



## NOTICE OF MEETING

The Board of Directors meeting is scheduled for **Tuesday – January 23, 2024 at 5:15p.m.**, Administration Board Room, 1350 Bennett Valley Road, Santa Rosa, CA, to consider the attached agenda. Those persons wishing to attend the meeting and who may require special accommodations pursuant to the provisions of the Americans with Disabilities Act are requested to contact the office of the CEO, (707) 545-4200, at least five working days prior to the meeting to ensure the proper arrangements can be made.

### **Sonoma County Fair & Exposition, Inc. Board of Directors**

Kevin Howe, President  
Hugo Mata, Treasurer  
Rob Muelrath, Past President  
Lisa Wittke Schaffner  
Marcia Mickelson  
Sharon Wright  
Alma Bowen

Kanani Reynolds, Vice President  
Rocco Cunningham, Secretary  
Marilyn Herzog  
Annette O’Kelley  
Neysa Hinton  
Carole Quandt  
Stacey Powers  
Teejay Lowe

This notice is also available on the Internet at: [www.sonomacountyfair.com](http://www.sonomacountyfair.com)

### **MISSION STATEMENT**

*Sonoma County Fair and Exposition Inc. is a non-profit enterprise that serves as a multi-use facility and event center. Our focus is on agriculture education, economic development and entertainment. We also strengthen our community by being an asset at the ready for emergency conditions in the North Bay region.*

### **PUBLIC COMMENT**

Speakers are requested to sign in prior to the start of the meeting and are limited to **three minutes**.

Speaker’s time may be modified based on the # of public speakers. Public comment is allowed on issues **NOT** on the current Agenda. However, no debate by the Board shall be permitted on such public comments and no action will be taken on such public comment items at this time, as law requires formal public notice prior to any action on a docket item. Comments will be accepted on Agenda items during the meeting. Speakers wishing to address the Board on items on the agenda are requested to sign in prior to the start of the meeting and identify the agenda item(s) on which you desire to address the Board.

# SONOMA COUNTY FAIR & EXPOSITION, INC.

Meeting of the Board of Directors  
Tuesday – January 23, 2024 at 5:15 p.m.

## AGENDA

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Introduction of Guests**

4. **Public Comments**

The President will ask for names of individuals expressing desire to make a comment during the Public Comment Agenda item or on a listed Agenda item. The President will then call upon those individuals to provide their comment during public comment or during the particular agenda item. Comments are limited to **three minutes**. Speaker's time may be modified based on the number of public speakers. Public comment is allowed on issues **NOT** on the current Agenda. However, no debate by the Board shall be permitted on such public comments and no action will be taken on such public comment items at this time, as law requires formal public notice prior to any action on a docket item. Comments will be accepted on Agenda items during the meeting.

5. **Approval of Regular Agenda**

6. **Approval of Items 1 through 5 on the Consent Agenda**

The Consent Agenda includes routine financial and administrative actions that are usually approved by a single majority vote. Questions or comments are accepted, but there will be no discussion on these items prior to voting on the motion unless Board Members or the public request specific items be discussed and/or removed from the Consent Agenda and placed on the p Agenda under the appropriate Committee or Agenda Item.

7. **President's Comments – Kevin Howe**

8. **CEO's Report – Becky Bartling**

- December Interim Financial Reports (Attachment #1)
- January/February Interim Event Schedules (Attachment #2)

9. **Fair Operations – Director Wittke Schaffner**

The committee meeting held January 9, 2024, was cancelled due to not having a quorum.

- Discussion and possible action to recommend approval to the full board for a contract with WGAS sports for three monster truck shows and one Destruction Derby for the 2024 Fair. At a not to exceed amount of \$81,400 – Becky Bartling, CEO
- Update on events and activities at the 2024 Sonoma County Fair – Becky Bartling, CEO

10. **Competitive Exhibits, Ag & Educational Exhibits – Director O'Kelley**

Chair update on committee meeting held January 9, 2024

- Discussion and possible action regarding the committee recommendation to approve the draft livestock schedule with possible changes.

