

**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 – February 8, 2024, 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 January 2024 Interim Financial Reports (Attachments #1) – Matt Daly, COO
5. Discussion and possible action regarding February-March 2024 Interim Events Schedule (Attachment #2) – Matt Daly, COO
6. Discussion and possible action regarding request for consideration to waive all equipment fees; and in lieu of the Fair charging a parking fee, rent will be paid for use of Saralee & Richard’s Barn, Redwood Lot, outdoor grass areas, portion of area by Jockey Quarters; with reimbursement for labor and crossing guards, for the 63rd Annual 4-H ChickenQue on Sunday, May 5, 2024 (Attachment #3) – Matthew Daly, COO
7. Discussion and possible action regarding rent consideration request for Garrett Building, Link & Showcase Kitchen, from North Bay Dairy Women & CA Milk Advisory Board for Dist. 2 Dairy Princess Contest on April 27, 2024 (Attachment #4) – Matt Daly, COO
8. Discussion and possible action regarding a partnership with a local non-profit to produce a 4th of July Fireworks event – Matt Daly, COO
9. Discussion and possible action regarding a partnership with Sonoma County Hot Air Balloon Classic organization to produce a 2-day Hot Air Balloon Festival – Matt Daly, COO
10. Discussion and possible action regarding North Bay Properties valuation of the Jockey Club building (Attachment #5) – Becky Bartling, CEO

11. Discussion and possible action regarding installation of a dog park at the RV Park with labor/material fees \$40K + 10% contingency – Becky Bartling, CEO
12. Discussion and possible action regarding removal of trees in front of the Administration Office – Becky Bartling, CEO
13. Update on activities around the Fairgrounds – Becky Bartling, CEO & Isaac Gentry, Maintenance Superintendent
14. Request for future agenda items
15. 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 - January 1-31, 2024
(Prepared for February 8, 2024 Buildings Grounds Committee Meeting)

JANUARY - Event Name	Event Type	Facility Rented	Rental	Parking	Food	Alcohol	*2024	2023
RV Park	RV Sites	RV Park	\$79,016.71				\$79,016.71	\$109,004.69
CA Deer Association	Annual Fundraiser	Grace Pavilion & Showcase Kitchen	\$12,510.00			\$3,821.59	\$16,331.59	\$12,345.20
World Class Cheerleading	Cheer Competition	Grace Pavilion	\$7,883.75	\$2,211.00	\$532.28		\$10,627.03	
Management of SR Vet's	Facility Management	Vet's Building	\$10,000.00				\$10,000.00	\$10,000.00
Schafer's Blackbelt Academy	Marital Art Tournament	Grace Pavilion	\$5,222.75	\$2,960.00	\$151.63		\$8,334.38	\$8,288.36
Tayman Park Golf Group	Golf Course	Golf Course	\$6,888.22				\$6,888.22	\$6,641.03
The Bay Team	Dog Agility	Lyttle Cow Palace	\$5,606.25	\$990.00			\$6,596.25	\$4,363.50
Department of Health Service, So. Co. Animal Services	Emergency Boarding of Fowl	Poultry Barn	\$5,000.00				\$5,000.00	
International Dog Show	Dog Agility	Lyttle Cow Palace	\$2,943.75	\$1,580.00	\$76.50		\$4,600.25	\$3,801.00
Anneo Martinez Villegas	Wedding Reception	Garrett Building	\$4,495.90				\$4,495.90	
Estela Velasquez	Quinceañera	Saralee Barn	\$4,199.00				\$4,199.00	
Verizon	Telcom Site	Lower Barns	\$2,575.00				\$2,575.00	\$2,500.00
California Land Stewardship Institute	Climate Conference	Saralee Barn	\$2,375.01				\$2,375.01	
North Bay Carmart, LLC	Carmart	Brookwood Lot	\$1,787.75				\$1,787.75	\$1,960.75
Robert Stafford	Celebration of Life	Garden Annex	\$1,484.50				\$1,484.50	
UCCE	4-H & FFA Livestock Judging	Lyttle Cow Palace & Swine Ring	\$1,378.50				\$1,378.50	\$1,150.00
Sonoma County Board of Supervisors	Annual Meeting	Saralee Barn	\$1,231.50				\$1,231.50	
Golden State Gay Rodeo Assn.	Barrel Racing	Lyttle Cow Palace	\$1,003.50				\$1,003.50	\$869.50
County of Sonoma	Exams	Finley Hall	\$1,000.00				\$1,000.00	
SRMT	Motorcycle Training	Brookwood Lot	\$750.00				\$750.00	\$1,712.00
Cheveto Mobile Window Tinting	Window Tinting	Brookwood Lot	\$550.00				\$550.00	\$500.00
**Revenue from 2023 Events not returning in 2024								
*Gross Revenue includes security and insurance, which are reimbursed expenses							\$170,225.09	\$204,972.03
**COVID Trailers \$34,700 & Amy's Kitchen \$7136							2022 \$241,761.28	



