

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**  
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952  
**September 20, 2017**

The regular meeting of the Sonoma-Marín Fair Board of Directors was held in the Administration Board Room, Petaluma, California at 3:00 PM.

**DIRECTORS PRESENT:** Ruth McClure, Jeff James, Mike Parks, Dayna Ghirardelli, Dominic Grossi, Dr. Lois Moore, James Burleson and Herm Benedetti.

**DIRECTORS ABSENT:** *M/s/c Directors Grossi and Ghirardelli to excuse Director Marzo per CA Food & Agriculture code section 3967.*

<b>Director</b>	<b>Aye</b>	<b>Nay</b>	<b>Abstain</b>
McClure, President			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director James	X		
Director Marzo			
Director Moore	X		
Director Parks	X		

**STAFF PRESENT:** Erin Post, CEO; Paulette Swallow, 119 Day Exhibits Staff

**GUESTS PRESENT:** Brian Schneider, JSJ Electrical

**APPROVAL & ADOPTION OF AGENDA:** *M/s/c Directors Grossi and James to approve the Agenda as presented.*

<b>Director</b>	<b>Aye</b>	<b>Nay</b>	<b>Abstain</b>
McClure, President			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director James	X		
Director Marzo			
Director Moore	X		
Director Parks	X		

**PUBLIC COMMENT:** None

**CORRESPONDENCE:**

Correspondence was distributed.

**CONSENT AGENDA:**

*M/s/c Directors James and Benedetti to approve the Consent Agenda.*

- A. Minutes from July 2017 Board Meeting
- B. Rental Agreements
- C. Standard Agreements

Director	Aye	Nay	Abstain
McClure, President			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director James	X		
Director Marzo			
Director Moore	X		
Director Parks	X		

**COMMITTEE REPORTS:**

**FINANCE:**

Director Moore reviewed the minutes from the Finance Committee Meeting. She reported that the committee reviewed Finance Reports from August 2017. The committee reviewed the accounts and determined that they would like to open an account at Summit State Bank in Petaluma which will provide significantly higher returns than a few of the current investments. In addition to this change, the Committee has decided to move the balance of the current Luther Burbank Interest Checking account to a 13 Month CD with higher(1.25%) return as well as close the Bank of the West Money Market Account(0.10%) and transfer these funds to LAIF(1.07%)for the highest return possible.

The Committee reviewed possible collections processes regarding the outstanding balance from Skip Domingo's Auctions. *M/S/c Director's James and Parks to approve all August 2017 Financials as presented.*

Director	Aye	Nay	Abstain
McClure, President			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director James	X		
Director Marzo			
Director Moore	X		
Director Parks	X		

**ENTERTAINMENT/PUBLICITY:** None

**BUILDINGS & GROUNDS:** Director Benedetti reported that CEO Post has signed an agreement with CFFA for the Electrical Repair. Work should begin soon. CEO Post asked the Board about their suggestion for repair to the main gate. There have been several unexpected expenses this year and cost effectiveness should be taken in planning the gate repairs. Director Benedetti reported that the Man Exhibit Building has now been rented and that a tenant will begin to move in soon. He also noted that they will place an office building on the North Side of the Main Exhibit Building. The Washington Street sign was discussed under 'new business' and Director Benedetti mentioned that Happy Hearts Preschool is interested in expanding their classes in the annex building.

**COMPETITIVE & COMMERCIAL EXHIBITS:** The Committee Met on September 18<sup>th</sup> to review suggested, requested and other changes to the Competitive Exhibits Departments. The meeting thoroughly reviewed schedules, potential rule changes and improvements to the Exhibits Departments. The Scholarship program, entry deadlines, review of the current premium chart and entry fees were reviewed.

**FARMERS DAY:** CEO Post reported that the Farmer's Day volunteers had met following the event in June. The committee has recommended that the cattle events be eliminated, that a trail and goat milking contest be added and that additional events for youth are added as well. The committee hopes to meet soon.

