

FOURTH DISTRICT AGRICULTURAL ASSOCIATION
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

October 17, 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, Benedetti, Burleson, Ghirardelli, James, Moore, Parks

DIRECTORS ABSENT (Excused):

Director Grossi
 Director Marzo

M/s/c Directors Ghirardelli and Burleson

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

STAFF PRESENT: Allison Keaney, CEO

GUESTS PRESENT:

none

The meeting was called to order in honor of the Grossi family at 3:08 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			
Director James	X		
Director Marzo			
Director Moore	X		
Director Parks	X		

PUBLIC COMMENT:

none

CORRESPONDENCE:

A. Thank you note from a grateful exhibitor (read aloud by Director Moore)

B. Memo about new Quality Assurance & Ethics Training (distributed by CEO Keaney).

A. CONSENT AGENDA:

- A. Minutes from September 2018 Board Meeting
- B. Rental Agreements
- C. Standard Agreements

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

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

COMMITTEE REPORTS:

FINANCE:

Director Moore reported clarifications during the committee's review of the finances for September reports, including the rental frequency of BCW, professional services, electronically transferred funds for PERS withholdings, discounted admissions, ATM usage, and cash reserve balances. The committee also reviewed the CD maturation schedule and process for deciding reinvestment.

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

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

BUILDINGS & GROUNDS:

Met on October 8th. Reported meeting with Mary Dooley of MAD Architecture to discuss design and construction of the front gate. The main security gate needs repair at \$7500. Crack remediation continues to take place on the carnival lawn, the community building roof needs to be replaced and bids are being gathered.

EXHIBITS & LOCAL RULES:

None

COMMERCIAL &

CONCESSIONAIRE: None

ENTERTAINMENT: None

PUBLICITY: None

GOALS & LONG RANGE PLANNING: None

LEGISLATIVE:

Met on October 3rd. The committee identified a strategy to find resources and guidance for the lease negotiation. CEO Keaney will contact CAL OES, and the CEOs of fairgrounds who have been through similar situations. CEO Keaney will also continue to communicate the fair's value through media channels and all interested should have attended the candidates' forum. A list of legislators was presented.

POLICY:

None

MILK BARN COMMITTEE:

None

FARMERS DAY:

None

OLD BUSINESS:

A. 2018 Sonoma-Marín Fair, Annual Report: The Board reviewed the report of financial results of the 2018 fair.

B. Petaluma City Council Mayoral Candidate Forum

NEW BUSINESS:

A. Elections: The nominating committee of Director McClure and Director Benedetti approached candidates to accepted nominations and presented the following slate of candidates for the Board's consideration,

President – Jeff James

1st Vice President – Dr. Lois Moore

2nd Vice President – Dayna Ghirardelli

Director Burleson expressed concern with the slate, specifically citing that in 2022, (Director Moore) without ag experience or from the ag community would be in place and likely not provide the greatest strength and support to lease negotiations. Director Moore expressed concern, consternation, and offense that Director Burleson would assume she had insufficient ag knowledge and negotiation skills to successfully navigate the lease negotiations, and would challenge her leadership capacity.

B. Committee Appointments will be reviewed at the November meeting and do not need to change.

CEO REPORT:

A. Interim & Permanent Rentals: CEO Keaney reviewed rental activity; Live Oak School has requested a rent consideration for receiving grant funds to upgrade the rented buildings. The Board referred the matter to the Buildings and Grounds Committee. Update provided on McGrath auction dates, a new lease for tenant Play Dog Play, and El Dorado Grill. A recap of interim events was present for the Guatemala Festival, RIP City Riders, Irish wolfhound dog show, and Youth Ag Day.

B. Industry Related Issues: CEO Keaney reported that Quality Assurance and Ethics Training would now be required of all animal exhibitors of all fairs. C. Staff Updates: Office Technician recruitment has completed the phone interview screening phase and will move to face panel interviews on 11/2. Thank you Director Moore for volunteering to sit on the panel. ; 119 staff are almost done with their assignments for this year.

D. 2019 Sonoma-Marin Fair: CEO Keaney reported meeting with Steve Rustad to begin artwork for the fair, meeting with Christy Gentry, publicist to discuss World's Ugliest Dog and publicity efforts, with Brandy Haupt to discuss wine garden activity, and requested the formation of an ad hoc committee to meet and discuss WUD in January.

E. CEO Schedule:

- 9/29 Attended "Healthy Animals, Healthy People" biosecurity workshop.
- 10/6 Attended RIP City Riders Event
- 10/20 Attending the Grand National Rodeo
- 10/27 Attending the North Bay Science Discovery Day
- 11/6-8 WFA Managers' Conference
- 11/9 Off

FOR YOUR INFORMATION:

A.

Interim events calendar was reviewed.

B. Next meeting will be November 14 2018 at 3:00pm. The meeting is a week earlier in the month to accommodate the Thanksgiving Holiday.

C. Fall Managers' Conference; Sacramento; November 6-8, 2018.

D. WFA Convention; Reno, NV; January 20-23, 2019.

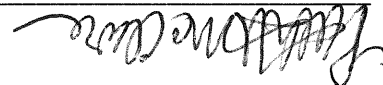
CLOSED SESSION:

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.

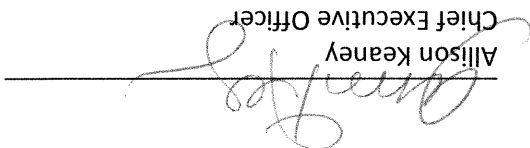
ADJOURNMENT:

M/s/c by Directors Moore and Parks to adjourn the Meeting at 4:15pm.

Respectfully submitted,



Ruth McClure
President



Allison Keaney
Chief Executive Officer