Interim Events

February 1 thru March 31, 2024

(Prepared for February 8, 2024 Buildings & Grounds Committee Meeting)

FEBRUARY

- 1-29 – Animal Control Emergency Boarding of Fowl (Poultry Barn)
- 2-4 – Vizsla Club Dog Agility (Lyttle Cow Palace)
- 2-4 – Spa & Swim Spa Sale (Garrett)
- 3 – Farm Bureau Crab Feed (Grace/HOF/SC Kitchen/Annex)
- 7 – Golden State Gay Rodeo, Barrel Racing Practice (Lyttle Cow Palace)
- 8 – BOS Roundtable Meeting (Saralee)
- 9-11 – English Cocker Spaniel Club Dog Agility (Lyttle Cow Palace)
- 12-16 – *Maintenance Mania* (Saralee/HOF/Showcase)
- 16-17 – Redwood Empire Coin Show (Finley)
- 16-17 – McAllister Motorsports Indoor Short Track Racing (Grace)
- 16-18 – County-Wide Dog Agility (Lyttle Cow Palace)
- 21 – Golden State Gay Rodeo, Barrel Racing Practice (Lyttle Cow Palace)
- 23-25 – Redwood Empire Gymnastics (Grace/Saralee)
- 24-25 – The Bay Team Dog Agility (Lyttle Cow Palace)
- 27-28 – LA Times Wine Judging (Showcase)
- 29-March 3 – Just Between Friends Spring Kids'/Maternity Consignment Sale (Grace)

Car Mart / Chevento Mobile Window Tinting / Motorcycle Training

MARCH

- 1-3 – Sacramento Hot Tub Sale (HOF)
- 1-4 – American Supercamp Motorcycle Training (LCP)
- 1-31 – Animal Control Emergency Boarding of Fowl (Poultry Barn)
- 2-3 – Just Between Friends Kids' & Maternity Consignment Sale (Grace)
- 5 – SCOE Steam Showcase (Saralee/Finley/Showcase)
- 8 – Mexican Dance (Grace)
- 8 – Golden State Gay Rodeo, Barrel Racing Practice (LCP)
- 9 – North Bay Science Discovery Day (Saralee/Finley/Garrett/Kraft/HOF/Annex)
- 12-13 – Farm Bureau Ag Days (LCP/Saralee/Finley/Cattle Barns/Showcase)
- 15-18 – Jurassic Quest (Grace/HOF/Shade Park)
- 16-17 – The Bay Team Dog Agility Trials (LCP)
- 20 – Dept. of Rehabilitation/State of CA Job & Resource Fair (Garrett/Kraft)
- 20 – Golden State Gay Rodeo, Barrel Racing Practice (LCP)
- 23 – Artisan Cheese Festival (Grace/Showcase)
- 23-24 – Interscholastic Equestrian Horse Show (LCP/Horse Barns)
- 24 – Interscholastic Equestrian Horse Awards Banquet (Saralee)
- 26-27 – Salmonid Restoration Federation Conference (Saralee/Finley)