**GOALS & LONG RANGE PLANNING:** Report to be given during closed session.

**LEGISLATIVE:** Director Moore reported on the progress of AB 1499 (Gray) and the 'call to action' for Directors to advise the Governor when the Bill arrives on his desk for signature.

**MILK BARN COMMITTEE:** None

**AD HOC WORLD'S UGLIEST DOG® COMMITTEE:** None

**AD HOC FRIENDS OF THE FAIR COMMITTEE:** None

**OLD BUSINESS:** None

**NEW BUSINESS:** **Washington Street Sign; Sales Agreement Approval:** Brian Schneider, President of JSJ Electrical Display presented the approved Washington Street Sign to the Board of Directors. The Sign expense had increased exponentially and Mr. Schneider explain the changes that had been made to the sign and why the cost had increased so much over the five-

year period which he and his staff worked to have the signage approved by the City of Petaluma, Planning Commission. Directors were concerned about increased cost of the sign and if the Association would be able to recoup any of their costs once the sign is in place. Members of the Board voiced their opposition to the expense while others were supportive of the sign and the potential it creates to help advertise the Fairgrounds and Events Center.

**M/S Directors Burleson and Grossi.** Motion Carries by a vote of 4 ayes and 2 nays.

Director	Aye	Nay	Abstain
McClure, President			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director James		X	
Director Marzo			
Director Moore		X	
Director Parks	X		

**Convention Attendance Policy:** While it is understood that the 4<sup>th</sup> DAA can benefit from the experience of other organizations involved in similar activities and that the Board’s Directors should continually strive to improve their knowledge and ability to guide the 4<sup>th</sup> DAA, the following policy is adopted:

*“Registration and allowable travel expenses will be reimbursed up to the annually budgeted amount for Directors attending industry conventions on behalf of the DAA. The state of California’s policies on reimbursable expenses shall determine which expenses are allowable. The priority by which reimbursements will be made should first go to the current President of the Board, then the 1<sup>st</sup> Vice President, then the 2<sup>nd</sup> Vice President, then the most recently appointed Director(s), then by lottery amongst any other Directors interested in attending. Any Directors whose expenses are not covered by this policy may attend at their own expense.”*

Director	Aye	Nay	Abstain
McClure, President			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director James	X		

Director Marzo			
Director Moore	X		
Director Parks	X		

**2018 Fair Proposals and CEO Report on Improvements:** CEO Post reported that she had reviewed the suggestions and input of the Board, Staff and others. She presented possible site changes, venue changes, and entertainment adjustments to the Board. The Directors requested the information be sent via email so each Director can submit their suggestions to CEO Post regarding the proposals.

**CEO REPORT:**

CEO Post had not additional report for the Board.

**FOR YOUR INFORMATION:**

CDFA Director Training October 18<sup>th</sup>, 2PM  
 Next Board Meeting –October 18, 2017 at 4pm  
 Petaluma Youth Ag Day; September 29<sup>th</sup>, 2017  
 Fair Appreciation Dinner; October 11<sup>th</sup>, 2017  
 Fall Manager’s Conference; Sacramento: November 6-8, 2017  
 IAFE Convention; Las Vegas, NV: November 26-29, 2017  
 WFA Convention; Anaheim, CA: January 3-6. 2018

**CLOSED SESSION**

Real Property Negotiations Pursuant to California Government Code Section (§ 11126(c)(7) regarding fairgrounds lease of property at 175 Fairgrounds Drive (Assessor’s Parcel Numbers 007031004 and 007031005) from the City of Petaluma. Discussion with Board regarding the financial requests given to the 4<sup>th</sup> DAA from the City of Petaluma. Closed session was entered at 5:32 pm and ended at 6:03 pm.

**ADJOURNMENT:**

*M/s/c Directors Benedetti and Parks to adjourn the meeting at 6:03 PM*

Respectfully submitted,

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Ruth McClure  
 Board President

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Erin Post  
 Chief Executive Officer