

NOTICE OF COMMITTEE MEETING
Sonoma County Fair & Exposition, Inc.

Notice is hereby given that meetings of the Sonoma County Fair and Exposition, Inc. will convene at times and location set forth in this notice.

BUILDINGS & GROUNDS COMMITTEE
Thursday – November 9, 2023, at 4:30 p.m.
Administration Building, Board Room

DIRECTORS: Rob Muelrath, Chair; Teejay Lowe, Vice Chair; Hugo Mata, Annette O’Kelley, Neysa Hinton, Rocco Cunningham

AGENDA

1. Call to Order
2. Approval of Agenda
3. Public Comments
Any member of the audience desiring to address the Board on a matter not on the agenda: Please stand and after receiving recognition from the Chair, please state your name and make your comments. In order that all interested parties have an opportunity to address the Board, each person is granted 3 minutes to speak. While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take any action on items not on the agenda, and generally may only listen. For items that are on the agenda, each person will be allowed to address the topic being discussed and will be allowed 3 minutes to speak.
4. Discussion and possible action regarding October 2023 Interim Financial Reports (Attachment #1) – Becky Bartling, CEO
5. Discussion and possible action regarding November-December 2023 Interim Events Schedule (Attachment #2) – Becky Bartling, CEO
6. Discussion and Possible action to facilitate installation of a 30-foot clock made from farm implements at the Saralee and Richards Barn; Cost of moving and setting funded by the Saralee and Richard Kunde foundation – Becky Bartling, CEO
7. Discussion and possible action regarding request for rent consideration for Sonoma County 4-H & FFA organization’s use of Lyttle Cow Palace, Livestock Office & Sheep Ring for a youth livestock judging contest on January 27, 2024 (Attachment #3) – Matt Daly, COO
8. Discussion and possible action to approve a 3-year contract (January 1, 2024 – December 31, 2026) with North Bay Carmart, LLC for the operation of the carmart lot – Matt Daly, COO
9. Discussion and possible action to approve a 3-year contract (January 1, 2024 – December 31, 2026) with Cheveto Mobile Window Tinting – Matt Daly, COO

10. Discussion and possible action to approve a 3-year contract (January 1, 2024 – December 31, 2026) with Northern California Motorcycle Training dba Santa Rosa Motorcycle Training (SRMT) – Matt Daly, COO
11. Discussion and possible action regarding allowing Fair staff to increase Interim Rental Rates between 3-5% as needed, effective January 1, 2024 – Matt Daly, COO
12. Update on activities around the Fairgrounds – Becky Bartling, CEO
13. Request for future agenda items
14. Adjournment

For additional information please call Debbie Townsend at (707) 545-4200

DISABLED ACCOMMODATION: If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact Debbie Townsend at 707-545-4200 or info@sonomacountyfair.com. Advance notification within this guideline will enable the County to make reasonable arrangements to ensure accessibility.

INTERIM REVENUE - October 1-31, 2023
(Prepared for November 9, 2023 Buildings Grounds Committee Meeting)