11. **Buildings & Grounds – Director Muelrath**

Chair update on committee meeting held January 11, 2024

- Discussion and possible action regarding the committee's recommendation to approve investing \$15,000 from reserves to help fund a new organization and California Fairs Alliance (CFA), to work with a political strategist in an effort for fairgrounds to receive resiliency funds to support infrastructure improvements.
- Discussion and possible action regarding the committee's recommendation to approve awarding a two-year contract (2024-2025) to Professional Event Services, Inc. (PES) at the rates as listed on their financial bid sheet, and to approve adding a 10% upcharge to the rates paid by interim renters, as well as allowing the use of other security companies as needed. (Attachment #3)

**12. Racing – Director Lowe**

Chair update on committee meeting held January 11, 2024

**13. Budget & Finance – Director Mata**

Chair update on committee meeting held January 23, 2024

- Discussion and possible action regarding the committee recommendation to approve the Corporate Resolution to open a money market account at Exchange Bank (Attachment #4)

**14. Report on Harvest Fair – Directors Wittke Schaffner & Rocco Cunningham**

The committee meeting held January 9, 2024, was cancelled due to the meeting not being posted.

**15. Report on Fair Foundation – Directors Herzog & Mickelson**

Update on committee meeting held January 9, 2024

**16. Request for future agenda items**

**17. Adjournment**

## CONSENT AGENDA

1. **Full Board Meeting**  
Approval of Minutes from the November 21, 2023, Meeting
2. **Competitive Exhibits & Ag Committee Meeting**  
Approval of Minutes from the December 5, 2023, Committee Meeting
3. **Building & Grounds Committee Meeting**  
Approval of Minutes from the December 7, 2023, Committee Meeting
4. **Racing Committee Meeting**  
Approval of Minutes from the December 7, 2023, Committee Meeting
5. **Budget & Finance Committee Meeting**  
Approval of Minutes from the November 21, 2023, Committee Meeting

**Sonoma County Fair**  
**DRAFT MINUTES OF THE MEETING OF THE**  
**BOARD OF DIRECTORS**  
**Tuesday – December 19, 2023, at 5:15 p.m.**

**DIRECTORS PRESENT:** Kevin Howe, President, Kanani Reynolds, Vice President; Rocco Cunningham, Secretary; Rob Muelrath, Past President; Annette O’Kelley, Marcia Mickelson, Neysa Hinton, Carole Quandt, Stacey Powers, Teejay Lowe, Marilyn Herzog, Sharon Wright, Hugo Mata, Treasurer; Lisa Wittke Schaffner, Alma Bowen

**DIRECTORS ABSENT:** None

**OTHERS PRESENT:** Becky Bartling, Isaac Gentry, Jennifer Herrera, Matt Daly, Cyndy Dalbeck, Debbie Townsend

**CALL TO ORDER:** The meeting was called to order by President Howe at 5:24 p.m.

**PLEDGE OF ALLEGIANCE:** Director Cunningham led the pledge of allegiance.

**INTRODUCTION OF GUESTS:** None

**PUBLIC COMMENTS:** Max Mickelsen, a previous Board President donated \$500.00 in memory of Hannelore Friedrichsen towards agriculture at the fairgrounds.

**APPROVAL OF REGULAR AGENDA:**

Director Muelrath moved to approve the agenda; Director Mata seconded the motion; **the motion passed unanimously.**

**APPROVAL OF CONSENT AGENDA – Item 1 through 6:**

Director Muelrath moved to approve the Consent Agenda; Director Wright seconded the motion; **the motion passed unanimously.**

**PRESIDENT COMMENTS:**

President Howe enjoyed the Fairgrounds year-round staff holiday party and thanked all who organized it.

**CEO’S REPORT:**

CEO Bartling reviewed the November 2023 Interim Financials.

CEO Bartling reviewed the December/January 2023 Interim Event Schedules at reported that the Fairgrounds are boarding animals for an animal services emergency.

