

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

Tuesday, November 10, 2020 at 5:00 p.m.

In accordance with Executive Order N-29-20 the November 10, 2020 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; Cindy Crane, Bev Palm, Marilyn Herzog, Marcia Mickelson

**DIRECTORS ABSENT:** Kanani Reynolds

**OTHER DIRECTORS PRESENT:** Wanda Tapia, Tony Gerald

**OTHERS PRESENT:** Becky Bartling, Heather Borck, Greg Duncan, Tami Landucci, Paulette Swallow

The meeting was called to order by Chair O'Kelley at 5:00 p.m.

**APPROVAL OF AGENDA:**

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

**PUBLIC COMMENTS:**

None

**UPDATE 2020 JLA RECEIVABLES**

Exhibits Coordinator Borck reported that \$5,000 towards the Spectra bill arrived. The remainder \$3,067.22 should be received from Jim Belford.

**UPDATE: ADVISORY COMMITTEE CONVERSATIONS**

At the previous meeting committee members were each assigned a livestock advisory committee to check in with. Staff was asked to share a list of questions to guide conversations. The following reports were given:

Director Herzog spoke to the Dairy Advisory:

- Would like to see a 2-3 day junior show in 2021
- Willing to help organize
- Would like Fairboard to be very honest
- Increase communication
- Need qualified staff in milk barn
- Improve haul out situation
- Post COVID would like to see Junior and Open shows together

Director Palm spoke to the Horse Advisory:

- Felt that the 2019 horse show was well attended
- Necessary to have a show manager
- Would like office staff with horse show experience, could even be volunteers
- Would like a show office at ringside
- Would work to comply with COVID restrictions
- Request the use of two way radios

Director Crane spoke with the Sheep Advisory:

- Felt the online auction was fine
- Check-in process gets better each year
- Would like to see better alignment with state rules; adding local rules makes things uninviting
- Buyer support is becoming harder to find
- Would like to see more community support at auction, consider having on the weekends
- Would like to see more feedback asked for; maybe a post fair survey
- Do not ask exhibitors or advisory committee on input for judges; staff should do
- Would like to see a supreme and reserve supreme
- Would like a live show in 2021, health restrictions can be followed
- Consider letting 2020 seniors show in 2021
- Livestock numbers have been declining; policies made should be inviting

Chair O'Kelley spoke with the dairy goat advisory.

- Appreciated the shade cloth and pop-up tents
- Appreciate the dairy sink, would like to see one for juniors as well
- Milk dump needs to be available for juniors
- Manure bins for juniors need to be dumped more frequently
- Would like to see a junior show in 2021

Director Mickelson will give beef report at the next meeting.

Director Reynolds will give the small animal and swine report at the next meeting.

### **UPDATE: SOLICITOR CONVERSATIONS**

At the October meeting Chair O'Kelley asked committee members to contact Junior Livestock Auction Area Committee members to discuss their experience with the 2020 auction. The following was reported during the meeting:

- Some concern regarding high prices received in 2020
- Would like a better announcer
- Appreciated sale by the head
- Appreciated the swift pace of the auction
- Liked having all buyers listed while the sale was occurring
- Would like to see a show and sale in 2021
- Prefer a live auction as cards can be combined, worried that money may have been left on the table
- Would like to see a live auction even with social distancing
- Two people used the same computer, how will each get credit?
- Concern that playing field is not level
- Contacted by less youth this year
- Disappointing to not be able to see animal and exhibitor live
- Experienced computer issues
- Did not like distribution of Foundation money
- Felt that the poultry and rabbit kids missed out
- Would like to know if there's a better platform than ShoWorks available

### **DISCUSS AND POSSIBLE ACTION: 2021 AUCTION FORMAT**

The committee discussed being open to a hybrid auction in the future. More investigation is needed.

### **DISCUSSION AND POSSIBLE ACTION: 2021 FAIR ALTERNATIVES**

The committee discussed the possibility of running a junior livestock show in 2021 if a full fair cannot be held. CEO Bartling reminded the committee that without a fair, financial aspects need to be considered. The committee suggested donors could be found. CEO Bartling also discussed working on the budget for the

**REQUEST FOR FUTURE AGENDA ITEMS:**

Youth Livestock Show

Small Animal, Swine and Beef Advisory Reports

**ADJOURNMENT**

**Director Palm moved to adjourn the meeting at 5:50 p.m., seconded by Director Herzog motion passed unanimously.**