Car Mart / Chevento Mobile Window Tinting / Motorcycle Training



University of California
Agriculture and Natural Resources

Sonoma County ATTACHMENT #3

133 Aviation Blvd., Suite 109
Santa Rosa CA 95403
(707) 565-2621 office
(707) 565-2623 fax
<http://CESonoma.ucanr.edu>



January 9, 2024

Board of Directors
Sonoma County Event Center at the Fairgrounds
1350 Bennett Valley Road
Santa Rosa, CA 95404

Dear Board Members,

The University of California Cooperative Extension (UCCE), Sonoma County, will host the 63rd annual 4-H Open House and Chicken BBQ (nicknamed ChickenQue) on Sunday, May 5, 2024 at the Sonoma County Fairgrounds.




Since 1961, 4-H youth members, adult 4-H volunteers, and their families come together at the fairgrounds, rain or shine, to showcase the best of Sonoma County 4-H and host the largest single day chicken BBQ fundraiser west of the Mississippi! Sonoma 4-H clubs host interactive booths featuring the many projects their members are involved with. The event provides funding for countywide 4-H programs, including youth leadership development, agricultural and animal science education, and scholarships for higher education.

We request consideration to waive all equipment fees; and in lieu of the Fair charging a parking fee. We pay for use of Saralee & Richard's Barn, Redwood lot, outdoor grass area, and the jockey area and reimburse labor for the crossing guards.

For more than a century, UCCE Sonoma County has conducted applied research, extension, and education to strengthen our county's vital agriculture, natural resources, and family and consumer sciences. We invite you to read about our recent accomplishments focusing on local issues, especially related to climate change, wildfire recovery, food access and insecurity and youth development at <https://ucanr.edu/sites/SoCo/files/381365.pdf>. UCCE, 4-H members rely on the annual county fair to showcase their 4-H livestock and projects-Thank you!

We invite you to join us to learn more about 4-H youth programs and eat a delicious chicken lunch. Thank you and please contact us if you have additional questions.


Stephanie Larson
Sonoma County Director
slarson@ucanr.edu


Stefanie Stornetta
4-H Volunteer & ChickenQue Chair
sassy74129@comcast.net

The University of California working in cooperation with Sonoma County and the USDA



Sonoma @UCCESonoma

UCCE

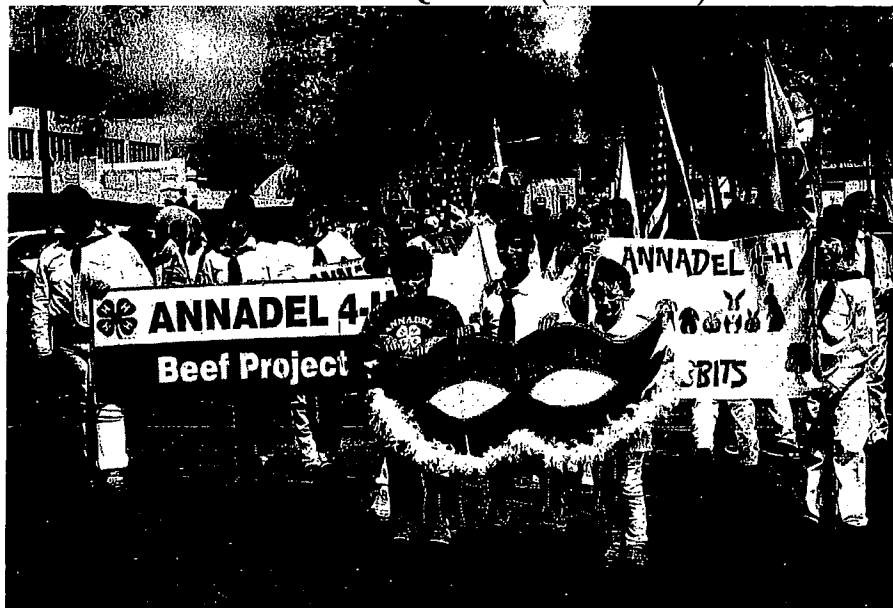




THEN: ChickenQue 1969 (8th annual)