**FAIR OPERATIONS – Director Powers**

- Discussion and possible action regarding the committee recommendation to eliminate the VIP tent program for the fair. Director Wittke Schaffner moved to approve; Director Reynolds seconded the motion. **The motion passed unanimously.**

**COMPETITIVE EXHIBITS, AG & EDUCATIONAL EXHIBITS – Director O’Kelley**

- Discussion and possible action regarding the committee recommendation to dedicate the Hall of Flowers to (Name omitted until Honoree is contacted). The Honoree is a long-time local resident and has spent several years volunteering at the Fair. Director O’Kelley moved to approve; Director Bowens seconded the motion. **The motion passed unanimously.**

- Discussion and possible action regarding the committee recommendation to approve the dedication of the guidebook to (Name omitted until Honoree is contacted). Director O’Kelley moved to approve; Director Cunningham seconded the motion. **The motion passed unanimously.**
- Discussion and possible action regarding the committee recommendation to approve the list of candidates to be contacted for the 2023-2025 Livestock Advisory committees:
  - Beef – No nominations needed.
  - Sheep – Amanda King
  - Swine – Arnold King
  - Dairy – Jen Beretta
  - Horse – David Lawson and Megan Saldana Sweeney
  - Goat – Rose Spaletta
  - Small Animal – Mark Bush

Director O’Kelley moved to approve; Director Herzog seconded the motion. **The motion passed unanimously.**

### **BUILDINGS & GROUNDS – Director Muelrath**

- Discussion and possible action regarding the committee’s recommendation to approve reduced alcohol and food buyout fees for the Artisan Cheese Festival on March 23, 2024, to be 25% for food, \$1 per person off of the \$5 per person buyout for alcohol, and \$15 per vehicle buyout. Director Muelrath moved to approve; Director Cunningham seconded the motion; **The motion passed unanimously.**
- Discussion and possible action regarding the committee's recommendation to support the foundation's improvement plans for the front of the Grace Pavilion. Improvements include removing poles and painting the front of the building. The cost approved by the Foundation is \$25,000. Director Muelrath moved to approve; Director Wright seconded the motion. **The motion passed unanimously.**

### **RACING – Director Lowe**

- Discussion and possible action regarding the committee recommendation to approve a contract with Stacey Lapham for Director of Racing for the 2024 Sonoma County Fair Wine Country Racing not to exceed \$60,000. Director Lowe moved to approve; Director Reynolds seconded the motion; **The motion passed unanimously.**

### **BUDGET & FINANCE – Director Mickelson**

- Discussion and possible action regarding the committee recommendation to approve draft financial statements through November 30, 2023. CFO Dalbeck shared the details for the end of November 30, 2023, budget. Director Mata moved to approve; Director Wright seconded the motion; **the motion passed unanimously.**
- Discussion and possible action regarding approval of 2023 Purchase Orders or Contracts in excess of \$25,000. None. **No action taken.**
- Discussion and possible action regarding the committee recommendation to approve the 2024 Budget. CEO Bartling presented the 2024 Budget and discussed the increase in Interim Facility rental fees, fair admissions, Fair parking prices. Marketing will push the value of the Fair. The capital improvement budget will be used to upgrade the RV Park and other facilities at the Fairgrounds. Director Mata moved to approve; Director Wright seconded the motion; **the motion passed unanimously.**

### **HARVEST FAIR – Directors Wittke Schaffner & Rocco Cunningham**

- Director Wittke Schaffner and Cunningham provided an update on the committee meeting held on December 6, 2023.
- CFO Dalbeck reviewed the Harvest Fair financials which broke even. No action taken.
- Discussion and possible action regarding the Harvest Fair committee recommendation to approve the change to the Harvest Fair Bylaws. Director Cunningham moved to approve; Director Muelrath seconded the motion. **The motion passed unanimously.**

### **FAIR FOUNDATION – Director Herzog**

No committee meeting was held in December due to cancellation.

### **REQUEST FOR FUTURE AGENDA ITEMS:**

None

### **ADJOURNMENT**

**There being no further business, a motion was made by Director Mickelson to adjourn the meeting at 5:57 p.m.; Director Wittke Schaffner seconded the motion; the motion passed unanimously.**

Sonoma County Fair  
**DRAFT Minutes of the**  
**Competitive Exhibits, Agriculture and Educational Exhibits Committee Meeting**  
Tuesday, January 9, at 5:00 p.m.  
Administration Building, Board Room

Directors Present: Chair, Annette O’Kelley; Vice-Chair, Rocco Cunningham; Alma Bowen, Marilyn Herzog, Marcia Mickelson, Stacey Powers

Directors Absent: None

Other Directors Present: None.

