

**Sonoma County Fair**  
**APPROVED Minutes of the**  
**Fair Operations Committee Meeting**  
Tuesday, October 8, 2019  
Administration Building, Board Room

**VOTING-DIRECTORS PRESENT:** Lisa Wittke Schaffner, Wanda Tapia, Kevin Howe, Bev Palm

**VOTING-DIRECTORS ABSENT:** Cindy Crane, Lisa Carreno

**NON-VOTING DIRECTORS PRESENT:** Max Mickelsen, Annette O'Kelly, Marilyn Herzog, Tony Gerald

**OTHERS PRESENT:** Becky Bartling (via Conference Call), Kaitlyn Findley- Thorn, Jane Engdahl, Heather Borck, Michael Margetts, Greg Duncan

The meeting was called to order by Chair Wittke Schaffner at 5:00pm

**APPROVAL OF THE AGENDA:** Director Tapia moved to approve the agenda; Director Palm seconded the motion; the motion passed unanimously.

**PUBLIC COMMENTS:** None

**PRESIDENT'S COMMENTS:** President Mickelsen spoke to the Committee about what he hopes to see for the 2020 Fair, specifically the idea that the Committee needs to look at how to turn around attendance for the Fair. President Mickelsen also stressed the importance of attendance at committee meetings.

**DISCUSSION AND POSSIBLE ACTION REGARDING 2020 THEME:** CEO Bartling led a discussion about the 2020 Fair Theme, 'Tropical Fairadise'. Director Palm moved to accept the theme 'Tropical Fairadise' as the 2020 Sonoma County Fair Theme; Director Howe seconded the motion; the motion passed unanimously.

**DISCUSSION REGARDING EVENTS AND ACTIVITIES AT THE 2020 SONOMA COUNTY FAIR:** CEO Bartling presented the idea about partnering with the Sonoma County Farm Bureau on an Agriculture Education Exhibit to be placed in the Saralee Barn during the 2020 Fair. Staff was directed to continue conversations with the Farm Bureau about the exhibit and report back to the Committee. **No Action Taken.**

**DISCUSSION AND POSSIBLE ACTION REGARDING WASHED ASHORED EXHIBIT:** CEO Bartling reported that the staff is looking at partnering with the Washed Ashored Exhibit for the 2020 Fair. CEO Bartling is looking at what the cost of the exhibit would be and what hands on activities could be partnered with it. Staff will be looking for sponsorship partners to fund the exhibit. **No Action Taken.**

**DISCUSSION REGARDING THE MINIMUM WAGE INCREASE:** Michael Margetts reported that the City of Santa Rosa has passed an ordinance that will go into affect July 1, 2020 that will require all business doing business in Santa Rosa to pay \$15 in minimum wage. This will increase the labor expenses across all departments, and it is estimated it will increase the Sonoma County Fair labor expense by \$300,000. The ordinance will also affect our partners like Spectra, Praetorian USA, Professional Event Services, and Butler Amusements.

**REQUEST FOR FUTURE AGENDA ITEMS:**

- 2021 Fair Theme

There being no further business, Director Palm moved to adjourn the meeting at 5:27pm; Director Tapia seconded the motion; the motion passed unanimously.