



SUMMARY REPORT

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**Agenda Date:** 6/2/2026

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**To:** Board of Supervisors

**Department or Agency Name(s):** Sonoma County Public Infrastructure

**Staff Name and Phone Number:** Johannes J. Hoevertsz, 707-565-2550

**Vote Requirement:** 4/5th

**Supervisorial District(s):** Countywide

**Title:**

Santa Rosa Veterans Memorial Buildings Event Management Agreement

**Recommended Action:**

Delegate authority to the Director of Sonoma Public Infrastructure to execute a professional services agreement with Sonoma County Fair & Exposition for rental management services at the Santa Rosa Veterans Building, for a one (1) year term commencing July 1, 2026, for an annual County payment of a \$134,400 management fee, in addition to other reimbursement for other incurred business expenses to manage the Veterans building, in form approved by County Counsel. (4/5<sup>th</sup> Vote Required)

**Executive Summary:**

The Sonoma County Public Infrastructure Department (SPI) requests that the Board delegate authority to the Director of Sonoma Public Infrastructure to execute a one-year professional services agreement with the Sonoma County Fair & Exposition for rental management services at the Santa Rosa Veterans Building, beginning July 1, 2026. The agreement includes an annual County payment of up to \$134,400 for management fees, along with reimbursement for related business expenses.

**Discussion:**

The County of Sonoma owns seven Veterans Memorial buildings that provide facilities where Veterans groups, individuals, non-profit and fraternal organizations may gather, and provide arts, faith-based, and other events supporting the community. Veterans organizations use the facilities for regular meetings, memorials, and fundraising events. The building and parking area also function as emergency evacuation centers and shelters in the event of disaster. This item seeks authority to continue the existing event management services arrangement at the Santa Rosa Veterans Memorial Building with the Sonoma County Fair & Exposition. Sonoma County Fair & Exposition is experienced in the management of one time and recurring special events at the Santa Rosa Veterans Memorial Building and associated parking areas.

Currently Sonoma County Fair & Exposition, a California non-profit corporation (“Sonoma County Fair”), manages events at the Santa Rosa Veterans Memorial Building under a professional services agreement with a term set to expire June 30, 2026. Sonoma Public Infrastructure (SPI) maintains the Santa Rosa Veterans Memorial Building and is responsible for consistently managing all Veterans Buildings within available resources to ensure continued use by Veterans groups and the community.

SPI seeks authorization to enter into a new professional services agreement (“PSA”) with the Sonoma County

Fair containing substantially the following terms:

- Sonoma County Fair will provide event management and related services to the County for the Santa Rosa Veterans Memorial building for a one-year term.
- Sonoma County Fair will employ all staff to handle event reservations and operate the building and parking areas during all Veterans and community events. Sonoma County Fair will execute license agreements on behalf of the County for these events in a form prescribed and controlled by the County.
- County will pay a management fee of \$11,200 per month to Sonoma County Fair for event management services. The increase from (\$10,000 per month) has been requested due to the Fair's higher personnel costs, overhead, and unbilled direct costs. The fee is the County's baseline payment and should not be understood as the full or maximum cost of the agreement. The agreement includes a quarterly reconciliation process: if event revenues exceed expenses, the Fair reimburses the County; if expenses exceed revenues, the County reimburses the Fair. Therefore, when booking revenues decline or expenses exceed revenues, County costs under the agreement will increase.
- During the term of the current agreement commencing on July 1, 2023, the County has paid the Fair a total of \$617,086 to manage the Santa Rosa Veteran's Hall. The expenses include the \$10,000 per month management fee as well as reimbursable event related expenses such as labor, office supplies, and insurance.
- County to perform all building maintenance at the Vets building at no charge to Sonoma County Fair. County shall pay all utility charges for operation of the Building.
- County reserves rights to use the building and surrounding parking areas, in the event of emergency or disaster such as flood, earthquake or pandemic health emergency, temporary homeless shelter program, cooling centers, power safety shut off community support center and similar at no cost.
- County may terminate upon five days prior notice without cause, in its sole discretion.
- Sonoma County Fair may terminate without cause on ninety (90) days prior notice to SPI.

In compliance with applicable county law and policies, a single source waiver has been approved for the proposed agreement with Sonoma County Fair.

**Strategic Plan:**

N/A

**Racial Equity:**

**Was this item identified as an opportunity to apply the Racial Equity Toolkit?**

No

**Procedural Authority:**

Government Code Section 25536 allows the Board to contract for use of dedicated Veterans buildings and to enter into leases, concessions, and management contracts involving County-owned property devoted or held for special purposes, on a four-fifths (4/5) vote.

**Prior Board Actions:**

June 6, 2023 - Item #30 Santa Rosa Veterans Memorial Buildings Event Management Agreement

September 18, 2018 - Adopted the updated Veterans Memorial Building Use Policy.

June 5, 2018 - Approved multiple actions: Adopted a resolution amending the Board of Supervisor's Resolution #94-0290 regarding the County's Veterans Memorial Buildings Advisory Committee; Authorized execution of event management services agreement with Sonoma County Fair and Exposition for up to five year commencing July 1, 2018, for an annual amount of \$120,000, for certain event management of the Santa Rosa Veterans Memorial Building.

June 20, 2017 - Approved extension of event management agreement with Sonoma County Fair for the Santa Rosa Veterans Memorial building.

March 21, 2017 - Adopted a Resolution to increase the FY 16-17 expenditure appropriations by \$125,700 to support operating expenses incurred as a result of an interim assumption of management responsibilities over the Cotati, Petaluma, and Santa Rosa Veterans Memorial Buildings by General Services Department. Of that amount, \$55,180 was requested from General Fund Contingency.

June 23, 2015 - Authorized General Services Director to authorize adjustments to the current rate structure on a case-by-case basis for the Cotati, Guerneville, Petaluma, Santa Rosa, Sebastopol, and Sonoma buildings to allow rentals for smaller blocks of time.

July 31, 2012 - Executed 5-year concession agreement with United Camps, Conferences and Retreats for management of the Santa Rosa, Petaluma, and Cotati Veterans Memorial Buildings.

July 26, 2005 - Adopted the Veterans Memorial Building Use Policy.

March 2, 1994 - Approved resolution #94-0290 adopting updated administrative policy on advisory body roles and relationships for the Veterans Memorial Buildings Advisory Committee.

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 25-26 Adopted</b>	<b>FY 26-27 Projected</b>	<b>FY 27-28 Projected</b>
Budgeted Expenses		\$134,400	\$134,400
Additional Appropriation Requested			
<b>Total Expenditures</b>		<b>\$134,400</b>	<b>\$134,400</b>
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other		\$134,400	\$134,400
Use of Fund Balance			

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Contingencies			
<b>Total Sources</b>		<b>\$134,400</b>	<b>\$134,400</b>

**Narrative Explanation of Fiscal Impacts:**

Revenue and expenditures for this agreement are included in the FY 2026-27 Veterans Building (10005-21030200) Recommended Budget.

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

No staffing impacts at this time to the Public Infrastructure employees. Fairgrounds uses extra help to provide staff support to carry out professional event management services. The impacted union was provided notice of this amended agreement.

**Attachments:**

Proposed Professional Service Agreement with Sonoma County Fair & Exposition Inc., for Santa Rosa Veterans Memorial Building

**Related Items "On File" with the Clerk of the Board:**

Single Source Waiver