NOW: ChickenQue 2023 (62nd annual)



The University of California working in cooperation with Sonoma County and the USDA





The University of California working in cooperation with Sonoma County and the USDA



Sonoma County Event Center

ATTACHMENT #4

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 Ag-related 501(c)(3) non-profit organizations requesting rent considerations for events that provide a community benefit and/or has an educational focus.
3) Only written requests will be accepted and must be submitted at least two months in advance of the requested facility use.
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, Set-up, Use or call-outs of Fair Staff, 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: Dist. 2 Dairy Princess Contest
Contact Name/Phone/Email: Judy Buttko 707-481-4514
dist 2 dairy princess committee@gmail.com
Co Sponsored by North Bay Dairy Women a CA Milk Advisory Board

Rent Waiver or Reduction Consideration Request:

- 1) The mission of the organization: This organization is to educate the public & to promote the dairy industry. To promote better producer - processor - consumer relations and greater use of all dairy foods through the support of advertising, educational programs.
a. Yes [X] No: We are a non-profit organization
b. Yes [X] 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: April 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): NA

#1 con't

and through social events. Will cooperate with all dairy farm and community organizations working for the best interests of the dairy farmers, state and federal officials (This is the mission of the North Bay Dairy Women).

The California Milk Advisory Board (CMAB), an instrumentality of the California Department of Food and Agriculture is funded by the states dairy farm families who lead the nation in sustainable dairy farming practices. CMAB's programs, which includes the Dairy Princess Program, focus on increasing demand for California sustainable dairy products in the state, across the United States and around the world through advertising, public relations, research, retail and food service promotional programs.

Dairy Princess Program (Contest): District 2 covers 6 counties, Sonoma, Marin, Lake, Mendocino, Napa and Solano. The California Dairy Princess Program has been in effect since 1958. This year will be our 67th contest. Dairy Princess ambassadors and alternates are selected during events at Districts though out the state, where they showcase their speaking skills, knowledge of dairy, and plans to represent the industry during their one-year term. California Dairy Princesses serve as industry advocates in their home district and through the state, supporting the reputation of milk and dairy products. This is done through their appearances at schools, fairs, industry meetings, service clubs and parades, to name a few.

Through profits from our event, we are able to fund 3 scholarships to youth in our district.

- 4) The purpose of the event: *The purpose of our event is to select a young lady to be our official spokesperson for our industry. This is done by personal interview, stage interview and a presentation on a selected topic. This is all done before a 3 judge panel.*
- 5) An estimate of how many people will be served: 450

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

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

8) Any other pertinent information?

For Board of Directors' Use

Board Meeting Agenda Date: _____

Decision: _____ Grant _____ Not Approved

Comments: _____

Approved: _____
Fair Board President Signature

Please email completed form to: secretary@sonomacountyfair.com
 Or mail to: Sonoma County Event Center, Attn: Lorna Fox
 1350 Bennett Valley Road, Santa Rosa, CA 95404
 Questions: (707) 545-4200 x201

#7

Any type/amount of rent consideration would be appreciated.

Because of a booking mistake by the Sonoma County Veterans Memorial Buildings my booking for our event in 2024 was omitted in a system change. When I contacted them for our contract, they informed me that I did not have a booking with them (which I did in 6/2023) and the dates had already been booked for another event. This sent me looking for a venue that would fit our needs like the Petaluma Veteran's Memorial Building has done for over 55 years. The Sonoma County Fairgrounds is the closest fit for us, but also means that I will have to rent extra items that will allow me to make our event as close to what it has been.

