

FRIENDS OF THE SONOMA-MARIN FAIRGROUNDS

LAUNCH MEETING, FEBRUARY 3, 2021



ORGANIZATION OVERVIEW

- **PUBLIC CHARITY, 501 (C) (3)**

- **PURPOSE:**

THE SPECIFIC PURPOSE OF THIS CORPORATION IS TO OPERATE, RAISE FUNDS AND SUPPORT THE EFFORTS OF THE SONOMA-MARIN FAIRGROUNDS & EVENT CENTER, 4TH DISTRICT AGRICULTURAL ASSOCIATION, THE ANNUAL FESTIVAL LOCATED IN PETALUMA, CALIFORNIA, AND SUPPORT COMMUNITY EFFORTS TO PROMOTE AGRICULTURE AND PROVIDE EDUCATION, RECREATION, ENTERTAINMENT, AND SUPPORT TO THE COMMUNITY.

- **KAHN, SOARES, AND CONWAY – FORMATION & FILING**

- **GOALS & LONG-RANGE PLANNING COMMITTEE – DOMINIC GROSSI & MIKE PARKS**



SUPPORTING THE FAIR

- **4TH DAA BOARD - OPERATIONS**
- **FRIENDS OF KENILWORTH – ADVOCACY**
- **FRIENDS OF THE SONOMA-MARIN FAIRGROUNDS - FUNDRAISING**

Mission: The Sonoma-Marín Fair promotes and showcases agriculture, while displaying the diverse talents, interests and accomplishments of the residents of California, especially the youth of Sonoma and Marin counties. This is achieved by providing education, entertainment and recreational opportunities for the general public, while continually striving towards enhancing the promotion and preservation of California's agricultural heritage.



FUNDRAISING IMPACT

- **SUPPORT MANAGEMENT'S GOALS AND STRATEGIES**
- **SUPPORT AG EDUCATION**
- **CAPITAL IMPROVEMENTS AND REPAIRS**
- **STRENGTHEN THE FAIRGROUNDS AS A COMMUNITY RESOURCE**



PROJECT EXAMPLES

- **KITCHEN UPGRADES TO HERZOG HALL – EMERGENCY AND COMMUNITY USE**
- **AG DEMONSTRATION GARDEN (FEED, CLOTHE, SHELTER)**
- **BARN & SHOW RING REPAIRS & REDESIGN**
- **AGRICULTURAL GATEWAY**
- **YOUTH SCHOLARSHIPS**

LAUNCH CHECKLIST

- **FEBRUARY**

2/3 1ST INAUGURAL MEETING

_____ SELECT BOARD MEMBERS (BOARD OF 9, 5 DAA; APPLICATION PROCESS)

_____ ELECT OFFICERS (CHAIR/VICE CHAIR/SECRETARY/TREASURER)

NOTE: SECRETARY AND TREASURER MAY BE THE SAME PERSON, BUT MAY NOT BE MEMBERS OF THE DAA BOARD.

_____ OPEN BANK ACCOUNT

_____ PURCHASE CORPORATE SEAL



LAUNCH CHECKLIST

- **MARCH**

- _____ 2ND INAUGURAL MEETING
- _____ ESTABLISH MAILING ADDRESS
- _____ SELECT COMMUNICATION CHAIR
- _____ SELECT MEMBERSHIP CHAIR
- _____ SELECT FUNDRAISING CHAIR
- _____ DETERMINE MEMBERSHIP PROGRAM
(MEMBERSHIP CHAIR TO LEAD)
- _____ ESTABLISH COMMUNICATIONS ELEMENTS, I.E. EMAIL
ADDRESS, BASIC WEBSITE, SOCIAL MEDIA ACCOUNTS,
LOGO (COMMUNICATION CHAIR TO LEAD)
- _____ BEGIN FUNDRAISING PLANNING (FUNDRAISING CHAIR TO
LEAD)

- **APRIL**

- _____ 3RD INAUGURAL MEETING
- _____ BEGIN MEMBERSHIP DRIVE
- _____ SELECT INITIAL FUNDRAISING
PROJECT(S)
- _____ IDENTIFY ADDITIONAL
COMMITTEES; SELECT CHAIRS



Q & A