

**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 – March 7, 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 moving fairgrounds power use to Sonoma Clean Power;
Presentation by Scott Lawrence, Accounts Manager for Sonoma Clean Power – Becky Bartling, CEO
5. Discussion and possible action regarding February 2024 Interim Financial Reports (Attachments #1)
– Matt Daly, COO
6. Discussion and possible action regarding March-April 2024 Interim Events Schedule (Attachment #2)
– Matt Daly, COO
7. Discussion and possible action regarding rent consideration request from Santa Rosa City Schools
for a Career Day in the Hall of Flowers on April 4, 2024 (Attachment #3) – Matthew Daly, COO
8. Discussion and possible action regarding rent consideration request for use of Cattle Barn 1 &
Jamison Ring for a Redwood Empire Holstein Show on April 21, 2024 (Attachment #4) – Matthew
Daly, COO
9. Discussion and possible action regarding request for rent consideration, from Sonoma Marin Rush
Riders (CGAD45), for use of Chris Beck Arena for a Gymkhana Horse Show on May 18 & 19, 2024
(Attachment #5) – Matt Daly, COO
10. Discussion and possible action regarding letter of request from Redwood Gospel Mission for their
annual Great Thanksgiving Banquet on November 27, 2024 (Attachment #6) – Matt Daly, COO

11. Discussion and possible action regarding a partnership with Sonoma County Hot Air Balloon Classic organization to produce a 2-day Hot Air Balloon Festival on July 13 & 14, 2024 – Matt Daly, COO
12. Discussion and possible action regarding Capital improvements for 2023 and 2024 from Oakview Group (OVG) – Becky Bartling, CEO
13. Discussion and possible action regarding the 2025 dates of June 20, 21 & 22 for the Country Summer Music Festival – Becky Bartling, CEO
14. Discussion and possible action regarding purchase of a new flatbed truck at a not to exceed amount of \$32,500 – Isaac Gentry, Maintenance Superintendent
15. Update on activities around the Fairgrounds – Becky Bartling, CEO & Isaac Gentry, Maintenance Superintendent
16. Request for future agenda items
17. Adjournment

For additional information please call Debbie Townsend at (707) 545-4200 x205

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 Jennifer Hererra at 707-545-4200 x201 or Jennifer.Hererra@sonoma-county.org. Advance notification within this guideline will enable the County to make reasonable arrangements to ensure accessibility.

INTERIM REVENUE - February 1-29, 2024
(Prepared for March 7, 2024 Buildings Grounds Committee Meeting)

ATTACHMENT #1

FEBRUARY - Event Name	Event Type	Facility Rented	Rental	Parking	Food	Alcohol	*2024	2023
RV Park	RV Sites	RV Park	\$64,024.50				\$64,024.50	\$71,106.72
Redwood Empire Gymnastics	Gymnastics Tournament	Grace Pavilion & Saralee	\$27,021.00	\$13,305.00	\$1,500.00		\$41,826.00	
Sonoma County Farm Bureau	Crab Feed	Grace, HOF, Showcase & Annex	\$22,193.25				\$22,193.25	\$14,535.75
McAllister Motorsports	Indoor Flat Track Racing	Grace Pavilion	\$13,951.52	\$2,750.00	\$785.19	\$2,069.97	\$19,556.68	\$13,215.28
Redwood Empire Coin Club	Coin Show	Finley Hall	\$8,352.00	\$1,905.00	\$317.55		\$10,574.55	\$11,550.00
Management of SR Vets	Facility Management	Vet's Building	\$10,000.00				\$10,000.00	\$10,000.00
Hot Productions	Hot Tub & Swim Spa Sale	Garrett Building	\$7,225.00				\$7,225.00	
Tayman Park Golf Group	Golf Course	Golf Course	\$6,878.47				\$6,878.47	\$6,687.98
English Cocker Spaniel Club	Dog Agility Trials	Lyttle Cow Palace	\$4,912.50	\$1,600.00			\$6,512.50	\$6,294.00
County-Wide Dog Training Club	Dog Agility Trials	Lyttle Cow Palace	\$4,481.25	\$1,140.00			\$5,621.25	\$4,743.00
Vizsla Club	Dog Agility Trials	Lyttle Cow Palace	\$4,312.50	\$1,060.00			\$5,372.50	\$4,866.00
Department of Health Service, So. Co. Animal Services	Emergency Boarding of Fowl	Poultry Barn	\$5,000.00				\$5,000.00	
Wine Competitions Management & Productions	LA Times	Grandstands & Showcase	\$4,856.25				\$4,856.25	\$3,511.00
The Bay Team	Dog Agility Trials	Lyttle Cow Palace	\$3,656.25	\$810.00			\$4,466.25	\$3,560.00
Verizon	Telecom Site	Near Maintenance Yard	\$2,652.25				\$2,652.25	\$2,575.00
North Bay Carmart, LLC	Carmart	Brookwood Lot	\$2,307.50				\$2,307.50	\$2,433.25
Golden State Gay Rodeo Assn.	Barrel Racing Practice	Lyttle Cow Palace	\$1,764.00				\$1,764.00	\$948.50
SRMT	Motorcycle Training & Annual Storage	Brookwood Lot	\$1,400.00				\$1,400.00	\$1,712.00
Board of Supervisors/County Administrator's Office	Roundtable Meeting	Saralee Barn	\$630.00				\$630.00	\$961.50
Chevento Mobile Window Tinting	Window Tinting	Brookwood Lot	\$550.00				\$550.00	\$500.00
							n/a	\$64,974.54
*Gross Revenue includes security and insurance, which are reimbursed expenses							\$223,410.95	\$224,174.52
**Note: Events not returning in 2024: COVID Trailers (\$34,700), Mexican Dance (\$25,977.54), Grape Growers (\$3,847), County Exam (\$450)								
							2022	
							\$224,837.34	



