

**Sonoma County Fair**  
**APPROVED Minutes of the**  
**Fair Operations Committee Meeting**  
Tuesday, July 9, 2019  
Administration Building, Board Room

**VOTING-DIRECTORS PRESENT:** Lisa Wittke Schaffner, Chair; Bev Palm, Vice Chair; Tony Gerald, Doug Beretta

**VOTING-DIRECTORS ABSENT:** Wanda Tapia,

**NON-VOTING DIRECTORS PRESENT:** Rob Muelrath, Marilyn Herzog, Cindy Crane, Marcia Mickelson

**OTHERS PRESENT:** Kaitlyn Findley-Thorn, Lorna Fox, Jane Engdahl, Heather Borck, Greg Duncan

The meeting was called to order by Director Wittke Schaffner at 5:02

**APPROVAL OF AGENDA:** Director Palm moved to approve the agenda; Director Gerald seconded the motion; the motion passed unanimously.

**PUBLIC COMMENTS:** None

**UPDATE ON FAIR ENTERTAINMENT:**

Jane Engdahl reported on the fair entertainment. She stated that two traveling fairs have taken place. 1,100 people entered her pre-fair contests, with 3,000 entries.

**DISCUSSION AND POSSIBLE ACTION REGARDING 2019 FAIR SPONSORS:**

COO Findley-Thorn distributed the sponsor spreadsheet and reported on the companies that are planning to sponsor the 2019 Fair and ones that she was still contacting. No action taken.

**DISCUSSION AND POSSIBLE ACTION ON UPDATED FREE EXPRESSION ZONE POLICY:**

COO Findley-Thorn stated we were working with County Council to update our free expression policy. There are two free expression areas, one at Brookwood Gate and one at the Grace Pavilion entrance. No action taken.

**UPDATE ON MARKETING AND PROMOTIONS FOR FAIR:**

COO Findley Thorn reported we will be getting the Exchange Bank billboard on Highway 101 and the Les Schwab billboards to advertise the Monster Truck shows. We are also advertising at two movie theaters and utilizing Instagram influencers at the fair.

**UPDATE ON PATRON MESSAGING:**

COO Findley-Thorn reported that we were instituting additional hand wash stations, signs, and buttons to encourage patrons to practice good hygiene when around animals.

**DISCUSSION AND POSSIBLE ACTION REGARDING HAT DAY AUCTION ITEM:**

COO Findley Thorn and Lorna Fox talked about the artwork that was going to be auctioned off at Hat Day. Plans are to get the information to race patrons and the horsemen that may be interested in bidding on the item.

**REQUEST FOR FUTURE AGENDA ITEMS (NON-DISCUSSION ITEMS):**

- None

There being no further business, Director Palm moved to adjourn the meeting at 5:30PM; Director Gerald seconded the motion; the motion passed unanimously.