In looking at your rental chart, I can use items off that list to make our event happen at the fairgrounds. But that also comes with a rental charge. If I penciled things out correctly, my rent, including the extra items needed would be close to \$6,000.00.

So anywhere I can get a cost break would be appreciated very much.



NORTH BAY™
PROPERTY ADVISORS

Lease Valuation

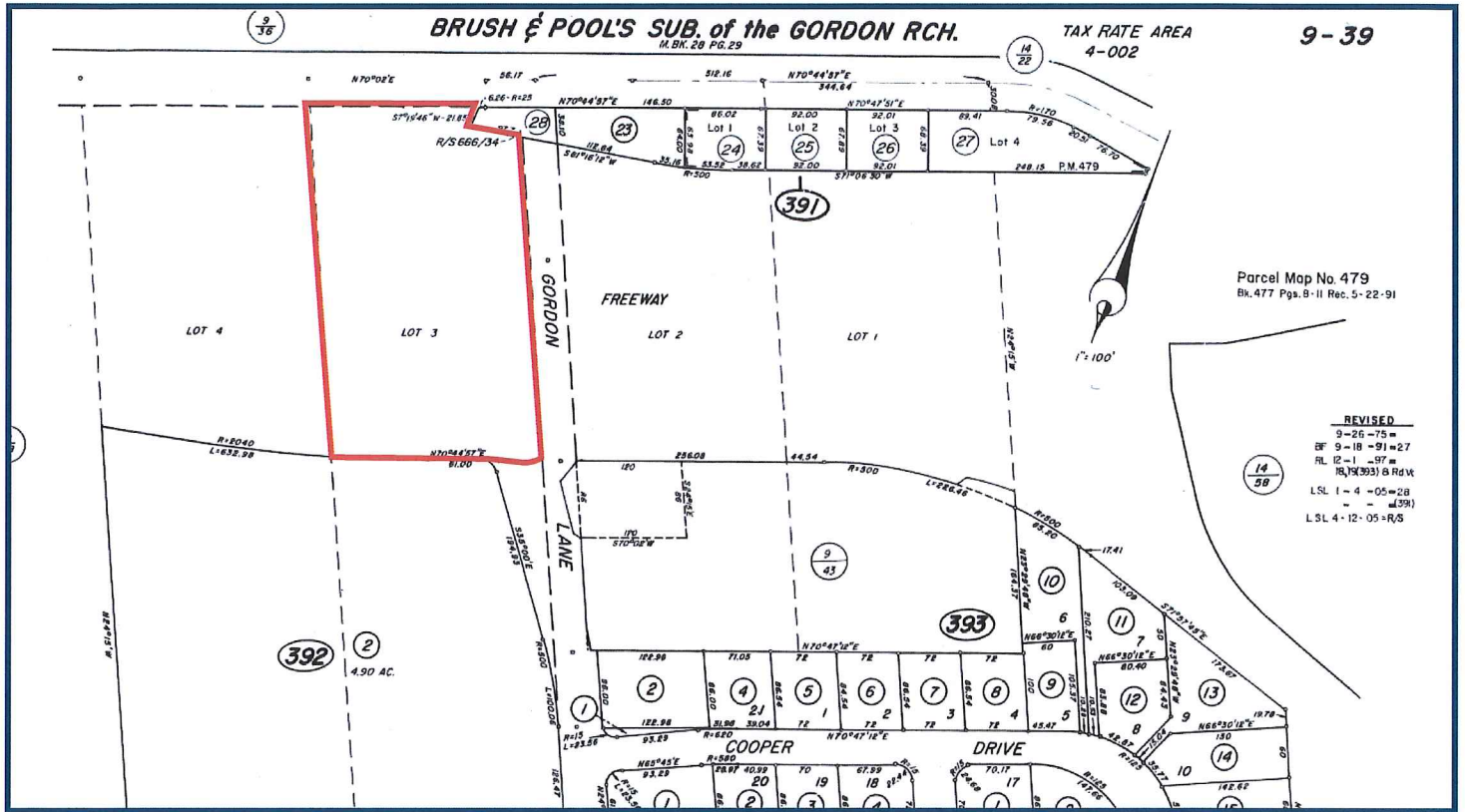
1350 Bennett Valley Road - Jockey Club
Santa Rosa, CA 95404