| OCTOBER - Event Name | Event Type | Facility Rented | Rental | Parking | Food | Alcohol | *2023 | 2022 |
|---|--|---|--------------|-------------|------------|------------|--------------|---------------------|
| RV Park | RV Sites | RV Park | \$104,521.88 | | | | \$104,521.88 | \$88,882.00 |
| Del Valle Dog Club/Skyline Dog Fanciers | Harvest Moon Classic Dog Show | Grace, Showcase, Redwood Lot/Community Lawn, Carnival Lot | \$68,192.00 | \$18,092.75 | \$2,732.30 | \$49.00 | \$89,066.05 | \$91,347.82 |
| Co of So Emergency Management | COVID-19 Trailers (17) | Ball Park | \$39,000.00 | | | | \$39,000.00 | \$31,500.00 |
| Motorsport Production Services | Monster Truck Show | Chris Beck Arena | \$12,511.16 | \$12,026.00 | \$4,039.36 | \$5,112.80 | \$33,689.32 | |
| Xiochil Ent. | Mexican Dance | Grace Pavilion | \$14,306.13 | \$7,835.00 | \$1,046.87 | \$7,614.95 | \$30,802.95 | |
| Gem Faire | Gem & Bead Show | Grace Pavilion | \$18,591.89 | \$8,330.00 | | | \$26,921.89 | \$20,608.61 |
| Redwood Credit Union | Bike Build | Saralee Barn, Olive | \$16,092.19 | | | | \$16,092.19 | |
| Greater Swiss Mountain Dog Club of ABBA Dogs | Private Club Swiss Mountain Dog Agility/F-CAT/Scent Work | Garrett, Community | \$15,014.25 | | \$215.05 | \$52.50 | \$15,281.80 | |
| Management of SR Vets | Facility Management | LCP, CB, F&F, Swine | \$9,281.25 | \$3,995.00 | | | \$13,276.25 | \$8,023.00 |
| Hot Productions | Spa & Swim Spa Sale | Vet's Building | \$10,000.00 | | | | \$10,000.00 | \$10,000.00 |
| Tayman Park Golf Group | Golf Course | Garrett & Redwood Lot | \$7,756.06 | | | | \$7,756.06 | |
| Raquel G. Nelson | Golf Course | Golf Course | \$6,737.32 | | | | \$6,737.32 | \$6,398.28 |
| American Supercamp | Saralee Barn | Celebration of Life | \$4,337.25 | | | | \$4,337.25 | \$1,700.00 |
| Leidi Medina | Motorcycle Training | Lytile Cow Palace | \$3,937.50 | | | | \$3,937.50 | |
| Wine Competitions Production & Verizon | Quinceanera | Garrett | \$3,295.50 | | | | \$3,295.50 | |
| SRMT | Sunset Spirits Coding/Judging | Saralee Barn | \$2,668.75 | | | | \$2,668.75 | |
| Driving Dynamics | Telcom Site | Lower Barns | \$2,575.00 | | | | \$2,575.00 | \$2,500.00 |
| North Bay Carmart, LLC | Motorcycle Training | Brookwood Lot | \$2,354.00 | | | | \$2,354.00 | \$2,354.00 |
| James Vale | Driver's Safety Class | Portion of Brookwood Lot | \$1,937.50 | | | | \$1,937.50 | |
| Tyler Munger | Carmart | Brookwood Lot | \$1,796.25 | | | | \$1,796.25 | \$3,324.35 |
| Out to Lunch Catering | Celebration of Life | Showcase Café | \$1,739.25 | | | | \$1,739.25 | |
| Redwood Country Cloggers | Rally Cross | D-Lot | \$1,645.00 | | | | \$1,645.00 | \$1,350.00 |
| County of Sonoma | Catering Prep | Showcase Kitchen | \$1,375.00 | | | | \$1,375.00 | |
| Elise Stassart | Clogging Workshop | Kraft | \$1,320.00 | | | | \$1,320.00 | |
| Cheveto Mobile Window Tinting | Exams (2) | Kraft & Finley | \$1,000.00 | | | | \$1,000.00 | |
| So. Co. Riding & Driving Club | Overnight Boarding of Horses | I Barns | \$510.00 | | | | \$510.00 | \$500.00 |
| North Bay Herpetological Society | Window Tinting | Brookwood Lot | \$500.00 | | | | \$500.00 | \$350.00 |
| **Revenue from 2022 Events not returning in 2023 | Safe Trailing Course | Portion of Brookwood Lot | \$420.00 | | | | \$420.00 | |
| | Forfeited Deposit | Hall of Flowers | \$300.00 | | | | \$300.00 | |
| | | | | | | | n/a | \$157,347.51 |
| *Gross Revenue includes security and insurance, which are reimbursed expenses | | | | | | | \$424,856.71 | \$426,185.57 |
| **CLTV8 (\$150,739.51), AIA Gala (\$3,903) & Bay Area Fox Trotters (\$2,380) | | | | | | | | |
| | | | | | | | 2021 | \$301,569.45 |