Others Present: Matt Daly, Hope Marshall, Bella Adams, Jennifer Herrera, Greg Duncan

The meeting was called to order by Chair Annette O’Kelley at 5:00 PM

Approval Of Agenda:

Director Powers moved to approve the agenda; Director Mickelson seconded the motion; the motion passed unanimously.

Public Comments:

None.

Update on Flower Show:

Flower Show Designer, Greg Duncan, gave an update on his progress with the design for the 2024 Flower Show. The theme will be “Cirque de Fleur”.

Discussion And Possible Action: Livestock Schedule:

Directors discussed the schedule with Staff and requested more time to review. Director Cunningham moved to approve the draft livestock schedule with possible changes; Director Powers seconded the motion; motion passed unanimously.

Junior Livestock Auction Payment Policy Status Update:

Staff has a meeting scheduled with ShoWorks to discuss possible solutions for getting buyer payments more efficiently.

Staff Report:

- 2023 JLA Summary & Receivable Update – Four people still have outstanding JLA bills, the total outstanding balance is \$6,008.54.
- The Flower Show garden selection meeting will be held on Wednesday, February 21<sup>st</sup> at 5pm for Junior exhibitors and 6pm for Pro and Amateur exhibitors.
- 2024 Livestock Judges are being confirmed, now that schedule is mostly set – securing judges will become easier.
- 2024 Prop 12 Requirements – Staff is meeting with the Redwood Empire Food Bank & Sonoma County Farm Bureau to work on a donation program for the Market Hog auction. This program would eliminate the resale option for market hogs and
- JLA Buyer Advertisement – Staff are working on an advertisement to be placed in the Press Democrat around mid-December to thank the 2023 auction buyers.



## CONSENT AGENDA # 2

### Request For Future Agenda Items:

- Prop 12
- Avian Flu
- Market Steer Breed Divisions

### Adjournment:

Director Herzog moved to adjourn the meeting at 5:41 p.m., Director Mickelson seconded the motion, motion passed unanimously.

Sonoma County Fair & Exposition, Inc.  
**DRAFT Minutes of the**  
**Buildings and Grounds Committee Meeting**  
Thursday – January 11, 2024 at 4:30 p.m.

**VOTING-DIRECTORS PRESENT:** Teejay Lowe, Vice Chair; Hugo Mata, Annette O’Kelley, Rocco Cunningham

**VOTING-DIRECTORS ABSENT:** Rob Muelrath, Chair; Neysa Hinton

**NON-VOTING DIRECTORS PRESENT:** Kanani Reynolds, Carole Quandt

**OTHERS PRESENT:** Becky Bartling, Matt Daly, Isaac Gentry, Debbie Townsend, Doug Gooby

The meeting was called to order by Vice-Chair Lowe at 4:30 p.m.

**APPROVAL OF AGENDA:**

**Director Cunningham moved to approve the agenda; Director Mata seconded the motion; the motion passed unanimously.**

**PUBLIC COMMENTS (not related to the agenda):**

None

**DISCUSSION AND POSSIBLE ACTION REGARDING DECEMBER 2023 INTERIM FINANCIAL REPORTS:**

COO Daly reviewed the December 2023 interim financials, noting that there were seven (7) new events booked in December. Daly added that the 2024 budget reflects current trends and that capital improvements are planned for the RV Park. **No action taken.**

**DISCUSSION AND POSSIBLE ACTION REGARDING JANUARY-FEBRUARY 2024 INTERIM EVENTS SCHEDULE:**

COO Daly reviewed the list of January-February 2024 interim events **No action taken.**

**DISCUSSION AND POSSIBLE ACTION TO USE \$15,000 FROM RESERVES TO HELP FUND A NEW ORGANIZATION AND CALIFORNIA FAIRS ALLIANCE (CFA), WHICH WILL BE WORKING WITH A NEW POLITICAL STRATEGIST IN AN EFFORT FOR FAIRGROUNDS TO RECEIVE RESILIENCY FUNDS TO SUPPORT INFRASTRUCTURE IMPROVEMENTS:**

CEO Bartling reported that there is a need for rebranding of California Fairs from “fairgrounds” to “event centers” and educating politicians. Bartling stated that to fund a new organization to work in conjunction with CFA to put together a strategy for rebranding and how to obtain resiliency funding to support infrastructure improvements, would require an annual budget of \$400-500K.

