

**Sonoma County Fair**  
**APPROVED MINUTES OF THE MEETING OF THE**  
**BOARD OF DIRECTORS**  
**Tuesday, May 25, 2021 5:15 p.m.**

In accordance with Executive Order N-29-20 the May 25, 2021 Sonoma County Fair Board meeting was held virtually.  
All actions were voted on by roll call.

**DIRECTORS PRESENT:** Marcia Mickelson, President; Teejay Lowe, Vice President; Kevin Howe, Secretary; Max Mickelsen, Past President; Rob Muelrath, Tony Gerald, Marilyn Herzog, Bev Palm, Annette O'Kelley, Sharon Wright Neysa Hinton, Carole Quandt, Hugo Mata

**DIRECTORS ABSENT:** Lisa Wittke Schaffner, Kanani Reynolds

**OTHERS PRESENT:** Becky Bartling, Michael Margetts, Kaitlyn Findley-Thorn, Debbie Townsend, Cliff Sanders, Tami Landucci

**CALL TO ORDER / ROLL CALL:** The meeting was called to order by President Mickelson and roll call was taken at 5:24 p.m.

**PLEDGE OF ALLEGIANCE:** President Mickelson asked Director Mickelsen to lead the pledge of allegiance.

**INTRODUCTION OF GUESTS:** None

**PUBLIC COMMENTS:** None

**APPROVAL OF REGULAR AGENDA:**

Director Lowe moved to approve the agenda; Director Muelrath seconded the motion; the motion passed unanimously.

**APPROVAL OF CONSENT AGENDA – Items 1-5:**

Director Lowe moved to approve the Consent Agenda; Director Wright seconded the motion; the motion passed unanimously.

**PRESIDENT COMMENTS:**

President Mickelson reported that there would be a press release next week about the Summer Fun Fest, presented by the Sonoma County Fair. Mickelson urged Board members to sign up as volunteers for the modified Fair and market grading activities.

**CEO'S REPORT:**

CEO Bartling reviewed the April 2021 Interim Financials and the May-June 2021 Interim Event Schedule. Bartling noted that trailers in D-Lot were booked through September, however it was likely they would stay until the end of the year. **No actions taken.**

CEO Bartling gave an update on the recruitment process for the Exhibitor Coordinator, reporting that she, CFO Margetts and Director O'Kelley would be interviewing 4 candidates.

CEO Bartling reported that she testified during the hearing, before the committee on Assembly, on the Role of Fairgrounds and Emergency Management. Also present were representatives from other Fairs, Cal Fire & OES. Focus was brought to the rolls fairgrounds serve in emergencies, in 2020 24 fairgrounds in the State were used in various emergencies.

CEO Bartling gave an update the \$50 million in the State budget for Fairs. Originally, the funds were only for DAAs; CA Fairs Alliance and WFA have worked to make sure ALL Fairs are included, and not they are.

### **FAIR OPERATIONS – Director Gerald**

Vice-Chair Gerald gave a report on the May 11, 2021 committee meeting.

CEO Bartling presented the new logo to be used for the modified Fair.

**Director Gerald moved to approve committee recommendation to approve “Summer Fun Fest, presented by the Sonoma County Fair” as the name for the modified Fair event; Director Mata seconded the motion; the motion passed unanimously.**

CEO Bartling stated that the terms in the contract with Butler Amusements for the carnival are for a regular traditional Fair and not a modified Fair like the Summer Fun Fest.

