

**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 – October 12, 2023, at 4:30 p.m.
Administration Building, Board Room**

DIRECTORS: Rob Muelrath, Chair; Teejay Lowe, Vice Chair; Hugo Mata, Annette O’Kelley, Neysa Hinton, Rocco Cunningham

AGENDA

1. Call to Order
2. Approval of Agenda
3. Public Comments
Any member of the audience desiring to address the Board on a matter not on the agenda: Please stand and after receiving recognition from the Chair, please state your name and make your comments. In order that all interested parties have an opportunity to address the Board, each person is granted 3 minutes to speak. While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take any action on items not on the agenda, and generally may only listen. For items that are on the agenda, each person will be allowed to address the topic being discussed and will be allowed 3 minutes to speak.
4. Discussion and possible action regarding August & September 2023 Interim Financial Reports (Attachments #1 & Handout) – Matt Daly, COO
5. Discussion and possible action regarding October-November 2023 Interim Events Schedule (Attachment #2) – Matt Daly, COO
6. Discussion and possible action regarding request for rent consideration from Golden State Gay Rodeo Association-Bay Area Chapter for their Wednesday night barrel races in Lyttle Cow Palace October 2023-April 2024 (Attachment #3) – Matt Daly, COO
7. Discussion and possible action regarding request from Impact Ent., Sports & Event Marketing, LLC to adjust the hours for the 2024 Country Summer Music Festival (Friday 3pm-10:40pm / Saturday Noon-10:40pm / Sunday Noon-9pm) – Matt Daly, COO
8. Update on activities around the Fairgrounds – Matt Daly, COO
9. Request for future agenda items
10. Adjournment

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

DISABLED ACCOMMODATION: If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact Debbie Townsend at 707-545-4200 or info@sonomacountyfair.com. Advance notification within this guideline will enable the County to make reasonable arrangements to ensure accessibility.

INTERIM REVENUE - August 31, 2023
 (Prepared for October 12, 2023 Buildings Grounds Committee Meeting)

AUGUST - Event Name	Event Type	Facility Rented	Rental	Parking	Food	Alcohol	*2023	2022
RV Park	RV Sites	RV Park	\$65,594.88				\$65,594.88	\$83,092.92
Xiochil Entertainment	Mexican Concert	Carnival Lot	\$13,083.25	\$8,730.00	\$1,830.10	\$15,297.45	\$38,940.80	\$47,084.17
County of Sonoma Emergency Management of SR Vet's	COVID-19 Trailers	Ball Park	\$39,000.00				\$39,000.00	\$46,500.00
The Press Democrat	Facility Management	Vet's Building	\$10,000.00				\$10,000.00	\$10,000.00
Sonoma County Republican Party	The Best of Sonoma County	Saralee Barn	\$5,329.75			\$1,046.47	\$6,376.22	
Tayman Park Golf Group	GOP Conference	Saralee Barn	\$4,058.69				\$4,058.69	\$3,062.00
Sonoma County Grape Growers Foundation	Golf Course	Golf Course	\$3,616.83				\$3,616.83	\$3,314.00
Verizon	Meeting	Saralee Barn	\$3,281.25			\$702.10	\$3,983.35	
SRMT	Telecom Site	South Barns	\$2,575.00				\$2,575.00	\$2,500.00
North Bay Carmart, LLC	Motorcycle Training	Brookwood Lot	\$2,504.00				\$2,504.00	\$1,712.00
Munger, Tyler	Carmart	Brookwood Lot	\$1,763.00				\$1,763.00	\$882.75
Ventures Endurance Events	Rally Cross	D-Lot	\$1,645.00				\$1,645.00	\$1,310.00
Red Peloton	Staging/Storage for SR Marathon	Portion of Jockey Club Parking Lot	\$1,050.00				\$1,050.00	
Cheveto Mobile Window Tinting	Bike Races	Concourse	\$480.00				\$480.00	\$960.00
***Revenue from 2022 Events not returning in 2023	Window Tinting	Brookwood Lot	\$250.00				\$250.00	\$250.00
							n/a	\$9,754.00
*Gross Revenue includes labor, security and insurance, which are reimbursed expenses							\$181,837.77	\$210,421.84
**Quinceanera (\$3,882.00), Quinceanera (\$3,879.50) & REDGA (\$1,992.50)							2019	\$159,381.21



Interim Events

October 1 thru November 30, 2023

(Prepared for October 12, 2023 Buildings & Grounds Committee Meeting)