**Director Cunningham moved to approve investing \$15,000 from reserves to help fund a new organization and California Fairs Alliance (CFA), to work with a political strategist in an effort for fairgrounds to receive resiliency funds to support infrastructure improvements; Director Mata seconded the motion; the motion passed unanimously.**

**DISCUSSION AND POSSIBLE ACTION REGARDING AWARDING PROFESSIONAL EVENT SERVICES, INC. (PES) THE CONTRACT FOR 2024-2025 FAIR AND NON-FAIR SECURITY SERVICES:**

COO Daly reported PES was the only company to submit a bid for both Fair and Non-Fair security services, and that the rate sheet for 2024-2025 will be presented as an attachment at the Full Board meeting on January 23, 2024. Daly added that a 10% up charge will be added to the rates paid by interim renters, and that the contract allows for use of other security companies if needed.

**Director O’Kelley moved to approve awarding a two-year contract (2024-2025) to Professional Event Services, Inc. (PES) at the rates as listed on their financial bid sheet, and to approve adding a 10% upcharge to the rates paid by interim renters, as well as allowing the use of other security companies as needed; Director Mata seconded the motion; the motion passed unanimously.**

**UPDATE ON ACTIVITIES AROUND THE FAIRGROUNDS:**

CEO Bartling reported that the maintenance team is working on various projects around the grounds. Bartling added that “Maintenance Mania” will be hosted here in February. Bartling explained that maintenance staff from fairs all over California meet annually to share ideas, get certified on various equipment, etc. Bartling stated that Kevin Cook would be the engineer for the front of the Grace Pavilion project. Bartling added that the installation of the clock has been postponed to mid-year 2025. **No action taken.**

**REQUEST FOR FUTURE AGENDA ITEMS:**

None

**There being no further business, Director O’Kelley moved to adjourn the meeting at 5:09 p.m.; Director Cunningham seconded the motion; the motion passed unanimously.**

Sonoma County Fair  
**DRAFT Minutes of the  
Racing Committee Meeting**  
Thursday, January 11, 2024

Immediately following Buildings & Grounds at approximately 5:00 p.m.

**DIRECTORS PRESENT:** Teejay Lowe, Chair; Lisa Wittke Schaffner, Vice Chair; Carole Quandt, Kanani Reynolds

**DIRECTORS ABSENT:** Rob Muelrath

**OTHER DIRECTORS PRESENT:** None

**OTHERS PRESENT:** Becky Bartling, Matt Daly, Isaac Gentry, Doug Gooby

**The meeting was called to order by Chair Lowe at 5:11 p.m.**

**APPROVAL OF AGENDA:**

Director Wittke-Schaffner moved to approve the agenda; Director Quandt seconded the motion; the motion Passed unanimously.

**PUBLIC COMMENTS:**

None

**UPDATE ON 2024 Fair Race meet:**

CEO Bartling reported that plans are underway for the 2024 race meet and that there wasn't anything new to report. Bartling added that she hasn't heard much regarding stabling after the 3<sup>rd</sup> week of racing. Chair Lowe added that a plan was needed on how to market for the last year of horse racing. Lowe stated that Doug Gooby, Stacey Lapham, and Richard Lewis would be good resources to help compile a list of those long-term contributors/supporters from over the years. **No action taken.**

**UPDATE ON UP COMING CHRB MEETING ON JANUARY 17, 2024:**

CEO Bartling stated that supposedly, a proposal is being presented to Cal Expo. Bartling added that the best scenario would be that horses would not race in Southern California and would come North for the summer during Fair season. If needed, we have the ability to house 800 horses here. **No action taken.**

