

**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 – December 7, 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 November 2023 Interim Financial Reports (Handout) – Becky Bartling, CEO
5. Discussion and possible action regarding December 2023-January 2024 Interim Events Schedule (Attachment #1) – Becky Bartling, CEO
6. Discussion and possible action regarding request for reduced alcohol and food buyout fees for the Artisan Cheese Festival on March 23, 2024 (Attachment #2) – Becky Bartling, CEO
7. Discussion and possible action regarding remodel/improvement plans for the Front of the Grace Pavilion (Attachment #3) – Becky Bartling, CEO
8. Update on activities around the Fairgrounds – Becky Bartling, CEO
9. Request for future agenda items
10. 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 Events

December 1, 2023 thru January 31, 2024

(Prepared for December 7, 2023 Buildings & Grounds Committee Meeting)

DECEMBER

- 1-31 - Empty COVID Trailer Storage (Ball Park)
 - 2 – Ignite Martial Arts (Saralee Barn)
 - 2-3 – The Bay Team Dog Agility (Lyttle Cow Palace)
 - 5 – SRPD Drone Training (HOF)
 - 5-31 – *Animal Boarding (Fur & Feathers and Double Letter Barns)*
 - 8 – Dan Berger’s International Wine Competition (Showcase Café)
 - 9 – Quinceañera (Finley Hall)
 - 9 – Z R Entertainment Mexican Concert/Dance (Grace Pavilion)
 - 13 – Golden State Gay Rodeo Assn-BAC Barrel Racing (Lyttle Cow Palace)
 - 15 – Crozat Family Foundation Car Giveaway – 10th Anniversary (Garrett Building)
 - 16 – So Ho Ho Holiday Market (Grace Pavilion)
 - 16-17 – Vizsla Dog Agility (Lyttle Cow Palace)
 - 17 – SCF Staff Holiday (Showcase Café)
 - 26 – Recology Christmas Tree Recycling Drop-off (B-Lot)
- Car Mart, Chevento Mobile Window Tinting, Motorcycle Training & Golf Course

JANUARY

- 1-16 – Recology Christmas Tree Recycling Drop-off (B-Lot)
 - 6 – CA Deer Assn. Annual Banquet (Grace Pavilion/Showcase Kitchen)
 - 10 – Golden State Gay Rodeo, Barrel Racing Practice (Lyttle Cow Palace)
 - 13 – Schafer’s ATA Martial Arts Tournament (Grace Pavilion)
 - 13 – Quinceañera (Saralee Barn)
 - 13-15 – The Bay Team Dog Agility (Lyttle Cow Palace)
 - 17 – CA Land Stewardship Climate Conference (Saralee Barn)
 - 20 – Nor Cal Cup Cheer Competition (Grace Pavilion)
 - 20 – Wedding (Garrett)
 - 20-21 – International Dog Shows (Lyttle Cow Palace)
 - 25 – Golden State Gay Rodeo, Barrel Racing Practice (Lyttle Cow Palace)
 - 27 – Sonoma County Livestock Judging Contest-4H/FFA (Lyttle Cow Palace & Sheep Ring)
- Car Mart, Chevento Mobile Window Tinting, Motorcycle Training & Golf Course



November 10, 2023

Memorandum

To: Buildings & Grounds Committee
Board of Directors, Sonoma County Fair & Exposition, Inc.

From: California Artisan Cheese Festival
Tom Birdsall, Founder and President
Valerie Miller, Executive Director, California Artisan Cheese Guild

Subj: Request for Reduced Alcohol Buyout and Food Buyout Fees

The California Artisan Cheese Festival is nationally recognized as the first festival of its kind to focus on educating consumers about artisan cheese. The annual three-day Festival was first held in March 2007 and now consistently attracts more than 3,000 attendees from all across the United States. The Festival had been headquartered in Petaluma due its long history of dairies and proximity to many artisan cheesemakers until our move to Santa Rosa in March 2018. See www.artisancheesefestival.com for more details. The 2024 schedule of events includes tours of dairies and creameries, educational seminars, a cheese crawl at The Barlow, and our Artisan Cheese Marketplace. The Festival is a 501(c)(3) nonprofit organization with the mission to educate people who want to learn more about artisan cheese, support the artisan cheesemaking community and its sustainability, and celebrate and enjoy the creations of the artisan cheesemakers

Giving Back

The Festival helps the local artisan cheesemaking community directly by contributing 10% of all ticket proceeds to nonprofit organizations that work to (1) protect and preserve the lands needed by the artisan cheesemakers for their cows, sheep and goats; (2) train and encourage the next generation of milk producers and cheesemakers; and (3) support the artisan cheesemaking community in California. The festival has to date made donations totaling more than \$170,000 to the following non-profits: Sonoma Land Trust, Petaluma High School Future Farmers of America, Redwood Empire Food Bank, Marin Agricultural Land Trust, and the California Artisan Cheese Guild.

Sonoma County Fairgrounds as “Home” for the Festival

The California Artisan Cheese Festival would like to stay in Sonoma County and appreciates the opportunity to have its biggest consumer event – the Artisan Cheese Tasting & Marketplace - at the Sonoma County Fairgrounds. This statewide celebration of artisan cheese annually attracts guests from across the United States. The 2023 Festival hosted guests from four countries and 21 different states and approximately 57% of our online ticket purchasers were from outside of Sonoma County.

These demographics are good for the County's agricultural economy and its reputation for quality and innovation. They are also good for tourism and overnight stays during a slow time of year.

