

Sonoma County Fair
**APPROVED Minutes of the
Competitive Exhibits, Agriculture and Educational Exhibits Committee Meeting**
Tuesday, March 9, 2021 at approximately 5:00 p.m.
In accordance with Executive Order N-29-20 the March 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, Marcia Mickelson, Sharon Wright

DIRECTORS ABSENT: None

OTHER DIRECTORS PRESENT:

OTHERS PRESENT: Becky Bartling, Heather Borck, Greg Duncan, Kaitlyn Findley-Thorn, Michael Margetts, Debra Townsend,

The meeting was called to order by Chair O'Kelley at 4:50 p.m.

APPROVAL OF AGENDA:

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

PUBLIC COMMENTS:

None

UPDATE: ALTERNATE LIVESTOCK SHOW SPONSORSHIP

Director Herzog reported that she presented to the Alvin Hansen Foundation and that they have agreed to provide \$100,000 for the grading activity. The Alvin Hansen Foundation was pleased to hear that all Sonoma County Fair Board members would be participating in support of this project. She also indicated that she has met with Wilco and that they are interested in participating as a sponsor for the grading or if a fair can be held. Director Mickelson reported that she had a conversation with American Ag Credit and they are willing to sponsor \$15,000. They are interested in branding opportunities and reviewing the final budget. Director Mickelson asked if the list of prior sponsors could be re-shared. Director Reynolds offered to work with COO Findley-Thorn to create a google doc so that board members are not having duplicate conversations with potential donors.

DISCUSSION AND POSSIBLE ACTION: SELLING ANIMALS BY THE HEAD

Chair O'Kelley explained that the consensus after the 2020 auction was that solicitors preferred selling animals by the head. **Director Mickelson moved that hogs, steers, goats, and sheep sold during the Sonoma County Fair Junior Livestock Auction be sold by the head; Director Palm seconded the motion; the motion passed unanimously. (O'Kelley, yes; Reynolds, yes; Palm, yes; Herzog, yes; Mickelson, yes; Wright, yes).**

DISCUSSION AND POSSIBLE ACTION: AUCTION CHECK DISTRIBUTION

Exhibits Coordinator Borck recommended that if the final Junior Livestock auction were to take August 1 that thank you note information could be available for exhibitors August 3; check distribution and acceptance of thank you notes would begin August 15 and that checks would be printed on following Fridays. She further explained that there in 2020 there were a number of phone calls from exhibitors and parents asking if their checks had been printed. She advised giving an extra week before check

distribution began. Director Mickelson felt that two weeks was too long for exhibitors to wait for checks. Check distribution will begin August 8. Additional checks will be printed weekly on Friday.

DISCUSSION AND POSSIBLE ACTION: 2022 HALL OF FLOWERS THEME

Director Herzog moved that the 2022 Hall of Flowers theme be Islands of Adventure; Director Palm seconded the motion; the motion passed unanimously (O’Kelley, yes; Reynolds, yes; Palm, yes; Herzog, yes; Mickelson, yes; Wright, yes).

DISCUSSION AND POSSIBLE ACTION: JUDGES

Exhibits Coordinator Borck informed the committee that the packet contains the judge recommendations from livestock advisory members. The committee discussed the topic of in state versus out of state judges. Director Herzog told the committee that she had relayed to the Hansen Foundation that in-state judges would be utilized. The committee has suggested that staff communicate with advisory committees that responded to see if there is a recommendation of in-state judges. The committee discussed the following recommendations for judges: Sheep/Goat: Greg Ahart or Ann Vassar; Goat: Rachel Conway; Beef: Darrell Hansen or Jim Veethier; Hogs: John Mendes or Rayne Reynolds; Poultry: Mariles Boyd.

DISTRIBUTION: EXHIBITS CALENDAR

Exhibits Coordinator Borck reported that the calendar with upcoming dates can be found in the agenda packet. Director Mickelson asked that these dates be shared on Facebook.

REQUEST FOR FUTURE AGENDA ITEMS:

JLA Marketing Course
Bred & Born Shows
Volunteers

Director Herzog moved to adjourn the meeting at 5:50 p.m., seconded by Director Mickelson; motion passed unanimously. (O’Kelley, yes; Reynolds, yes; Palm, yes; Herzog, yes; Mickelson, yes; Wright, yes).