**REQUEST FOR FUTURE AGENDA ITEMS:**

None

**There being no further business, Director Wittke-Schaffner moved to adjourn the meeting at 5:24 p.m, Director Reynolds seconded the motion; the motion passed unanimously.**

**Sonoma County Fair  
DRAFT Minutes of the  
Budget & Finance Committee Meeting  
December 19, 2023, 4:15 PM**

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**DIRECTORS PRESENT:** Marcia Mickelson, Stacey Powers, Sharon Wright, Neysa Hinton, Marilyn Herzog, Hugo Mata

**DIRECTORS ABSENT:** None

**CALL TO ORDER:** The meeting was called to order by Director Mata at 4:19 p.m.

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

**PUBLIC COMMENTS:** None

**DISCUSSION AND POSSIBLE ACTION REGARDING DRAFT FINANCIAL STATEMENTS FOR THE PERIOD ENDING NOVEMBER 30, 2023:**

CFO Dalbeck discussed the results of operations for the period ended November 30, 2023 (Attachment #1). Director Mickelson moved to accept the draft November 2023 financial statements, as presented. Director Wright seconded the motion. The motion passed unanimously.

**REVIEW DETAIL OF US BANK CREDIT CARD CHARGES PAID NOVEMBER 2023:**

CFO Dalbeck discussed the payments made on the US Bankcard during the month of November 2023 (Attachment #2). No action taken.

**DISCUSSION OF DETAILS REGARDING SPECIAL EVENTS FROM 2023 FAIR:** CFO Dalbeck discussed the detailed General Ledger (GL) transactions for the Hat Day GL Account, and Flower Show Preview GL Account(s). No action taken.

**REVIEW OF DRAFT OCTOBER 2023 HARVEST FAIR FINANCIAL STATEMENTS:** CFO Dalbeck discussed the results of operations for the period ended October 31, 2023 (Attachment #3). No action taken.

**DISCUSSION AND POSSIBLE ACTION REGARDING APPROVAL OF 2023 PURCHASE ORDERS AND CONTRACTS IN EXCESS OF \$25,000:** None. No action taken.

**DISCUSSION AND POSSIBLE ACTION REGARDING APPROVAL OF 2024 OPERATING AND CAPITAL BUDGET:** CEO Bartling presented the 2024 Operating and Capital Budget (Attachment #4). CEO Bartling discussed a modest increase in Interim Facility Rental Fees as well as Fair Admission and Fair Parking prices on weekends. CEO Bartling also noted an increase in labor, benefits, supplies and service expenses. CEO Bartling discussed the capital improvement budget, detailing the inclusion of funds to make upgrades to the RV Park, as well as other various facilities on the Fairgrounds. Director Hinton moved to accept the 2024 Operating and Capital Budget, as presented. Director Powers seconded the motion. The motion passed unanimously.

**REQUEST FOR FUTURE AGENDA ITEMS:**

1. Review Interim, Fair Concessions and Fair Sponsorship contracts payment policies.
2. Discuss plans to increase interim revenue for 2024.
3. Review sponsorship opportunities for 2024.

There being no further business, Director Mickelson moved to adjourn the meeting at 5:22 p.m. Director Herzog seconded the motion; the motion passed unanimously.

\*Records are on file in the Administration Office.

