

FOURTH DISTRICT AGRICULTURAL ASSOCIATION
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952
November 20, 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 4th District Agricultural Association, Petaluma, California at 3:00 PM.

DIRECTORS PRESENT: Directors James, Benedetti, Burleson, Grossi, Parks

DIRECTORS ABSENT (Excused):

Directors Ghirardelli, Marzo, McClure, Moore
M/s/c Directors Grossi and Parks to approve the Excused Absences.

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

STAFF PRESENT: Allison Keaney, CEO

GUESTS PRESENT: none

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

APPROVAL & ADOPTION OF AGENDA:

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

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

Director Parks	X		
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PUBLIC COMMENT: None

CORRESPONDENCE: There was no correspondence to review.

- A. CONSENT AGENDA:** A. Minutes from October 2019 Board Meeting
 B. Rental Agreements
 C. Standard Agreements

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

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

COMMITTEE REPORTS:

FINANCE:

Director James presented the October financial report, highlighting the following: completion of the 2018 financial audit which showed no items of concern and confirmed that the DAA's financial records are kept according to state policies; the new permanent rental contract with JW McGrath for one year; more accurate assignment of credit card fees; the high amount of expenses to the Repairs and Maintenance account due to Live Oak HVAC repairs, repairs to backflow valves which did not pass inspection, a fallen power pole in January, and replacement downspouts at Live Oak to address pooling water during rain. Items marked "Evac" are being tracked for reimbursement for serving as an evacuation center for the Kincade fire.

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

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

Director McClure			
Director Moore			
Director Parks	X		

Director James presented the 2020 budget, highlighting the following challenges: Increase to the minimum wage which affects not only wages paid by the fair, but the costs from vendors and service providers who also must absorb the increased wages; offsetting expenses by increasing the entrance fee for the fair; maintaining an active interim rental schedule that captures income while remaining competitive in the market; improving efficiencies in the trimming of costs where possible without compromising service and experience. Directors Burluson and Grossi sought clarification on capital assets, interest income, and GASB expenses.

M/s/c Directors Burluson and Benedetti to approve the 2020 Budget.

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

BUILDINGS & GROUNDS:

Director Benedetti reported that the committee met with members of Live Oak’s Board of Directors and Executive Director Justin Tomola. The school relayed that the re-chartering process this year made the school ineligible for the facility grant they had come to depend on. At the same time, the school incurred cost of approximately \$66,000 in the testing and remediation of mold and other water damage issues during the 2018/2019 school year. The Live Oak Board requested assistance with the expenses in the form of a rental discount over the next three years. President James requested the committee draft a formal recommendation to present to the Association Board at the January meeting.

EXHIBITS & LOCAL RULES:

No report

COMMERCIAL &

CONCESSIONAIRE: No report

ENTERTAINMENT: No report

PUBLICITY: No report

GOALS & LONG RANGE PLANNING: CEO Keaney reported that the joint meeting of the City's and Association's ad hoc committees was cancelled due to the Kincade fire and would be rescheduled for January.

LEGISLATIVE: No report

POLICY: President James reported that the policy committee had scheduled another meeting to review and update a second section of the policy manual. After all sections have been reviewed and updated, the manual will be presented to the Board for review. A provisional draft of the Cannabis Policy was presented to the Board for approval. The Policy will have review by CDFA legal completed by 12/20/19.

M/s/c Directors Burleson and Benedetti to approve the provisional Cannabis Policy.

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

MILK BARN COMMITTEE: No report

FARMERS DAY: CEO Keaney reported that a meeting is being scheduled for January.

OLD BUSINESS: A. Officer Elections: The officer slate for 2020 was presented by Director McClure at the October Board meeting for approval during the November meeting.

M/s/c Directors Benedetti and Parks to approve the 2020 Board Officers: President Jeff James, 1st Vice President Lois Moore, 2nd Vice President Dayna Ghirardelli.

Director	Aye	Nay	Abstain
James, President			

Director Benedetti	X		
Director Burleson		X	
Director Ghirardelli			
Director Grossi	X		
Director Marzo			
Director McClure			
Director Moore			
Director Parks	X		

B. Strategic plan: CEO Keaney shared the completion of Objective 2 of the Strategic Plan and invited feedback from the Board.

C. Fair Appreciation Dinner: CEO Keaney invited feedback from the Board on the dinner which stated the dinner to be organized and smooth running; Two Rock 4-H was once again very helpful; BBQ chicken raffle should return; a new BBQ should be considered as the BBQ is in disrepair.

NEW BUSINESS:

A. Evacuation Center – Kincade Fire: CEO Keaney reported on the grounds usage for the active shelter during the Kincade fire. The Fairgrounds housed approximately 600 people, 100 pets, and 300 head of livestock. The shelter opened on 10/26/19 and was ready for the first guests in 90 minutes. The last evacuee left the grounds on 11/1/19 for a total of 8 active days. The grounds were divided into sleeping shelter, medical facility, fragile medical care, car camping, RV camping, National Guard staging area, picnicking, dining hall, kids activity areas, and bio-secure livestock shelter. Cal OES used the Speedway pit lot for staging commodities distribution to the region and Servpro used the livestock area and lot B for staging regional service. Nor Cal Livestock Evacuation crew will be holding their thank you dinner and fundraiser on December 4 and Board members are encouraged to attend. Director Parks stressed the Board be aware of the impact of a sheltering event on staff and operations both during the event and in the subsequent weeks.

CEO REPORT:

A. Interim & Permanent Rentals: Contract renewals are being completed for long term tenants and several Latino events are being scheduled in a master Latino calendar.

B. Industry Related Issues: CDFA is working to capture best practices from all fairgrounds recently activated as evacuation shelters. The main goal is to help improve multi-agency communication and relations.

C. Staff Updates: Maintenance department will be having their annual golf day on 11/21; a new gate guard is being sought for weekday service.

D. CEO Schedule: The office will be closed at noon on 11/27 and will remain closed on 11/28 and 29 for the Thanksgiving holiday. The office will also be closed from 12/24 through 1/1/20.

**FOR YOUR
INFORMATION:**

- A. Interim events calendar was reviewed.
- B. Next meeting will be January 15, 2020 at 3:00pm.

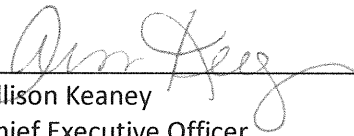
ADJOURNMENT:

M by Director Parks to adjourn the Meeting at 4:35pm.

Respectfully submitted,



Jeff James
President



Allison Keaney
Chief Executive Officer