INTERIM EVENTS

March 1 thru April 30, 2024

(Prepared for March 7, 2024 Buildings & Grounds Committee Meeting)

MARCH

- 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/Kraft/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)
- 21 – County Exam (Finley)
- 23-24 – Interscholastic Equestrian Horse Show (LCP/Horse Barns)
- 24 – Artisan Cheese Festival (Grace/Showcase Kitchen)
- 24 – Interscholastic Equestrian Horse Awards Banquet (Saralee)
- 24 – Empire Sports Car Assn. Autocross (B-Lot)
- 26-27 – Salmonid Restoration Federation Conference (Saralee/Finley)

Car Mart / Chevento Mobile Window Tinting / Motorcycle Training

APRIL

- 1-30 – *Animal Control Emergency Boarding of Fowl (Poultry Barn)*
- 2 – Tuesday Night Bike Races (Concourse)
- 2-3 – Press Democrat North Coast Wine Challenge Judging (Showcase Café)
- 3 – Golden State Gay Rodeo, Barrel Racing Practice (LCP)
- 4 – SRCS Career Day (HOF)
- 6 – Battle of the Brews (Grace Pavilion/Showcase)
- 6-7 – Bay Area Fox Trotters (LCP)
- 7 – Operating Engineers BBQ (Saralee)
- 7 – Cycle Cart Event (B-Lot)
- 9 – Tuesday Night Bike Races (Concourse)
- 13 – Mexican Dance (Grace Pavilion)

APRIL (cont.)

- 10-14 – Hispanic Church Services (Garrett/Kraft/Annex)
- 14 – *Steer Weigh-in (Sheep Ring)*
- 17 – North Bay Business Journal 40 Under 40 Event (Saralee)
- 17 – Circus on Ice (HOF)
- 18 & 20 – Phase Four Film “Under the Lights” (Jockey Club/B-Lot)
- 19-21 – Gem Faire (Grace Pavilion)
- 19-21 – Big Bounce America (Carnival Lot)
- 20 – Exotic Bird Mart (Finley)
- 21 – Miss Quince Y Novias Expo (HOF)
- 23 – Tuesday Night Bike Races (Concourse)
- 24 – Golden State Gay Rodeo, Barrel Racing Practice
- 25 – *Rincon Valley Union School Dist. 6th Grade Robotics Event (Finley Hall)*
- 26-28 – Gymnastics Tournament (Grace Pavilion/Saralee)
- 27 – Dairy Princess Contest (Garrett/Showcase Kitchen)
- 27-28 – Spring Home Show (HOF/Mexican Village)

Car Mart / Cheveto Mobile Window Tinting / Motorcycle Training

Sonoma County Event Center

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.