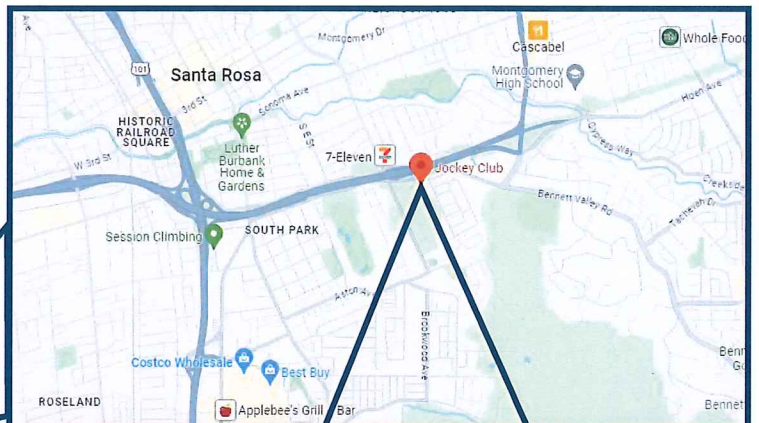
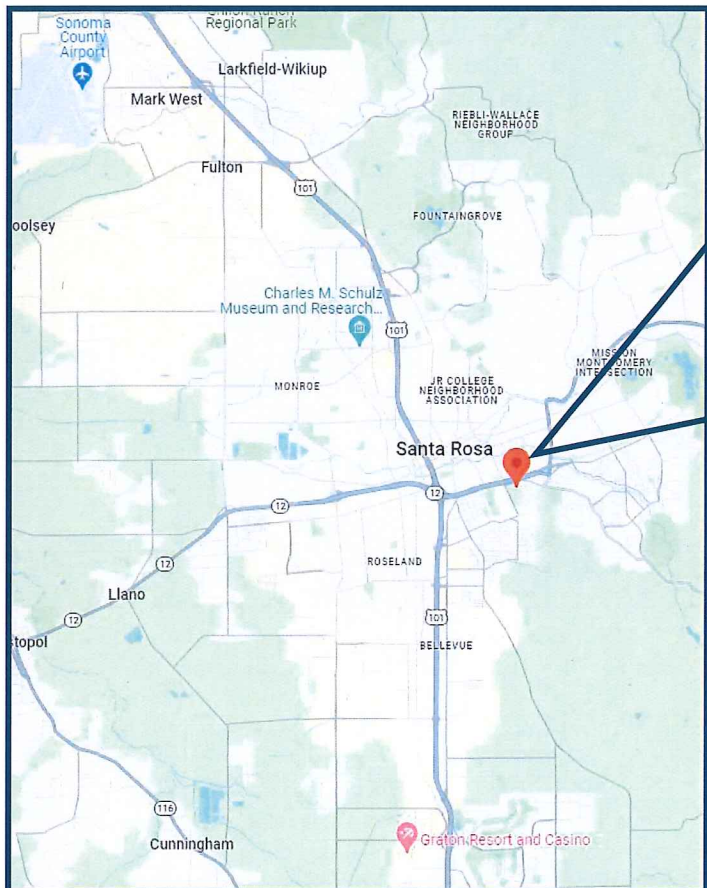
Prepared by:
North Bay Property Advisors
Nick Abbott, CCIM
William M. Severi, CCIM, CPM



PARCEL MAP



MAP



Summary of Findings and Recommendations

Property Overview

The subject site features a 20,160+/- sq. ft. building situated on the NE corner of the Sonoma County Fairgrounds. The land is owned by the County of Sonoma and is utilized by the Sonoma County Fair & Exposition Inc, a quasi-government agency which manages all the land and improvements associated with "The Fairgrounds". This particular property sits on a paved parcel of land of approximately 4.76+/- acres, with ingress and egress off Bennett Valley Road, and Gordon Lane. The existing improvements date back to the early 1980s, initially constructed as a satellite Wagering Facility.

