

**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 – May 9, 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 April 2024 Interim Financial Reports (Attachment #1) – Matt Daly, COO
5. Discussion and possible action regarding May-June 2024 Interim Events Schedule (Attachment #2) – Matt Daly, COO
6. Discussion and possible action regarding a presentation from Frank Johnson, Tayman Park Golf Group, on Top Tracer Golf Simulator for Fairgrounds Driving Range (Attachment #3) – Becky Bartling, CEO
7. Discussion and possible action regarding potential partnership with the Kunde Foundation for the clock project at the Saralee & Richard's Barn – Becky Bartling, CEO
8. Discussion and possible action regarding request from CLTV8 to have the sound curfew extended to 10:45pm for their Hall of Flowers Consumer Event on Saturday, September 21, 2024 – Matt Daly, COO
9. Update on activities around the Fairgrounds – Becky Bartling, CEO & Isaac Gentry, Maintenance Superintendent
10. Request for future agenda items
11. Adjournment

*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](mailto:Jennifer.Hererra@sonoma-county.org). Advance notification within this guideline will enable the County to make reasonable arrangements to ensure accessibility.*

**INTERIM REVENUE - April 1-30, 2024**  
(Prepared for May 9, 2024 Buildings Grounds Committee Meeting)

**ATTACHMENT #1**

APRIL - Event Name	Event Type	Facility Rented	Rental	Parking	Food	Alcohol	*2024	2023
The Big Bounce America	Bounce Houses	Carnival Lot	\$15,322.50	\$41,239.00		\$3,645.60	\$60,207.10	
RV Park	RV Sites	RV Park	\$52,752.00				\$52,752.00	\$89,821.90
Gem Faire	Gem & Bead Show	Grace Pavilion	\$19,137.00	\$15,535.00			\$34,672.00	\$27,287.33
Adrian Galindo Herrera	Mexican Rodeo/Dance	Chris Beck Arena	\$13,014.00	\$5,228.00	\$1,065.29	\$5,322.80	\$24,630.09	
Active 20-30 Club SR #50	Annual Battle of the Brews	Grace Pavilion, Shade Park & Showcase Café	\$16,615.00	\$3,555.00			\$20,170.00	\$24,991.68
Iglesia Del Dios ViVo El Buen Pastor	Hispanic Church Services	Finley Hall & Saralee	\$14,779.01				\$14,779.01	\$14,933.75
Management of SR Vets	Facility Management	Vet's Building	\$10,000.00				\$10,000.00	\$10,000.00
Tayman Park Golf Group	Golf Course	Golf Course	\$6,834.78				\$6,834.78	\$6,670.22
California Bisness	Miss Quince y Novias Expo	Hall of Flowers	\$3,527.50	\$1,500.00	\$398.30		\$5,425.80	\$4,183.06
Department of Health Service, So.	Emergency Boarding of Fowl	Poultry Barn	\$5,000.00				\$5,000.00	
Santa Rosa City Schools	8th GradeCareer Day	Hall of Flowers	\$4,271.25				\$4,271.25	
Taonthy Entertainment	Circus on Ice	Hall of Flowers	\$2,650.00	\$1,305.00			\$3,955.00	\$5,181.00
Wine Competitions Management &	Press Democrat Wine Coding &	Grandstands/Showcase	\$3,791.25				\$3,791.25	\$3,041.00
North Bay Business Journal	40 Under 40 Event	Saralee Barn	\$3,410.17				\$3,410.17	\$4,244.34
Operating Engineers LU #3	Annual Picnic	Saralee Barn	\$3,303.50				\$3,303.50	
Phase Four Film LLC	Filming for Under the Lights	Jockey Club & Portion of	\$3,200.00				\$3,200.00	
Exotic Bird Mart	Bird Mart & Poultry Expo	Finley Hall	\$1,650.00	\$1,500.00			\$3,150.00	
Verizon Wireless	Telecom Site	Near Maintenance Yard	\$2,652.25				\$2,652.25	\$2,575.00
Bay Area Fox Trotters	Horse Show	Lyttle Cow Palace	\$2,067.00				\$2,067.00	\$2,730.00
Golden State Gay Rodeo Assn.	Barrel Racing Practice	Lyttle Cow Palace	\$1,962.00				\$1,962.00	\$1,669.00
North Bay Carmart, LLC	Carmart	Brookwood Lot	\$1,877.00				\$1,877.00	\$3,235.10
Gary O'Connor	Cycle Cart Event	Portion of B-Lot	\$1,562.50				\$1,562.50	
Red Peloton	Bike Races	Concourse	\$1,500.00				\$1,500.00	\$960.00
Redwood Empire Gymnastics	Gymnastics Invitational	Grace Pavilion & Saralee			\$1,500.00		\$1,500.00	
SRMT	Motorcycle Training	Brookwood Lot	\$1,400.00				\$1,400.00	\$1,712.00
Chevento Mobile Window Tinting	Window Tinting	Brookwood Lot	\$550.00				\$550.00	\$500.00
Redwood Empire Holstein Assn.	Annual Dairy Show	Jamison Ring & Cattle	\$243.75				\$243.75	
CA Milk Advisory Board	Dist. 3 Dairy Princess Contest	Garrett, Link & Portion of					\$0.00	
Homescape Events LLC	Home Expo	Hall of Flowers, Mexican					\$0.00	
<b>*Gross Revenue includes security and insurance, which are reimbursed expenses</b>							n/a	\$76,397.83
<b>**Note: Events not returning in 2024: COVID Trailers \$39,000.00, Butler Spring Carnival \$17,168.00, Mike Hudson Food Show \$10,228.14, Quinceanera \$4,422.25, Wedding \$1,935.00, CTE \$1,608.50, County Respiratory Fit Testing \$1,000.00, County of Sonoma Tourism Parking \$585.94 &amp; County Exam \$450.00</b>							\$274,866.45	\$280,133.21
			2018	2019	2022			
			\$348,533.57	\$349,996.57	\$421,863.05			