OCTOBER

- Sep 29-Oct 1 – Hot Tub & Swim Spa Sale (Garrett)
- 1 – *Harvest Fair Awards Night Dinner (Saralee Barn)*
- 4 – County of Sonoma Exam Testing (Kraft)
- 5-7 – Out to Lunch Catering (Showcase Kitchen)
- 6 – Mexican Dance (Grace Pavilion)
- 7 – Redwood Country Cloggers (Kraft)
- 7-8 – Rally Cross (D-Lot)
- 7-10 – Overnight Horse Boarding & RVs (Racing Secty & H Barns)
- 9 – Redwood Credit Union “Bike Build” (Garrett/Kraft/Finley/Saralee Barn/Linwood)
- 9 – *Jamison Merit Award Interviews (Board Room)*
- ~~11 – Autocross for Vehicle Testing/Evaluation CANCELLED, due to UAW Strike~~
- 13 – Driver’s Safety Classes (Brookwood Lot)
- 13-14 – Monster Trucks (Chris Beck Arena)
- 14 – Sonoma County Horse Council Safe Trailering Course (Portion of B-Lot)
- 14 – *Harvest Fair Grand Tasting & Grape Stomp (Grace Pavilion/Admin Lot/Shade Park)*
- 17- Sunset Spirits Judging (Saralee Barn)
- 19-22 – Harvest Moon Classic Dog Show (Facility)
- 20-22 – ABBA Dogs Agility F-CAT & Scent (LCP/CB/Barns)
- 23-26 – Greater Swiss Mountain Dog Breed National Dog Show (Garrett)
- 26 – County Exam (Finley)
- 27-29 – Gem & Bead Faire (Grace Pavilion)
- 27-30 – American Supercamp Motorcycle Training (Lyttle Cow Palace)
- 28 – Celebration of Life (Saralee)
- 28 – Quinceañera (Garrett)
- Car Mart, Cheveto Mobile Window Tinting, Motorcycle Training & Golf Course

NOVEMBER

- 1-30 – COVID-19 Trailers in Ballpark
- 1-2 – SRPD Training (HOF)
- 4 – Celebration of Life (Saralee Barn)
- 4 – Quinceañera (Showcase Cafe)
- 7-8 – Harvest Challenge Wine Judging (Showcase Café)
- 10 – Mexican Dance (Grace Pavilion)
- 11-12 – Sonoma Marin Rush Riders Horse Show (Chris Beck Arena)
- 11-12 – Norcal Golden Retrievers Agility Trials (Lyttle Cow Palace)
- 11-12 – SF Bay Weimaraner F-CAT (Portion of Carnival Lot)
- 11-12 – Holiday Craft Show (Garrett)
- 18-19 – Hispanic Church Services (Kraft & Garrett)
- 22 – Great Thanksgiving Banquet (Grace, Finley, Kraft, Garrett, Annex, Showcase Café & Shade Park)
- 30 – Wine Industry Expo (Grace, HOF, Finley, Kraft, Garrett, Annex & Showcase Café)
- Car Mart, Cheveto Mobile Window Tinting, Motorcycle Training & Golf Course

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: Golden State Gay Rodeo Association - Bay Area Chapter

Contact Name/Phone/Email: David Lawson (319) 371-6663 david.lawson18@gmail.com
or Barbara Walker (707) 321-2102 bwalker@wrightcontracting.com

Rent Wavier or Reduction Consideration Request:

- 1) The mission of the organization:

GSGRA was established to further the growth, education and charitable enjoyment of rodeo and the western life-style within California. GSGRA is a non-profit 501© organization that provides education and training the in the production, operations and participation in rodeo for all genders. More information is available on our website www.gsgra.org

- 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: 10 or 12 dates on Wednesday Nights
Dates pending approval of this request and arena availability – November 2023 thru May 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). Wednesday nights are best – we will confirm date availability with fairgrounds staff.

4) The purpose of the event:

To provide our local horse community with a safe, dry place to ride their horses during the winter months. We will offer open arena for all disciplines and follow with barrel racing practice and a jackpot. We started offering the opportunity in 2020 and these events have been well attended in the past and we would like to continue the traditional Wednesday night events. We will offer classes for Youth and Adult riders. We encourage community involvement and our goal is to offer a place for our local horse community to gather, practice and ride.

5) An estimate of how many people will be served: 75 – 100 people

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

We were granted rent reduction in October 2022 of \$400 for the Lytle Cow Palace on Wednesday Night rentals only, with security rate of \$33.50 per hour and \$7 per trailer charge.

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

The current indoor arena (Lytle Cow Palace) weeknight rental rate is \$562.50, plus security \$167.50 (5 hrs x \$33.50); plus a fee of \$7 per trailer (say 40 trailers) is \$280 = \$1,010.00.

We are requesting a **reduced arena rental rate of \$400 (same as last year)**, paying the current rates for security at \$167.50 (5 hrs x \$33.50) and \$7 per trailer fee of approx.. \$280 = \$847.50

8) Any other pertinent information?

We have successfully produced Wednesday Night Open Arena and Barrel Race Practices for the past three (3) years. Event attendance is free to the public, however we will charge riders a fee to use the arena to help cover rental costs and they will pay to participate in the practice barrel racing events. All riders will be required to sign a release of liability and follow guidelines as set forth by the county and fairgrounds management.

Sonoma County has an active horse community with deep roots in our local culture and economy. The Wednesday night events offer our local youth and adults the opportunity to learn, participate and compete in equine sports. During the past 11 years a variety of clubs have hosted the bi-monthly Wednesday night events. When other clubs were no longer able to host the winter events at the fairgrounds, GSGRA offered to step up and continue the tradition of Wednesday night riding opportunities, but we need some assistance in covering the rental costs. Our group of volunteers is experienced with helping at the Wednesday night events in the past, and are well versed in the requirements of the rental agreement. We will work with the fair staff to ensure that we meet all requirements including, but not limited to, keeping accurate count of the trailers utilizing the grounds, use of only designated areas and ensuring that all horse manure is cleaned up after the event. We have a dedicated group of volunteers ready and willing to step up and help our local horse community.

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