

FOURTH DISTRICT AGRICULTURAL ASSOCIATION
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952
July 18, 2018

The regular meeting of the Sonoma-Marín Fair Board of Directors was held in the Board Room on the Administration Office on the Fairgrounds of the 4th District Agricultural Association, Petaluma, California at 3:00 PM.

DIRECTORS PRESENT: Directors McClure, James, Moore, Benedetti, Burleson, Ghirardelli, Grossi, Marzo, Parks

DIRECTORS ABSENT (Excused): Director Marzo
M/s/c Directors Ghirardelli and James

| 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 | | |

STAFF PRESENT: Allison Keaney, CEO

GUESTS PRESENT: Ralph Satori

The meeting was called to order at 3:04 by Director McClure, President.

**APPROVAL & ADOPTION
 OF AGENDA:**

M/s/c Directors James and Ghirardelli to approve the Agenda 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 | | |

PUBLIC COMMENT: None

CORRESPONDENCE: Correspondence was distributed.

CONSENT AGENDA:

M/s/c Directors Grossi and Moore to approve the Consent Agenda.

- A. Minutes from May 2018 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 James reported clarifications the committee’s review of the finances for May and June. June figures are estimates and will be finalized in the coming month and reviewed at the August meeting.

M/s/c Directors Grossi and Benedetti to approve the Finance Report.

| 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 | | |

BUILDINGS & GROUNDS: None

EXHIBITS & LOCAL RULES: NONE

COMMERCIAL & CONCESSIONAIRE: None

ENTERTAINMENT: None

PUBLICITY: None

GOALS & LONG RANGE PLANNING: None

LEGISLATIVE: None

POLICY: None

MILK BARN COMMITTEE: None

FARMERS DAY: None

OLD BUSINESS: 2018 Sonoma-Marin Fair: Board members shared positive and constructive feedback on the fair.
Livestock: ran smoothly; awards ceremony went well; relocation of attractions helped pull people back in the area; barns were cleaner and well kept; barns were empty; guests asked where all the animals were; times for livestock shows should be re-evaluated; only two FFA Chapters were represented; the maybe due to the lack of a market opportunity. Consider a boutique species category or larger jackpot shows.
Imagination Station: pulled people back; great idea, but lacking some character, identity, and needed more activities.

Attractions: unfortunate to have the new carnival attraction not working and need to confirm that Harry met the requirements of the contract; a question was asked as to whether our own concessions could be placed near or within the carnival;

Grounds/Facilities: extra picnic tables were nice; extra shade a plus; grounds were clean; clean fair in general; vendors in MEB still struggling with heat and traffic flow; improve recycling program; returning the use of the Lot B entrance was good but visibility was an issue.

VIP Reception: went well; sound has been an issue and could still be improved but was better this year; the location of where we stand to present the award is still awkward; could use music especially for the princesses;

Signage: more signage is need (consistent, branded signage) for no smoking, smoking area, show times;

Entertainment: main stage acts were good; ground acts very good notably the juggling act who always draws a crowd and Buck Trout. Train is awesome.

Concessions: Pronto Pup was in the same location, although last year's discussion seemed to indicate it was going to be moved; good variety of offerings but no signature food item unique to this fair.

Security: Carolan is excellent; some guards need more training and a better approach to their work.

Wine Garden: pleasant; looked nice; moving in the right direction; unfortunately under attended; could use more happening in there. Set up is still awkward; name tags would be nice so mingling is easier; a more formal check in process would be nice so we know who attends and can send a thank you for coming; live music would be a nice

addition such as the Petaluma Jazz band or San Marin High School jazz combo.

General: good feedback from friends who had a good experience and enjoyed the fair; would be nice to return to an embroidered polo.

NEW BUSINESS:

A. IAEF Convention: Takes place November 25-28. CEO Keaney inquired as to who would be attending. President McClure stated that directors have rotated and Director Moore mentioned that travel to Texas would likely not be covered by California due to policy. CEO Keaney will investigate.

B. New Interim Rental Pricing: CEO Keaney presented a market comparison of interim rental prices between the Sonoma-Marín Fairgrounds and three similar competitors, followed by fee recommendations. *M/s/p Directors Burleson and Grossi to approve the new fees.*

| 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 | | |

CEO REPORT:

Interim & Permanent Rentals: CEO Keaney reported having met with tenants post fair (Paintball, Petaluma Speedway, Play Dog Play, Happy Hearts, and Rebuilding Together Petaluma) to review relocation during the fair. Meetings will be set for Live Oak Charter, and Live Oak Foundation. JW McGrath Auctions has moved in and will have the

Staff Updates: Staff has been scaled back to non-fair levels (Dakota, 2 days; Alex, 2 days; Mary, 1 day). CEO will conduct performance appraisals and do development plans for permanent staff by August 31. CEO completing personal development plan and welcomes input from the Board.

2018 Sonoma-Marín Fair: The staff met on 7/17 to review the fair from an operations perspective.

CEO Schedule: Reported having been out of the office more to meet with community partners, and doing more in the coming weeks. Requests time off (July 30-Aug 2; Aug 6).

FOR YOUR

INFORMATION:

Next meeting will be Aug 15, 2018 at 3:00pm.

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. Conference with Committee members James and Grossi. Negotiating parties: John Brown and Ingrid Alverde. Under negotiation: Usage options of property.

ADJOURNMENT:

M/s/c by Directors Ghirardelli and James to adjourn the Meeting at 4:24 pm.

Respectfully submitted,

Ruth McClure
President

Allison Keaney
Chief Executive Officer