Infrastructure & Zoning

The interior is in good condition, but hyper specialized for a wagering operation. The building has good infrastructure with multiple restrooms, a large commercial kitchen, good open space, adequate power, and a roof that appears to be performing well. The exterior is stucco, with limited natural light in the interior premises. The paved area around the building is available for use most of the year but may pose a challenge during other specified events at the fairgrounds. The Property is zoned in the City of Santa Rosa as Public Institutional (PI) with the same General Plan Designation. Despite this zoning designation, the County may play a role in permitting new uses for this site. If Permit Sonoma will have jurisdiction, that may change the process to approve a new use. It may also be possible that there exists a master plan document for the fairgrounds which gives the county authority for a range in uses, we would want to find and review this document if it exists. If it's determined that you must comply with the City of Santa Rosa zoning code, then you will be forced to work with the PI zoning designation or propose a General Plan land use change. This zoning designation is designed to permit governmental buildings such as hospitals, schools, and city administration offices. (See attached Exhibit A excerpt from General Plan.) Churches or religious uses are permitted with a Conditional Use Permit. If you pursue a use that can work with the PI zoning, we would anticipate a 6-12 month process. If the General Plan needs to be changed, we expect this to take an additional 6 months. This current zoning designation will be challenging for new uses. We would anticipate needing City of Santa Rosa support for almost all alternative uses of the subject premises. The cost will likely be in the \$15K to \$25K range to apply for a CUP. A general plan amendment would take over 12 months and could exceed \$20k in consulting fees and associated costs.

Projected Renovation Costs

The property will need some updating and likely some degree of renovation for a new user. It's unlikely the floor plan and current improvements will work for a new tenant. We are assuming that the HVAC system and roof are in good condition. We anticipate that flooring, paint, lighting, restroom updates, and potential construction work will be necessary for a new tenant to achieve a functional floor plan. This does not consider code upgrades that may be triggered because of performing the above work. Paint and flooring combined would likely be in the \$12-\$15/sq. ft. range. This assumes an entry-level commercial flooring product as well as a one-color interior paint job. If additional work is included, costs could easily reach \$25/sq. ft., totaling just over \$500,000. Our suggestion is to provide some free rent to

help offset the work needed to modify the existing facility improvements. Due to these costs, we would expect a lease term in the 5-10 year range, with options. We would like to prevent direct owner participation in any renovation.

Potential Uses and Asking Lease Rate

There are no other wagering facilities in the market, nor is there demand for a wagering facility from the marketplace. Significant renovations may be necessary to convert this property for a more viable use, like a bulk retailer, church, gym or other similar use. We've looked at larger buildings of all property types to get a feel for what lease rates look like through the North Bay. This has resulted in a lease rate range of \$0.65/sq. ft. for old industrial space without industrial zoning, to over \$2.00/sq. ft. for class A office space. Most of these spaces are offered as Industrial Gross, with the tenant paying operating expenses above the base year and a few involve NNN style leases. Based on this range, we believe an initial asking lease rate of \$1.65/sq. ft. Gross is a good starting point. This rate would equate to about \$33,264/month in base rent. The excess land of nearly 5 acres is hard to find and will be attractive for certain users that need land to store products, like RV storage; or need a lot of parking like a Church or grocery.

Timeline and Conclusion

We would estimate the lease-up to take 6-12 months to secure a tenant. Our suggested asking rent is \$1.65/sq. ft. per month. We are available to meet with your board to discuss specific questions and can start work on this as soon as you come to a decision. Thank you for the opportunity to work with you on this project. We look forward to your decision and taking the next steps together.