**INTERIM REVENUE - December 1-31, 2023**  
 (Prepared for January 23, 2024 Full Board Meeting)

DECEMBER - Event Name	Event Type	Facility Rented	Rental	Parking	Food	Alcohol	*2023	2022
RV Park	RV Sites	RV Park	\$62,272.76				\$62,272.76	\$96,104.25
Wine Industry Network	Wine Expo	Grace Pavilion, HOF, Finley, Krafr, Annex, Showcase Café	\$32,375.75		\$1,050.00	\$1,500.00	\$34,925.75	\$33,112.30
The SoCo Market	Holiday Market	Grace Pavilion	\$3,000.00	\$8,220.00	\$1,868.34	\$851.20	\$13,939.54	\$13,790.85
ZR Entertainment	Mexican Dance	Grace Pavilion	\$9,854.64	\$1,035.00		\$1,715.70	\$12,605.34	
Management of SR Vet's	Facility Management	Vet's Building	\$10,000.00				\$10,000.00	\$10,000.00
Lopez, Magda	Quinceañera	Finley Hall	\$5,965.75			\$383.60	\$6,349.35	
Department of Health Service, So. Co. Animal Services	Emergency Boarding of Fowl	Poultry Barn	\$4,354.84				\$4,354.84	
Ignite Martial Arts	Martial Art Tournament	Saralee Barn	\$2,915.75	\$1,000.00	\$125.99		\$4,041.74	
Vizsla Club of Northern CA	Quinceañera	Finley Hall	\$3,637.50				\$3,637.50	
The Bay Team	Dog Agility	Lyttle Cow Palace	\$2,375.00	\$640.00			\$3,015.00	
Crozat Family Foundation	Car Give Away	Garrett Building	\$2,771.87				\$2,771.87	
Verizon	Telcom Site	Lower Barns	\$2,575.00				\$2,575.00	\$2,500.00
Dan Berger's International Wine Competition	Wine Coding & Judging	Racing GS & Showcase Café	\$2,430.00				\$2,430.00	\$2,328.00
North Bay Carmart, LLC	Carmart	Brookwood Lot	\$1,715.75				\$1,715.75	\$1,134.75
SRMT	Motorcycle Training	Brookwood Lot	\$1,284.00				\$1,284.00	\$1,070.00
Golden State Gay Rodeo Assn.	Barrel Racing	Lyrttle Cow Palace	\$940.50				\$940.50	\$680.00
Cheveto Mobile Window Tinting	Window Tinting	Brookwood Lot	\$500.00				\$500.00	\$500.00
<b>**Revenue from 2022 Events not returning in 2023</b>							n/a	<b>\$63,475.51</b>
<b>*Gross Revenue includes security and insurance, which are reimbursed expenses</b>							<b>\$167,358.94</b>	<b>\$224,695.66</b>
<b>**Emerald Cup \$60,511.49 &amp; So Co Sheriff \$2,964.02</b>								
							<b>2021</b>	<b>\$466,931.66</b>



**Interim Events**

January 1 – February 28, 2024  
(Prepared for January 23 Full Board Meeting)

**JANUARY**

- 1-16 – Recology Christmas Tree Recycling (B-Lot)
- 1-31 – Animal Control Emergency Boarding of Fowl (Poultry Barn)
- 6 – CA Deer Assn. Annual Banquet (Grace/SC Kitchen)
- 9 – BOS Annual Meeting (Saralee)
- 10 – Golden State Gay Rodeo, Barrel Racing Practice (Lyttle Cow Palace)
- 13 – Schafer ATA Martial Arts Tournament (Grace)
- 13 – Quinceañera (Saralee)
- 13-15 – The Bay Team Dog Agility (Lyttle Cow Palace)
- 17 – California Land Institute Climate Conference (Saralee)
- 18 – County Exam (Finley)
- 20 – Nor Cal Cup Cheer Competition (Grace)
- 20 – Wedding (Garrett)
- 20-21 – International Dog Shows (Lyttle Cow Palace)
- 24 – County Exams (Finley)
- 24 – Golden State Gay Rodeo, Barrel Racing Practice (Lyttle Cow Palace)
- 27 – Celebration of Life (Annex)
- 27 – Sonoma County Livestock Judging Contest - 4H/FFA (Lyttle Cow Palace/Sheep Ring)

Car Mart / Cheveto Mobile Window Tinting / Motorcycle Training

**FEBRUARY**

- 1-28 – 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)
- 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)
- 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 / Cheveto Mobile Window Tinting / Motorcycle Training



**Sonoma County Event Center at the Fairgrounds**  
**FINANCIAL PROPOSAL BID FORM**  
**FAIR & NON-FAIR SECURITY**

COPY

**ATTACHMENT # 3**

**(PLEASE SUBMIT ONE ORIGINAL & TWO COPIES)**

I hereby submit the following bid for Interim & Fair time Security on the grounds of the Sonoma County Fair  
 For a two year period, 2024 - 2025.