**Director Lowe moved to approve modifying the contract with Butler Amusements, Inc., for the modified Fair event, with the terms of \$10K for marketing, \$40K for games and no guarantee; Director Muelrath seconded the motion; the motion passed unanimously.**

### **COMPETITIVE EXHIBITS, AG & EDUCATIONAL EXHIBITS – Director O’Kelley**

Director O’Kelley gave a report on the May 11, 2021 committee meeting. **No actions taken.**

**Director O’Kelley moved to approve committee recommendation to approve 4-H/FFA members to show in uniforms and to defer the decision regarding showing together until the total number of animals is known; Director Herzog seconded the motion; the motion passed unanimously.**

**Director O’Kelley moved to approve committee recommendation to approve the logo for the market grading activity and to start using it to promote the event; Director Hinton seconded the motion; the motion passed unanimously.**

**Director O’Kelley moved to approve committee recommendation to approve auction additions as follows: 4-Lambs/Goats/Hogs, 6-Cattle & 4-Chickens/Rabbits; Director Gerald seconded the motion; the motion passed unanimously.**

**Director O’Kelley moved to approve committee recommendation to approve a non-competitive Junior Garden Exhibit in the Garden Courtyard, during the modified Fair; Director Wright seconded the motion; the motion passed unanimously.**

### **BUILDINGS & GROUNDS – Director Muelrath**

No meeting held in May.

CEO Bartling reported that our alcohol concessionaire, Spectra, has not had any alcohol sales events during COVID, and proposed that the terms of their contract be modified for the period of May 21 – December 31, 2021.

**Director Muelrath moved to approve modifying the terms of the Spectra contract for alcohol sales to 50/50 split for the modified Fair with a \$100K guarantee and 25% of gross revenue for Interim events, effective May 21 – December 31, 2021; Director Lowe seconded the motion; the motion passed unanimously.**

### **RACING – Director Lowe**

Director Lowe gave a report for the May 13, 2021 committee meeting.

CEO Bartling reported that now that in-person wagering is allowed, there will likely be added expenses that were not incurred in 2020.

**Director Lowe moved to approve committee recommendation to allow staff to move forward with a contract, with the same terms as 2020, for the 2021 race meet to run at Golden Gate Fields; Director Mickelsen seconded the motion; the motion passed unanimously.**

#### **BUDGET & FINANCE – Director Muelrath**

Director Muelrath gave a report for the May 25, 2021 committee meeting.

**Director Muelrath moved to accept the draft financial statements through April 2021 as presented; Director Lowe seconded the motion; the motion passed unanimously.**

CFO Margetts reviewed detail of US Bank credit card charges paid through March 2021. **No action taken.**

CFO Margetts reviewed April 2021 Harvest Fair financial statements. **No action taken.**

**Director Muelrath moved to approve the revised 2021 Budget as presented; Director Lowe seconded the motion; the motion passed unanimously.**

**Director Muelrath moved to approve awarding of multi-year contract with United Site Services (06/01/21 – 05/31/24) for portable toilet services, approximate contract award - \$140,000 - \$140,000; Director Wright seconded the motion; the motion passed unanimously.**

Discussion and possible action regarding a multi-year contract with North Bay Petroleum (6/1/21-5/31/24), for fuel services – Approximate contact award = \$320,00, was tabled, pending a request for further information from Maintenance Superintendent Sanders. **No action taken.**

#### **HARVEST FAIR – Director Lowe**

Director Lowe gave a report for the May 12, 2021 committee meeting. **No action taken.**

- Plans are in process for moving forward with the wine competition, there will not be a gala and waiting for an update on COVID restrictions for a public tasting

#### **EXECUTIVE/PERSONNEL – President Mickelson**

No meeting held in May.

#### **REQUEST FOR FUTURE AGENDA ITEMS (non-discussion item)**

- Resuming in-person meetings

#### **ADJOURNMENT**

**There being no further business, a motion was made by Director O’Kelley to adjourn the meeting at 6:21 p.m.; Director Mata seconded the motion; the motion passed unanimously.**

## CONSENT AGENDA

1. **Full Board Meeting**  
Approval of Minutes from the April 27, 2021 Meeting
2. **Fair Ops Committee Meeting**  
Approval of Minutes from the May 11, 2021 Committee Meeting
3. **Ag & Exhibits Committee Meeting**  
Approval of Minutes from the May 11, 2021 Committee Meeting
4. **Racing Committee Meeting**  
Approval of Minutes from the May 13, 2021 Committee Meeting
5. **Budget & Finance Committee Meeting**  
Approval of Minutes from the April 27, 2021 Committee Meeting