Respectfully,

Nick Abbott, CCIM

William M. Severi, CCIM, CPM

EXHIBIT A

LAND USE AND LIVABILITY

COMMERCIAL

Retail and Business Services

Allows retail and service enterprises, offices, and restaurants. Regional centers, which are large complexes of retail and service enterprises anchored by one or more full line department stores, and destination centers, which are retail centers anchored by discount or warehouse stores, are allowed. Large grocery stores are expressly permitted in Community Shopping Centers and downtown only, and may be considered through a Conditional Use Permit process on other commercial sites.

OFFICE

Provides sites for administrative, financial, business, professional, medical, and public offices.

BUSINESS PARK

Planned, visually attractive centers for businesses which do not generate nuisances (noise, clutter, noxious emissions, etc). This designation accommodates campus-like environments for corporate headquarters, research and development facilities, offices, light manufacturing and assembly, industrial processing, general service, incubator-research facilities, testing, repairing, packaging, publishing and printing, and research and development facilities. Warehousing and distribution facilities, retail, hotels, and residential uses are permissible on an ancillary basis. Restaurants and other related services are permitted as accessory uses. Outdoor storage is not permitted.

INDUSTRIAL

Light Industry

Accommodates light industrial, warehousing and heavy commercial uses. Uses appropriate to this land use category include auto repair, bulk or warehoused goods, general warehousing, manufacturing/assembly with minor nuisances, home improvement retail, landscape materials retail, freight or bus terminals, research oriented industrial, accessory offices, and employee-serving commercial uses, and services with large space needs, such as health clubs. Professional office buildings are not permitted.

General Industry

Provides areas for manufacturing and distribution activities with potential for creating nuisances, along with accessory offices and retailing. Unrelated retail and service commercial uses that could be more appropriately located elsewhere in the city are not permitted. Uses may generate truck traffic and operate 24 hours a day.

PUBLIC/INSTITUTIONAL

An area or cluster of governmental or semi-public facilities, such as hospitals, utility facilities,

and government office centers, etc. Minor governmental offices located in a private building, places of religious assembly not occupying extensive land areas, and similar facilities are not shown on the General Plan Diagram. New facilities may be appropriate in any land use category based on need and subject to environmental review.

PARKS AND RECREATION

Neighborhood, community, and citywide parks and special purpose parks and facilities including recreation complexes, golf courses, and creekways are all part of the city's park system. The "R" symbol on the Land Use Diagram indicates a resort facility. Park facilities are categorized as follows:

Neighborhood Parks

City- or county-owned land intended to serve the recreation needs of people living or working within one-half mile radius of the park. Neighborhood parks are generally more than two acres in size but less than ten acres. They provide spaces for informal or casual play, family or small group activities such as picnics, community gardens, children's play areas, a special feature such as a splash area, hard court or multi-use field space for fitness, and passive natural areas. The city aims to provide access to neighborhood parks within one-half mile of residential neighborhoods.

Community Parks

Land with full public access intended to provide recreation opportunities beyond those supplied by neighborhood parks. Community parks are larger in scale than neighborhood parks (generally 10-25 acres in size). They provide spaces for organized sports, larger group events, children's play areas, several unique features, pathways and natural areas, community gardens and recreational facilities such as community centers. The city aims to provide access to community parks within one mile of residential neighborhoods.

Citywide Parks

Generally larger than 25 acres, they include special signature elements such as lakes, sports complexes, an amphitheater, lighted features, recreational facilities and buildings, large play structures, and spaces for large group activities such as citywide camps or corporate picnics. These facilities are used by residents throughout the city.

Special Purpose Parks and Facilities

Park lands generally designated for single use such as golf courses, heritage museums, botanical gardens, and environmental interpretive experiences. These facilities are used by residents throughout the city.

Park Identification on the General Plan Land Use Diagram: Existing and proposed parks are identified on the Land Use Diagram. Existing parks are identified in green showing the