

County of Sonoma
Fairgrounds Land Use Ad Hoc Committee Charter

Purpose and Background

On October 28, 2025, and based on interest from the United Soccer League (USL) in developing a stadium on Sonoma County Fairgrounds property, the Board Chair established the USL Ad Hoc Committee and appointed Supervisors Hermosillo and Coursey. Since that time, additional parties have approached the County and Fairgrounds Management with proposals for expanded and complimentary uses, The Fairgrounds is owned by the County of Sonoma and is managed by the Sonoma County Fair and Exposition, Inc. pursuant to a Memorandum of Understanding Agreement. The purpose of the Ad Hoc is to provide direction to staff in evaluating land use opportunities on the Fairgrounds property.

Committee Members

Rebecca Hermosillo, First District Supervisor

Chris Coursey, Third District Supervisor

Committee Duration

The Fairgrounds Land Use Ad Hoc Committee is anticipated to be convened through the summer of 2027. Ad Hoc activities may conclude earlier, depending on timing of next steps.

County Department Resources

The following County staff will support the work of the USL Ad Hoc Committee:

- Ethan Brown, Economic Development Collaborative
- Andrew Sturmfels, County Executive Office
- Adam Brand, County Counsel
- Maggie Luce, County Executive Office

Subject matter experts from other County departments may provide additional support, as needed.

Scope of Effort

The Fairgrounds Land Use Ad Hoc Committee will coordinate with County staff to explore land use opportunities at the Sonoma County Fairgrounds that would enhance Fairgrounds operations, provide additional sources of revenue, and serve the community. This will include the following tasks:

- Evaluate land use proposals and provide feedback to staff.

- Work with staff to determine if discussions should be advanced into the next phase of development for the full Board of Supervisors' consideration.
- Guide/oversee development of a revised MOU with the Sonoma County Event Center at the Fairgrounds