

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**  
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952  
**August 21, 2019**

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

**DIRECTORS PRESENT:** Directors James, Benedetti, Marzo, McClure, Moore, Parks

**DIRECTORS ABSENT (Excused):** James Burleson, Dominic Grossi, Dayna Ghirardelli  
*M/s/c Directors Moore and Benedetti.*

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

**STAFF PRESENT:** Allison Keaney, CEO

**GUESTS PRESENT:** none

The meeting was called to order at 3:00 by Director James, President.

**APPROVAL & ADOPTION  
 OF AGENDA:**

*M/s/c Directors McClure and Parks to approve the Agenda as presented.*

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

**PUBLIC COMMENT:** None

**CORRESPONDENCE:** Correspondence was circulated for review and included:  
 A. 2019 Fair refund requests.

Director McClure	X		
Director Moore	X		
Director Parks	X		

**BUILDINGS & GROUNDS:** Director Benedetti reported on project updates for the Community Building (gutters completed on July 3, skylights completed on July 9), Live Oak’s request to work with the Association to create sharable spaces on the grounds, the amendment of the Association’s agreement with PG&E to add service as a public service site during PSPS events, and the main gate project.

**EXHIBITS & LOCAL RULES:** None

**COMMERCIAL & CONCESSIONAIRE:** None

**ENTERTAINMENT:** Director Marzo reported that the committee brainstormed ideas for entertainment considerations across the fairgrounds: great use of the grandstands (outside of Fair as well), a community day of entertainment, a vision for the main stage line-up, rotation of the grounds acts, premier concert seating, late night music in the beer garden, and celebrity chef and/or mixologist on Kiwanis. The committee also generated a list of questions for an upcoming meeting with Ethan Hirsch of Wilson Entertainment.

**PUBLICITY:** No meeting. CEO Keaney made available the final publicity report from the Fair, created by publicist Christy Gentry. Social media reach and engagement continued to grow during the 2019 Fair. Print and radio remained effective. The new mobile app worked well and expanded the Fair’s engagement with the public. The Fair’s website remains an area of opportunity.

**GOALS & LONG RANGE PLANNING:** None

**LEGISLATIVE:** Director Moore reported that the City of Petaluma voted to accelerate the state’s increase of the minimum wage to \$15 per hour starting January 1, 2020 for businesses with 25 or more employees. The increase will extend to all businesses city wide on January 1, 2020. As a state entity, the 4<sup>th</sup> DAA is not required to adopt these wage policies.  
 Dr. Moore also reported the passing of S.B. 1343 requiring all employers with 5 or more employees to provide sexual harassment training, and that A.B. 1499 is in the regulatory process which is expected to take 6 to 8 months and require fairs to comply with specific working conditions, namely payment for overtime.

**POLICY:** Directors James and McClure committed to setting a meeting of the policy committee before the September Board meeting.

**MILK BARN COMMITTEE:** None

**FARMERS DAY:** No report from the committee. Director James noted that Sonoma-County Fair dropped the Pig Scramble from their Farmers’ Day program.

**OLD BUSINESS:** A. 2019 Sonoma-Marin Fair:

Review in Legislated report.

C. Staff Updates: Richard Gravelle is being promoted to Associate Governmental Program Analyst.

D. CEO Schedule: CEO Keaney will be taking off 8/22 and 8/27.

**FOR YOUR  
INFORMATION:**

A. Interim events calendar was reviewed.

B. Next meeting will be September 18, 2019 at 3:00pm.

**ADJOURNMENT:**

*M/s/c by Directors Benedetti and McClure to adjourn the Meeting at 5:05pm.*

Respectfully submitted,

  
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Jeff James  
President

  
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Allison Keaney  
Chief Executive Officer