Interim Events

November 1 thru December 31, 2023

(Prepared for November 9, 2023 Buildings & Grounds Committee Meeting)

NOVEMBER

- 1-2 – SRPD Training for High-Risk Vehicle Stops (HOF)
- 4 – Autocross (B-Lot)
- 4 – Celebration of Life (Saralee Barn)
- 4 – Baptism (Showcase Cafe)
- 7-8 – Harvest Challenge Wine Judging (Showcase Café)
- ~~10 – Mexican Dance (Grace Pavilion) ~ CANCELLED, BAND UNABLE TO GET VISAS RENEWED~~
- 11-12 – Sonoma Marin Rush Riders Horse Show (Chris Beck Arena)
- 11-12 – Norcal Golden Retrievers Agility Trials (Lyttle Cow Palace)
- 11-12 – SF Bay Weimaraner F-CAT (Portion of Carnival Lot)
- 11-12 – Holiday Craft Show (Garrett)
- 15 – Golden State Gay Rodeo Assn-BAC Barrel Racing (Lyttle Cow Palace)
- 18 – Redwood Gospel Mission Turkey Smoking/Turkey Drop-off (Showcase Kitchen & Finley Lawn)
- 18-19 – Hispanic Church Services (Kraft & Garrett)
- 22 – Great Thanksgiving Banquet (Grace, Finley, Kraft, Garrett, Annex, Showcase Kitchen & Shade Park)
- 29 – Golden State Gay Rodeo Assn-BAC Barrel Racing (Lyttle Cow Palace)
- 30 – Wine Industry Expo (Grace, HOF, Finley, Kraft, Garrett, Annex & Showcase Café)

Car Mart, Cheveto Mobile Window Tinting, Motorcycle Training & Golf Course

DECEMBER

- 2 – Ignite Martial Arts (Saralee Barn)
- 2-3 – The Bay Team Dog Agility (Lyttle Cow Palace)
- 8 – Dan Berger’s International Wine Competition (Showcase Café)
- 9 – Quinceañera (Finley Hall)
- 15 – G&C Auto Car Giveaway (Garrett Building)
- 16 – So Ho Ho Holiday Market (Grace Pavilion)
- 26 – Recology Christmas Tree Recycling Drop-off (B-Lot)

Car Mart, Cheveto Mobile Window Tinting, Motorcycle Training & Golf Course

ATTACHMENT #3

Sonoma County Fair Livestock Committee:

Sonoma County 4-H and FFA organizations provide so many opportunities for agricultural youth to learn about the industry, develop communication skills and become leaders of the future. While these organizations are supported by extension staff and advisors, many volunteers and generous business are to credit for a wide variety of activities and awards.

The Sonoma County Livestock Judging Contest has been a long-standing tradition for 4-H and FFA members for many years, providing a quality experience leading up to the state qualifying contest at UC Davis. This year's event committee is brand new and passionate about ensuring this event has the support it needs to continue. We know first-hand how livestock judging helps kids develop skills in public speaking, critical thinking, analytics and the appreciation of livestock. This year the committee is seeking a new venue, one that is more central for clubs and chapters to travel to and participate in the contest. The Sonoma County Event Center meets that requirement and the following areas would be ideal for:

- Sheep Ring and Livestock Office - Event registration and orientation
- Sheep Ring - Sheep and Goat Classes
- Cattle Barn 1 - Beef Classes
- Cattle Barn 2 - Swine Classes
- Cattle Barn 1 and Cattle Barn 2 – Reasons
- Sheep Ring – Awards Ceremony

Another possibility is using Little Cow Palace for classes and awards to be held in the beef ring. The event registration would start at 8:30 AM and the contest would conclude by 3 PM. The committee would be responsible for all setup and clean up tasks. Traditionally a local 4-H Club or FFA Chapter is invited to host a food booth to server breakfast and lunch to the contestants, coaches, staff and families attending. This would be a fundraiser for that organization.

