

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

Tuesday May 12, 2020 at 5:30 p.m.

In accordance with Executive Order N-29-20 the May 12, 2020 the Special Meeting of Sonoma County Fair Competitive Exhibits & Education Exhibits Committee meeting was held virtually. All actions were voted on by roll call.

DIRECTORS PRESENT: Chair, Kevin Howe; Vice-Chair, Annette O’Kelley; Cindy Crane, Marcia Mickelson, Bev Palm, Kanani Reynolds, Marilyn Herzog

DIRECTORS ABSENT: None

OTHER DIRECTORS PRESENT: Max Mickelsen, Tony Geraldi, Ross Liscum

OTHERS PRESENT: Paulette Swallow, Becky Bartling, Heather Borck, Kaitlyn Findley- Thorn, Greg Duncan, Tami Kelly, Tami Landucci,

The meeting was called to order by Chair Howe at 5:31 p.m.

APPROVAL OF AGENDA:

Director O’Kelley moved to approve the agenda; Director Crane seconded the motion; the motion passed unanimously.

PUBLIC COMMENTS:

None

Discussion and possible action: 2020 JLA hotsheet buyers

Exhibits Coordinator Borck distributed the current hot sheet. Being that there were no 2019 additions, no action was necessary.

Update: options other fairs are utilizing – Marilyn Herzog

Director Herzog reported to the group some information and ideas she had gather from Merced fair and other, that were also putting together alternate fair plans.

Discussion & Possible Action: 2020 Junior Market Livestock Plan

Exhibits Coordinator Exhibits Coordinator Borck led a discussion regarding the plan for 2020 Junior Market Livestock. She indicated it will be essential for the fair to assist with transporting animals to processors. She went over the following list for consideration:

- Youth market steer, lamb, goat, and hog exhibitors will enter online and then submit a photograph of themselves in uniform with their project.
- Their photo, name, and organization will be projected on a screen during the auction.
- Solicitors will be invited to attend an in-person live auction event at the fairgrounds. If needed additional restrictions may need to be made to reduce the number of people in attendance.
- Strict social distancing protocols will be in place.
- Buyers Cards/Purchase Agreements (Green Cards) will be utilized.
- Families will be able to watch a livestream version of the auction.
- Animals will be sold by the head.
- Buyers can select custom or resale options.
- Resale animals will receive a reimbursement for the resale amount.
- CDFA protocols will be utilized to collect the animals on the fairgrounds after the auction. Clubs/chapters will be scheduled for drop-off.

- A commission will be withheld to cover auction expenses.
- Exhibitors can opt out of process and sell their animal privately.

Policy Changes:

- Animals will be sold by the head.
- Payment is due the day of the auction.
- Exhibitors will be paid when buyers have paid in full.
- Animals not meeting weight, vet or market readiness standards will be sent home. Sale is null and void.

Staff had been asked to evaluate the number of buyers allowed per animal. After evaluation the best option is to alter the number of add-ons.

- Alter Add-On policy to 4 for lambs, goats and hogs with no monetary restrictions. 6 for steers with no monetary restrictions.

Directors asked clarifying questions. It was requested that the 6% commission be evaluated. Staff reported that a budget had been analyzed, a commission would be necessary to ensure that auction expenses are covered. It was suggested an individual should be identified to direct individual to who are looking to provide add-ons. Director O'Kelley will consider this task. **Director Mickelson moved to proceed with this plan for the 2020 livestock auction, noting the situation is still fluid. The motion was seconded by Director Herzog. The motion passed unanimously.**

Discussion and possible action regarding sending a letter to state legislators on funding for the California Network of Fairs

Kaitlyn reported to the committee the call to action from the California fair network (Western Fairs Association, California Fair Alliance) to send a letter from our Board of Directors to state legislatures requesting emergency funding to CA fairs. The board approved staff to draft a letter is presented to the full board. **Motion was made by Director Crane to have a letter drafted by COO Kaitlyn Findley-Thorn and presented at the next board meeting. The motion was seconded by Director Reynolds. The motion passed unanimously.**

Discussion and possible action regarding requesting our Ag community, exhibitors on and others to send a letter to state legislators on funding for the California Network of Fairs

Phase two of fair network call to action is to ask that fair and Ag industry partners to also draft letters to legislation in an effort to help the fir industry. At this time no action is needed as Phase two has not been implemented.

REQUEST FOR FUTURE AGENDA ITEMS:

Market animal numbers for auction

ADJOURNMENT

Director Herzog moved to adjourn the meeting at 6:29 p.m., seconded by Director Mickelson, motion passed unanimously.