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: Santa Rosa City Schools

Contact Name/Phone/Email: Debi Cardozo/707-293-6558/dcardozo@srcs.k12.ca.us

Rent Wavier or Reduction Consideration Request:

- 1) The mission of the organization:

Santa Rosa City School ensures equitable access to a transformative educational experience grounded in the assets of our students, staff, and community. We nurture the whole student in an engaging, challenging, and safe environment. We recognize and value each student's individuality and our community's cultural wealth.

- 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: April 4, 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). _____

ATTACHMENT #3

4) The purpose of the event:

The event is a Career Day for 8th grade students. The district is committed to preparing students to be ready for postsecondary success, and we are looking forward to providing this opportunity for our students to learn more about their options.

5) An estimate of how many people will be served: 1400 8th Grade Students

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

Santa Rosa City Schools received a reduced rate for a College and Career Day/District Showcase in 2015.

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

A reduced rental rate for the Hall of Flowers would be greatly appreciated.

8) Any other pertinent information?

To ensure access to this opportunity for all students, the Career Day will be held during the school day from 9-12:30. Santa Rosa City Schools (SRCS) does not have a space available during the school day that is large enough to hold this event for students. In addition to renting a facility to house the Career Day, the district will also be renting other items from the SCF (tables, chairs, pipe/drape, etc.) for the event. SRCS is also covering costs associated with providing students transportation to and from the event and materials and supplies for pre and post Career Day activities to ensure students come prepared to engage with industry and reflect on next steps to achieve career goals. We are also assisting students with making connections to Career Technical Education Program offerings in our high schools and post-secondary opportunities in our region. We are inviting industry and community partners from multiple sectors to be a part of the event to build awareness of career opportunities in our county. Thank you for your consideration!

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: Debbie Townsend
1350 Bennett Valley Road, Santa Rosa, CA 95404
Questions: (707) 545-4200 x201**

Sonoma County Event Center

ATTACHMENT #4

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.

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 - 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: Redwood Empire Holstein Association

Contact Name/Phone/Email: Jennifer Beretta 707-695-2977
Jens4x4@comcast.net

Rent Wavier or Reduction Consideration Request:

1) The mission of the organization:

To Promote the Holstein breed

- 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: April 21, 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). _____

ATTACHMENT #4

4) The purpose of the event:

We put on a local show for the junior dairy members in the north coast. We also give our calf award out to a outstanding Holstein exhibitor. This show is to help encourage members to practice with their animals before county shows, also getting the little ones to participate that aren't old enough for 4-H yet. This show has been happening for over 20 years

5) An estimate of how many people will be served: 20-30 junior members

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

In the past we ask because it was covid and county fairs weren't allowing breeding shows and we wanted to make sure our dairy kids got a local show in

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

We would love for a very low rate, we will do the clean up of the barns we use, it would be Jamison ring and barn 1, we used to host this show at Petaluma fair but with the change in the rental process we aren't sure we can use that facility

8) Any other pertinent information?

This show has been happening for over 20 years, this is a great way to promote the dairy industry and brings in a lot of our upcoming dairy kids to start enjoying showing. We appreciate that in 2021 you gave us rent consideration and hoping for the same this year.

For Board of Directors' Use

Board Meeting Agenda Date: _____

Decision: _____ Grant _____ Not Approved

Comments: _____

Approved: _____

Fair Board President Signature

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Or mail to: Sonoma County Event Center, Attn: Debbie Townsend
1350 Bennett Valley Road, Santa Rosa, CA 95404
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 -
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 - 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: CGIA District 45

Contact Name/Phone/Email: Gena Burgess / cgad45rshkriders@gmail

Rent Wavier or Reduction Consideration Request:

- 1) The mission of the organization. *To help keep western equine sports alive in Sonoma and Marin Counties*
 - 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: May 17, 18, 19

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). _____ ATTACHMENT #5

4) The purpose of the event: To allow CGA members to participate in a CGA regulated show as well as raise awareness and funds for the First Response Resiliency Center

5) An estimate of how many people will be served: 105

6) Information about rent consideration provided by the Event Center in the past: We received rent consideration for our last show and that allowed us to put more money into our organization and our community

7) What type/amount of rent consideration are you requesting? 40-50% but we are happy without discount.

8) Any other pertinent information?