**FAIR TIME (Sonoma County Fair and Harvest Fair)**

2024 Fair time

HOURLY RATES FOR GUARD	\$ <u>33.85</u>	HOURLY RATE FOR SUP.	\$ <u>37.35</u>
HOURLY RATES FOR GUEST SERVICES	\$ <u>31.35</u>	VEHICLE PATROL:	\$ <u>75.00</u> plus fuel
HOURLY RATE FOR EVENT MANAGER	\$ <u>50.00</u>		

2025 Fair time

HOURLY RATES FOR GUARD	\$ <u>36.55</u>	HOURLY RATE SUPERVISOR	\$ <u>39.85</u>
HOURLY RATES FOR GUEST SERVICES	\$ <u>34.85</u>	VEHICLE PATROL:	\$ <u>75.00</u>
HOURLY RATE FOR EVENT MANAGER	\$ <u>50.00</u>		

- Please see attached addendum for additional stipulations for Fair.

**NON FAIR**

2024 Interim

HOURLY RATES FOR GUARD	\$ <u>35.95</u>	HOURLY RATE SUPERVISOR	\$ <u>39.85</u>
HOURLY RATES FOR GUEST SERVICES	\$ <u>33.95</u>	VEHICLE PATROL:	\$ <u>75.00</u> plus fuel
HOURLY RATE FOR EVENT MANAGER	\$ <u>65.00</u>		

2025 Interim

HOURLY RATES FOR GUARD	\$ <u>37.95</u>	HOURLY RATE SUPERVISOR	\$ <u>41.20</u>
HOURLY RATES FOR GUEST SERVICES	\$ <u>35.55</u>	VEHICLE PATROL:	\$ <u>80.00</u>
HOURLY RATE FOR EVENT MANAGER	\$ <u>75.00</u>		

**Holiday Rates**

Please specify exact holiday days your company considers for holiday pay rates:

New Year's Eve, New Year's Day, President's Day, Martin Luther King Day, Memorial Day (Fri – Mon), Fourth of July, Labor Day Weekend (Fri – Mon), Veteran's Day, Thanksgiving Weekend (Thurs – Sunday), Christmas Eve, Christmas Day.

HOLIDAY HOURLY RATE GUARDS	\$ Time and One Half of Bid Rate Above for Corresponding Year
HOLIDAY HOURLY RATE GUEST SERVICES	\$ Time and One Half of Bid Rate Above for Corresponding Year
HOLIDAY HOURLY RATES SUPERVISOR	\$ Time and One Half of Bid Rate Above for Corresponding Year
HOLIDAY RATES EVENT MANAGE	\$ Time and One Half of Bid Rate Above for Corresponding Year
HOLIDAY RATES FOR VEHICLE PATROL	\$ Time and One Half of Bid Rate Above for Corresponding Year

- Please see attached addendum for additional stipulations for Non Fair.

**\*Guest Services/Event Staffing personnel are considered by Event Center Management determination to be assigned a position that is more of a guest relations position than a security position.**

SONOMA COUNTY FAIR & EXPOSITION, INC.  
1350 Bennett Valley Road  
Santa Rosa, California 95404

Resolved, that the Cyndy Dalbeck, CFO (non-officer) be authorized and directed to open a bank account for the Non-Profit Corporation with Exchange Bank, which hereby is authorized to honor the deposits of the Non-Profit Corporation, and checks drawn against such deposits signed by any two of the three below named individuals as long as there are funds in the account. This account will be a two signatures required account.

The undersigned, Rebecca Bartling certifies that she is the Chief Executive Officer authorized by the Board of Directors of this Non-Profit Corporation, and that the above is a true and correct copy of the resolution that was duly adopted at the meeting of Board of Directors, which was held in accordance with State Law and the Bylaws of the Non-Profit Corporation.

The current officers of Sonoma County Fair & Exposition, Inc. and signers are as follows:

*Officer Names and Titles*

\_\_\_\_\_  
*Rebecca Bartling, CEO*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Matthew Daly, COO (non-officer)*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Teejay Lowe, Director*

\_\_\_\_\_  
*Date*

X \_\_\_\_\_  
**Rebecca Bartling, CEO**  
**Sonoma County Fair & Exposition, Inc.**

\_\_\_\_\_  
**Date**