**INTERIM EVENTS**

May 1 thru June 30, 2024

(Prepared for May 9, 2024 Buildings & Grounds Committee Meeting)

**MAY**

1-31 – Fair Entries Open (Entry Office, 8:30am-4:30pm, M-F)

2-6 – American Crown Circus (C-Lot)

3-5 – Hot Tub & Spa Sale (Grace Pavilion)

4 – Rodeo Queen Riding Portion of Contest (LCP)

4 – AutoX (Jockey Club Lot & B-Lot) CANCELLED DUE TO RAIN

5 – 4-H ChickenQue (Redwood Lot, Concourse, Saralee Barn)

7 – Tuesday Night Bike Races (Concourse)

10-11 – Monster Trucks (Chris Beck Arena)

10-12 – Spa & Swim Spa Sale (Garrett & Portion of Redwood Lot)

**11 – PRE-FAIR TICKETS ON SALE (Admin Office, 10am-4pm & Online)**

11 – Roller Derby (Grace Pavilion)

11-12 – Go Adventure Van Expo (Carnival Lot)

**18 – PRE-FAIR TICKETS ON SALE (Admin Office, 10am-4pm & Online)**

18 – AutoX (Jockey Club Lot & B-Lot)

18 – Lamb/Goat Weigh-in (Sheep Ring 9am-Noon)

18-19 – Gymkhana Horse Show (Chris Beck Arena)

19 – Confirmation Party (Showcase)

21 – Tuesday Night Bike Races (Concourse)

21-22 – County Exams (Finley)

21-23 – Sunset International Wine Judging (Saralee)

25 – Quinceañera (Saralee)

25-26 – REDGA Memorial Doe Show (Swine Barn & Jamison Ring)

29 – Solicitors' Dinner (Showcase 6-9pm)

30 – PG&E Safety Driving Rodeo (Portion of B-Lot)

*Golf Course/Car Mar/ Cheveto Mobile Window Tinting/Motorcycle Training (5/11-5/12 & 5/25-5/26)*

**JUNE**

1-30 – Fair Entries Open (Entry Office, 8:30am-4:30pm, M-F)