The Festival typically showcases approximately 20 California artisan cheesemakers – many of whom are small producers located in and around Sonoma County, and every year we have producers that are just starting to make cheese. Our Sunday Marketplace, set up like a large farmers market, features California-based cheesemakers; wineries, breweries and cider makers; jams, jellies, honeys and accoutrements; crackers and breads; along with cutting boards and other assorted artisan products that complement cheese. In true farmers market fashion, products are sampled and sold. Food products are sampled and can be purchased to take home. Beverages are only sampled, they are not sold by the glass.

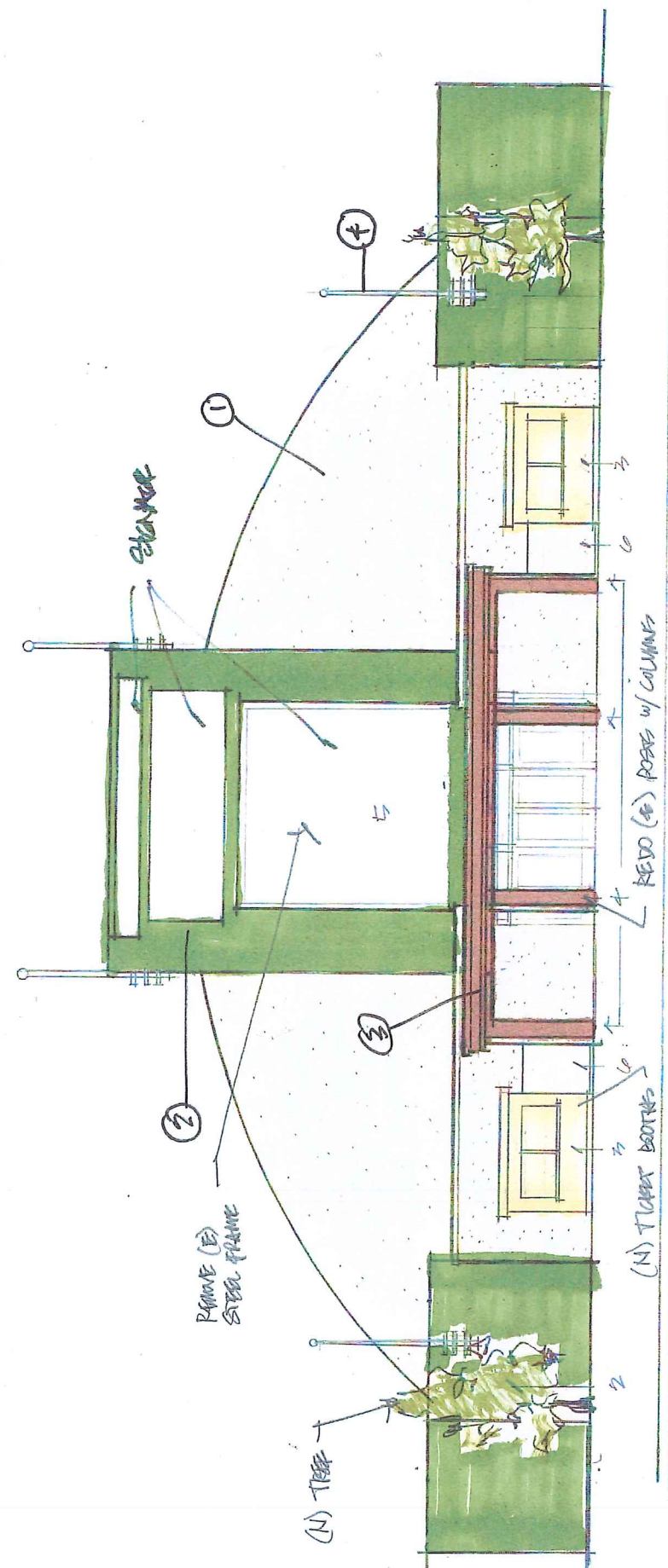
This is the only festival in California that provides consumers with a chance to meet many leading cheesemakers, and visit their farms and creameries. And it's a rare opportunity for cheesemakers to introduce or test new products and get direct feedback from food-loving consumers.

Request

As a nonprofit festival, and one that donates 10% of all ticket proceeds to nonprofits that support the artisan cheesemaking community, our annual budget is designed to produce only a small surplus of revenues over costs. **To help support the California Artisan Cheese Festival at the Fairgrounds, we respectfully request that the Sonoma County Fair Board provide a 50% reduction in the food buyout and alcohol buyout, as you have in 2018, 2019 and 2022 and 2023.** Our event is unique in that only tastes of artisan food items are being served to the public. This sampling of artisan products, that are not prepared/cooked on site for immediate consumption, are not a service that can be performed by a Fairgrounds food vendor.

We believe that keeping the popular California Artisan Cheese Festival at the Sonoma County Fairgrounds will complement the other great events held there, continue the Fairgrounds' long tradition of supporting the agricultural community and economy, and help the overall Sonoma County economy.

We appreciate the opportunity to discuss the Festival and this request with you.



COLORS. MATERIAL EXISTING

- ① TAN
- ② GREEN
- ③ BRONZE
- ④ WHITE

- ✓ 1. REPLACE F. RAIL
- ✓ 2. REPLACE (E) TREE
- ✓ 3. REPLACE TICKET BOOTHS
- 4. PAINT UP EXISTING COLUMNS (REMOVE (2) CENTER POSTS)
- 5. REMOVE SIGN FRAME
- 6. ADD TREE. CORNER OF GRATE
- 7. REPAINT W/ NEW COLOR SCHEME

REMODEL STUDY
 SONOMA COUNTY FAIRGROUNDS
 FRONT NORTH ELEVATION
 GRACE PAVILION

LATHIGH ARCHITECTURE
 11.24.05