The event committee is relying solely on donations to operate this event. We would respectfully ask the Sonoma County Events Center to consider being an event sponsor and waiving the rental fees for this activity. In return, the committee is willing to volunteer time with fair events like the steer weigh in and lamb and goat tag in. We respectfully request your consideration and assistance in continuing to support the contest and agricultural youth.

Thank you in advance for your consideration and continued support of agriculture in Sonoma County.

Lynn Scholten

707-217-2981

Lynnscholten2@gmail.com

Sonoma County Event Center

The mission statement of the Sonoma County Fair is to promote and protect agricultural and social values, to enrich educational, cultural and recreational well-being, and to contribute to the economic development of our service area by utilizing our fairgrounds for attractive and financially responsible programs and events on a year-round basis.

Request for Rent Consideration Policies and Procedures

- 1) All requests for rent consideration will be reviewed and acted upon by the Sonoma County Fair Board of Directors.
- 2) Proposals will only be accepted from non-profit organizations requesting rent considerations for events that provide a community benefit and/or has an educational focus. The event must be free to the public.
- 3) Only written requests will be accepted and must be submitted at least two months in advance of the requested facility use. Even if an organization has received consideration in the past, the organization must submit a request for any rent consideration.
- 4) Should fee consideration be granted, all direct costs realized by the Sonoma County Fair will be charged. These fees may be estimated and could include:
 - Heat
 - Utilities (water, gas and electricity)
 - Set-up, teardown and cleaning
 - Use or call-outs of Fair Staff outside of regularly scheduled work hours
 - Cost of moving equipment
 - Gate staffing
 - False Alarms
- 5) Waiver or reduction of rental fees for the use of the electronic signboard and the marquee will not be considered.

Organization Name: Sonoma County 4-H (Sonoma County Youth Livestock Judging Contest via)
Contact Name/Phone/Email: Diego (Sonoma County 4-H) Lynn Scholten lynnscholten2@gmail.com (Judging Contest)

Rent Wavier or Reduction Consideration Request:

1) The mission of the organization:

| |
|---|
| Support Youth in Agriculture through hands on experiences |
|---|

- a. Yes No: We are a non-profit organization
- b. Yes No: Our mission is of benefit to the community and/or educational focus

2) The date(s) you are requesting the use of the facility: **1/27/2024**

3) Alternative date(s) you will accept if your first choice is not available (weekday requests are more likely to be granted than are weekends). _____

4) The purpose of the event:

We are holding a livestock judging contest for youth – 4-H and FFA members from the county and beyond

5) An estimate of how many people will be served: **50**

6) Information about rent consideration provided by the Event Center in the past:

The judging committee appreciated the board’s waiver last year for use of the barns for our judging contest.

7) What type/amount of rent consideration are you requesting?

Waiver of the cost of the facilities would be greatly appreciated. We have limited budget which also needs to be used for awards

8) Any other pertinent information?

The Sonoma County Youth Livestock Judging Contest is one of the last county held contests. This event allows youth of all ages to practice their public speaking and decision-making skills as well as use their livestock knowledge and evaluation skills. The committee is honored to be able to continue this tradition. The fairgrounds is a central wonderful location that makes it easier for all members to participate. We appreciate the So Co Event Center and Fair Board of Directors’ support of the event.

For Board of Directors’ Use

Board Meeting Agenda Date: _____

Decision: _____ Grant _____ Not Approved

Comments: _____

Approved: _____

Fair Board President Signature

Please email completed form to: DTownsend@sonomacountyfair.com

Or mail to: Sonoma County Event Center, Attn: Debra Townsend

1350 Bennett Valley Road, Santa Rosa, CA 95404

Questions: (707) 545-4200 x201