

Sonoma County Fair
**APPROVED Minutes of the
Competitive Exhibits, Agriculture and Educational Exhibits Committee Meeting**
Tuesday – June 8, 2021 at approximately 5:00 p.m.

In accordance with Executive Order N-29-20 the June 8, 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

DIRECTORS ABSENT: Marcia Mickelson, Sharon Wright

OTHER DIRECTORS PRESENT: Tony Geraldi, Neysa Hinton

OTHERS PRESENT: Becky Bartling, Kaitlyn Findley-Thorn, Michael Margetts, Debra Townsend, Cliff Sanders, Kelly Secord, Greg Duncan, Carrie Wimer, Bella Hayes

The meeting was called to order by Chair O’Kelley and roll call was taken at 5:06 p.m.

APPROVAL OF AGENDA:

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

PUBLIC COMMENTS:

None

UPDATE: MARKET ANIMAL ENTRIES

Chair O’Kelley reported that current entries (4-H/FFA) were: Beef 66 (34/36), Lambs 118 (63/55), Goats 21 (13/8), Pigs 249 (143/106), Rabbits 5 (3/2) & Poultry 10 (10/0). Discussions ensued regarding the low number of Rabbit/Poultry entries, and putting them in Fur & Feathers, or possibly in the Saralee Barn. **No action taken.**

DISCUSSION AND POSSIBLE ACTION: LIVESTOCK SCHEDULE

Livestock superintendent, Secord made minor revisions to the livestock schedule. Chair O’Kelley reviewed the updates and stated schedule looked good as presented. **No action taken.**

DISCUSSION AND POSSIBLE ACTION: AUCTION UPDATES

Chair O’Kelley and Livestock Superintendent Secord, reported that the fee for using a professional photographer to take photos of the kids and their animals would be \$5/per animal & \$2,000 for the camera crew. Discussions ensued regarding the quality of photos for 2020 and the option of live animals in the ring vs a hybrid auction by photo.

Director Herzog moved to approve a hybrid auction by photo without live animals in the ring, with auction to take place in the Saralee Barn; Director Palm seconded the motion; the motion passed unanimously.

UPDATE: SOLICITOR PACKETS

Chair O'Kelley reported that three volunteers stuffed the packets, and that 99% of them were mailed out on Monday, June 7th with the remainder mailed on June 8th. **No action taken.**

UPDATE: FLOWER SHOW SCHOLARSHIP

Director Herzog reported that there was \$37K in funds available for the Flower Show Scholarships, 11 applications had been received and the interviews were scheduled for Tuesday, June 15th beginning at 9:30 a.m. by Zoom. Herzog stated that based on past amounts awarded for scholarships (\$1,000-2,500/Ag & Ag Related 4-yr. College applicants & \$500/2-yr. Ag Related Junior College applicants) with the amount of funds available, \$20K would be adequate for 2021 and would allow keeping \$17K in reserve for 2022.

Director Herzog moved to approve awarding an amount NTE \$20K for 2021 Flower Show Scholarships, and to keep \$17K in reserve for 2022; Director Reynolds seconded the motion; the motion passed unanimously.

UPDATE: MARKETING CLASS

Director Herzog reported that she was working on a class for exhibitors to learn how to solicit their animals and get buyers. Topics would include how to approach buyers, writing letters, in-person meetings, etc., and would also include thank you card writing. Herzog stated a letter was sent to all advisors and so far only one response has been received. Once a committee has been finalized, a date for the class will be confirmed. **No action taken.**

REQUEST FOR FUTURE AGENDA ITEMS:

- Deadline to pick up scholarships
- Up-to-date 2021 Budget

Director Reynolds moved to adjourn the meeting at 6:20 p.m., seconded by Director Palm; the motion passed unanimously.