1 – AutoX (Jockey Club Lot & B-Lot)

**1 – PRE-FAIR TICKETS ON SALE (Admin Office, 10am-2pm & Online)**

5 – Sisters on the Fly RV Rally (Carnival Lot)

7 – Peggy Sue Drive-in Movie (Carnival Lot)

**8 – PRE-FAIR TICKETS ON SALE (Admin Office, 10am-2pm & Online)**

8 – Peggy Sue All American Car Show (Carnival Lot, Shade Park & Grace Pavilion)

11 – Tuesday Night Bike Races (Concourse)

14-16 – Country Summer Music Festival (Facility)

18 – Tuesday Night Bike Races (Concourse)

20-21 – Sunset International Wine Judging (Showcase)

21 – Mexican Dance (Saralee)

**22 – PRE-FAIR TICKETS ON SALE (Admin Office, 10am-2pm & Online)**

22 – Safe Trailering Course (Portion of B-Lot)

25 – Tuesday Night Bike Races (Concourse)

25-27 – HF Olive Oil Judging (Showcase)

27 – Chamber Mixer (Saralee 5-7pm)

**29 – PRE-FAIR TICKETS ON SALE (Admin Office, 10am-2pm & Online)**

29 – Quinceañera (Garrett)

29 – Al-Anon Holiday Bash (Showcase)

29 – Quinceañera (Finley)

29-30 – Church Conference (Grace Pavilion)

30 – AutoX (Jockey Club Lot & B-Lot)

Golf Course/Car Mar/ Cheveto Mobile Window Tinting/Motorcycle Training (6/8-6/9 & 6/22-6/23)

# TECH IN GOLF

# #1 RANGE

# TECHNOLOGY



TOPTRACER  
RANGE.

# LEADER IN THE CLUBHOUSE

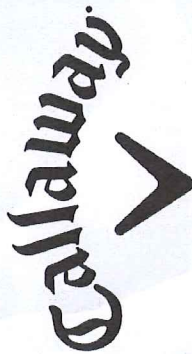
Sports networks all over the world trust Toptracer to trace the shots of the game's best players at all of golf's major championships.

AS SEEN ON TV



# MODERN GOLF

The industry leader in golf combined with the largest range operator in the world.



TOPTRACER  
RANGE.

▶ TOPTRACER'S 200+ DEVELOPERS AND ENGINEERS ANALYZE MORE THAN 7 MILLION BALLS TRACED EVERY DAY

# OFFICIAL RANGE TECHNOLOGY OF THE PGA OF AMERICA



Toptracer received this multi-year official title designation because the PGA appreciates Toptracer's vast network of ranges and innovation. Toptracer fulfills the PGA of America's distinct needs through a wide range of offerings that include:

- Toptracer Range install at the state-of-the-art HQ at PGA Frisco
- Broadcast and practice range tracing solutions at both the PGA Championship and KPMG Women's PGA Championship
- Toptracer's new coaching platform tackles two major pain points in coaching through technology and data: creating benchmark assessments that are easy for students to complete, and assignments in between lessons for accountability and engagement, all in an effort to help PGA pros scale their business through data-driven results

"Our mission, and that of our nearly 28,000 PGA Professionals, is to further the love of the game, and to do so, we need to embrace partners like Toptracer who have transformed and reimaged the range experience."

