT:

OTHERS PRESENT: Becky Bartling, Heather Borck, Kaitlyn Findley-Thorn, Cliff Sanders, Debra Townsend

The meeting was called to order by Chair O’Kelley at 11:00 a.m.

APPROVAL OF AGENDA:

Director Reynolds moved to approve the agenda; Director Crane seconded the motion; the motion passed unanimously (O’Kelley, yes; Reynolds, yes; Crane yes; Palm, yes; Herzog, yes; Mickelson, yes).

PUBLIC COMMENTS:

None

AD HOC COMMITTEE REPORT: 2021 ALTERNATE LIVESTOCK SHOW

Chair O’Kelley reported that the alternate livestock show ad hoc committee has met twice and has given recommendation to staff regarding a schedule and budget. The proposal includes holding a market livestock grading and auction in 2021 should the fair be cancelled. Large and small animal species would be included.

Director Palm asked why horses are not included in this proposal? CEO Bartling explained that CDFA has put together recommendations for holding a livestock grading while there are still restrictions. It was suggested that the horse show could take place in the fall with other non-market livestock shows. Director Herzog commented that the dairy community would also like a show; however, the focus of the summer show would be animals that are going to be harvested.

Exhibits Coordinator Borck shared two schedule versions: Version 1 containing four days and Version 2 containing five days. A discussion took place regarding the two schedules. Exhibit Coordinator Borck explained that there would be challenges with arrival in the four day schedule as animals will be arriving at the same time which will cause congestion, be difficult for exhibitors and their families as well as create the need to hire an additional veterinarian. The ad hoc recommendation is to utilize the four day schedule.

The budget was reviewed by the committee. Director O’Kelley recommended that the money for judges be eliminated. She indicated that she has a sponsor that will pay for the Chico Stated judging team to judge. President Mickelson suggested that money could be eliminated from breed callers and auction printing. Director Reynolds suggested that food trucks could be present so that money could be eliminated from providing auction lunches.

Chair O’Kelley expressed frustration that the budget is so high. She stressed that volunteers will need to be utilized. Exhibit Coordinator Borck explained that the current budget does take into account utilization of volunteer labor. CEO Bartling explained that utilization of permanent and temporary staff is important to

ensure that the work is completed. Exhibit Coordinator Borck commented that she has removed the labor for final cleaning of pens and that this budget represents exhibitors needing to return to the fairgrounds to complete the task. Discussion took place regarding the feasibility of this option.

The ad hoc committee has discussed combining the 4-H and FFA shows to save time. Showmanship would remain separate divisions.

Director Reynolds asked what would happen if all of the funds required were not able to be fundraised.

Director Palm asked if this budget includes weigh-in's or photography. Exhibits Coordinator Borck responded that none of those items are currently included. The committee felt photography would be important.

It was requested that staff prepare a spreadsheet containing entry fee scenarios. Staff was also asked to review examples of 501c3 organizations running alternate fair shows.

**DISCUSSION AND POSSIBLE ACTION: REGARDING RECOMMENDATIONS FROM 2021
ALTERNATE LIVESTOCK SHOW AD HOC COMMITTEE**

The potential of an alternate show is an ongoing discussion no decisions have been made. **No Action Taken.**

REQUEST FOR FUTURE AGENDA ITEMS:

Entry Fees

ADJOURNMENT

Director Crane moved to adjourn the meeting at 12:05 p.m., seconded by Director Mickelson; motion passed unanimously. (O'Kelley, yes; Reynolds, yes; Crane yes; Palm, yes; Herzog, yes; Mickelson, yes).