For Board of Directors' Use

Board Meeting Agenda Date: _____

Decision: _____ Grant _____ Not Approved
Comments: _____

Approved: _____

Fair Board President Signature



January 17, 2024

RE: Great Thanksgiving Banquet

Dear Sonoma County Fairgrounds Board,

We are truly grateful for our partnership over the years with the Sonoma County Fairgrounds. As always, the Great Thanksgiving Banquet was an excellent opportunity for everyone.

Mission statement of the Redwood Gospel Mission is that in the grace and power of Jesus Christ, we mobilize our community to minister to the needy so that lives are transformed. Our outreaches, including the Great Thanksgiving Banquet, are perfect examples of this.

For over 25 years, the Great Thanksgiving Banquet has been a blessing for both guests and volunteers. This year, we were grateful to welcome over 629 volunteers, all of whom enjoyed the new volunteer hub, including our RGM coffee cart serving free coffee in the Garden Building. Approximately 4,000 people were able to attend this event. Community churches, social service organizations, families, and individuals worked together to provide tangible and meaningful resources and services for the homeless and low-income families in attendance.

This year, we distributed 1,868 coats, prompting us to plan the relocation of coat distribution to The Hall of Flowers for a new radical experience. We increased registrations from 846 to 900 families for turkey, food box, and pumpkin pie. On-site registration was a new service offered available for guests in need who missed the last day to register. Thanksgiving was made special with a chapel service, a warm meal, and diverse activity and service booths by our various partners: Nation's Finest, Santa Rosa Junior College, Churches, St. Joseph Memorial, Salvation Army, and Sutter. The Humane Society highlighted the services by providing free pet supplies to serve the animals we permitted.

You graciously opened the door for us to host our 4th annual Turkey Smoke at the Fairgrounds. Showcase Café has been an absolute blessing for safely preparing turkeys. The turkeys are shredded and stored without the need to move them to multiple locations. Smoking the turkeys is a way we can show Radical Hospitality to our guests, going the extra mile to let them know they are important. We partnered with local BBQ companies, including Guy Fieri's foundation, which utilized Showcase Café to prepare Thanksgiving meals for the event.

We appreciate the Fairgrounds Board's commitment to the homeless and those in need in our community. We aim to collaborate closely with the Fairgrounds staff again this year to effectively bless those attending the Great Thanksgiving Banquet 2024.

Once again, thank you for the benefits that the poor and needy have received through the partnership between Redwood Gospel Mission and the Sonoma County Fairgrounds.

Sincerely,

Jeffery W. Gilman
Executive Director



Request for 2024:

**Great Thanksgiving Banquet: Event will be Wednesday, November 27
Grace Pavilion from Monday, Nov. 18 – Wednesday, Nov. 27**

- Mon-Fri 11/18 -11/22 would be to bring food barrels.
- Food packing would be Saturday, 11/23.
- Items would be moved to Grace on Monday, 11/25 if Grace is rented out.

Showcase Kitchen: Wednesday, November 20 – Wednesday, November 27

- Wednesday, 11/20 - Wednesday, 11/27- would be to begin bringing over kitchen supplies and prep for the Turkey Smoke on Saturday, 11/23 and shred turkeys.
- Wednesday, November 27 - Kitchen to warm food, make salads, etc.

Showcase Cafe: Wednesday, November 20 – Saturday, November 23

- Wednesday, 11/20 - Saturday, 11/23 - would use the space to prep for the Turkey Smoke on Saturday, 11/23 and to shred turkeys.

**Grace Pavilion, Hall of Flowers, Garden Building, Finley Hall, EC Kraff, and Garrett –
Monday, November 25 (to start setup)-Wednesday, November 27**

- Grace will be used for food distribution and various activities.
- Hall of Flowers – coat distribution
- Garden Building – volunteer showcase and RGM coffee cart for Volunteers
- Finley Hall – dining room
- Kraft and Garrett will host the coffee bar, check-in and chapel.

2023 Costs:

Flat rate building charge (Hall of Flowers not included) -	\$2600.00
Outside Areas -	\$750.00
Security deposit of	\$500.00
2 Crossing Guards -	\$475.00
(1-Bennett Valley and 1 – Brookwood)	
Pipe and Drape -	\$1593.75
Crowd Control Barricades -	\$700.00
Wifi -	\$100.00
Set Up Fee-	\$1,000.00

Total- \$7,718.75