Seth Waugh, CEO of PGA of America





# 31 COUNTRIES 750+ SITES 19,000+ BAYS



**ST ANDREWS**  
The Home of Golf



**PGA FRISCO**  
PGA of America  
Headquarters



**HAGGIN OAKS**  
America's Most Awarded  
Golf Facility



**DAIJU OHBU**  
Largest Driving  
Range in the World

# EXPERIENCES



COV MOBILE GRASS TEE



CO OUTDOOR MONITORS

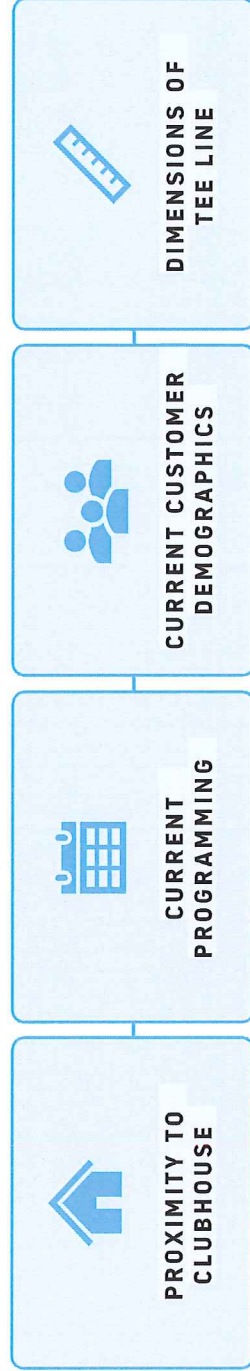


CO COVERED MONITORS

**TOPTRACER RANGE.**

# DETERMINING THE RIGHT EXPERIENCE

We use a multi-pronged approach to determine the best way to implement Toptracer Range at each facility.

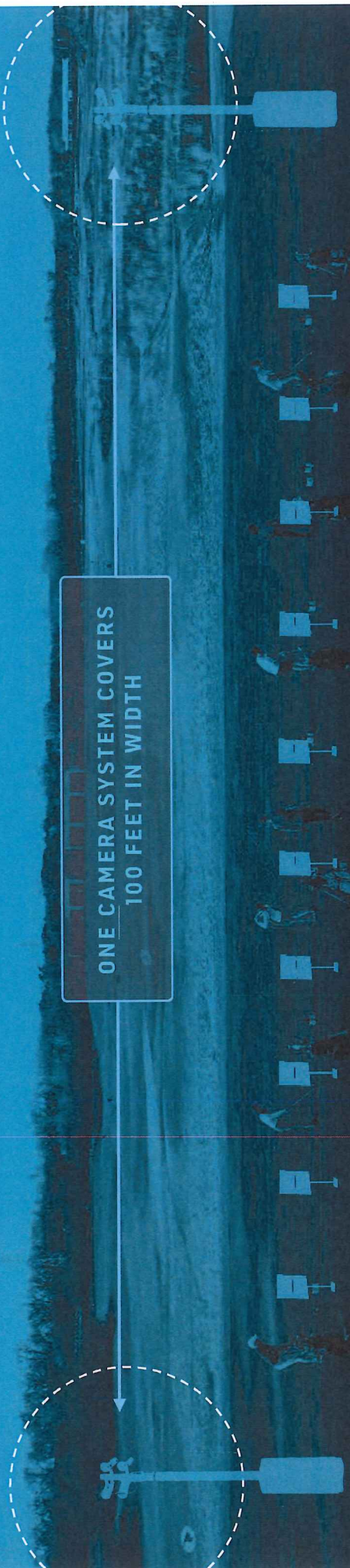


*WHAT EXPERIENCE DO YOU WANT TO OFFER?*

TOPTRACER RANGE

# HOW IT WORKS

ONE CAMERA SYSTEM COVERS  
100 FEET IN WIDTH



LEFT CAMERA

RIGHT CAMERA

COST STRUCTURE: ▶ MOBILE=PER CAMERA SYSTEM ▶ MONITOR=PER MONITOR

**TOPTRACER RANGE.**

# MONITOR MODES

The most robust library of games in the marketplace catering to both golfers and non-golfers alike. Members can play iconic courses, take aim at virtual targets, compete against friends or large groups.



**MY PRACTICE**



**VIRTUAL GOLF**



**LONG DRIVE**



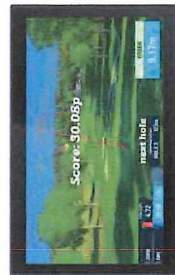
**GO FISH**



**DRIVING CHALLENGE**



**WARM UP**



**APPROACH CHALLENGE**



**POINTS GAME**



**CLOSEST TO PIN**



**NEW! TOPTRACER30**

TOPTRACER RANGE.

# MOBILE MODES

Constantly innovating and adding new game modes to the most advanced portfolio of games in the industry.



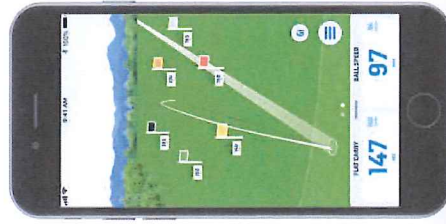
SWING CAPTURE



NEW! LONG DRIVE



NEW! CLOSEST TO PIN



MY PRACTICE



PRECISION



CAPTURE THE FLAG



# SPECIAL EVENTS & ENTERTAINMENT

## POWERED BY TOPTRACER

- Social events, theme nights, corporate outings
- Seasonal leagues, men's/women's, seniors, juniors
- Tournaments and contests with live digital leaderboards
- Extension of F&B operation to create new revenue stream

ECPC Event  
[Play Video](#)



Tron Cup  
[Play Video](#)



# ENHANCED PRACTICE

## PLAY WITH PURPOSE

- More game modes than any other range technology in the industry
- The only 3-D games available on mobile devices for grass tee play
- Fosters a fun, engaging, data-driven experience for all ages and skill levels
- All shot data history is stored in the cloud to reference in the future







# TEACHING TOOLS FOR PROS

## ELEVATED COACHING SESSIONS

- Create benchmark assessments that are easy for students to complete
- Set assignments in between lessons for accountability and engagement
- Track students' progress online and in real-time remotely
- Analyze results from sessions to develop effective lesson plans based on objective data



TOPTRACER RANGE MANAGEMENT SYSTEM

# RANGE MANAGEMENT MADE EASY



## LEADERBOARD MANAGEMENT

Engage players in a new way by creating daily, weekly, or event-based leaderboards, which can be displayed on screens throughout the club.



## BAY MANAGEMENT

Operators can lock or unlock bays at any time, allocate time to specific bay screens, and monitor usage on the range.



## PERFORMANCE ANALYSIS

View and manage various stats including balls hit, overall usage, and customer traffic on a daily, monthly, or annual basis.



## OVER-NET SHOT ALARM

The system records and sends notifications to players and operators when golf balls are hit over the driving range net or virtual barrier.





# OUR PROMISE



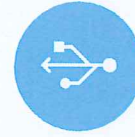
## PROJECT MANAGEMENT

We will be with you every step of the way, from site surveys to installation.



## ACCOUNT MANAGEMENT

We will provide personalized support starting day one.



## TECH SUPPORT

We will be available 24/7 to quickly resolve tech-related issues.



## MARKETING SUPPORT

We will provide marketing and creative resources to help you promote Toptracer Range.



## PRODUCT DEVELOPMENT

We will constantly innovate to ensure you have the best range product on the market.



# SUPPORT SERVICES

Marketing initiatives to develop promotions and create awareness to maximize usage

## ADOPTION

Dedicated hands-on Account Manager to share best practices  
Consulting on pricing models and overall customer journey to ensure ROI  
Evaluate club communication channels for potential newsletters and email updates  
Provide examples of seasonal specials or unique promotions to drive off-peak traffic  
Recommendations for weekly/monthly events and tournaments  
Host training sessions for staff to learn system capabilities and how to use TRMS  
Help analyze TRMS data to make strategic decisions in adjusting business model  
Range Operator Community Calls

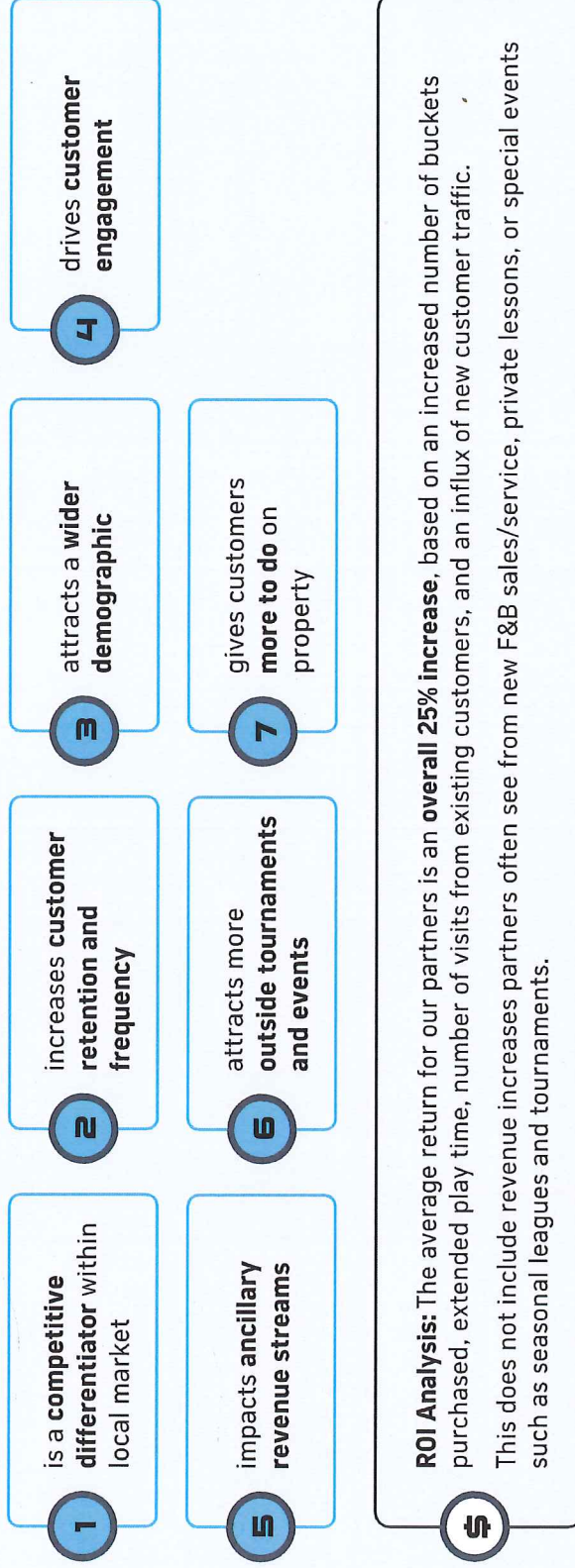
## ACTIVATION

Rights to Toptracer logo and IP on digital media and collateral  
Outdoor signage for on-property marketing  
Launch event with optional third-party Octagon to execute  
100+ digital assets to promote Toptracer on resort website and social media outlets  
Exposure of El Cariso Golf Course on Toptracer app under Locations  
Presence on Toptracer website and opportunities on Toptracer social media outlets



# WHAT TOPTRACER RANGE OPERATORS ARE SAYING

## TOPTRACER RANGE...





# TECHNICAL REQUIREMENTS

## RANGE / CONTRACTOR RESPONSIBILITIES

### POWER

- Mounting all conduit, outdoor rated boxes and in use covers
- Pulling and termination of electrical wires for cameras and monitors
- Pulling and termination of low voltage cables for cameras and monitors
- Provide a power outlet at server location
- Testing and labeling of low voltage cables

### DATA / INTERNET

- Provide a connection to the internet at server location
- Establish internet source via 4G sim card, point-to-point antenna, or fiber
- Connection speed must be a minimum of 10 Mbits/s up and down

### CONSTRUCTION

- Preparation of cement base for Toptracer-provided truss towers
- Trenching for all necessary cables to be buried pre-install

## TOPTRACER RESPONSIBILITIES

- Installation of Toptracer provided monitor mounts and monitors
- Installation of Toptracer provided camera mounts and cameras
- Installation of Toptracer provided server rack
- Connect Toptracer provided network equipment (servers, switches, router)
- Connect all monitors and cameras to the provided power and data locations.
- Connect Toptracer provided network switch to contractor provided patch panel
- Test and calibrate the Toptracer system



**TOPTRACER  
RANGE™**

[CLICK HERE TO VISIT OUR YOUTUBE CHANNEL](#)

View our collection of videos for more Toptracer Range technology features and partner testimonials.



**YouTube**