

FOURTH DISTRICT AGRICULTURAL ASSOCIATION
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952
 February 19, 2020

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, Ghirardelli, Grossi, Marzo, McClure, Moore

DIRECTORS ABSENT (Excused): Director Grossi, Director Marzo
M/s/c Directors Burleson and Benedetti to approve the Excused Absences.

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

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

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

PUBLIC COMMENT: None

CORRESPONDENCE: None

A. CONSENT AGENDA: A. Minutes from January 2020 Board Meeting

- B. Rental Agreements
- C. Standard Agreements

M/s/c Directors Ghirardelli and Parks to approve the Consent Agenda.

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

COMMITTEE REPORTS:

FINANCE: The committee reported having review options for the upcoming maturation of a CD and decided to renew the CD for \$50,000 and move the remaining \$200,000 to L.A.I.F. The final version of the December Financials was presented to the Board. January financials were reviewed, noting clarification on fees for the workers’ compensation insurance accounts. Insurance is paid in a lump sum in order to take advantage of the 1% discount. The committee also clarified copier expenses and legal service fees. Journal entries clarified were a cash transfer to pay insurance and rental income paid early by some tenants. Finally the aged receivables were reviewed for confirmation that management is actively pursuing payment.

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

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

BUILDINGS & GROUNDS: Director Benedetti reported on the committee meeting held with MAD Architecture and Ohana construction, to outline the project details on the repair of the main gate, including replacement of all wood in the roof structure, replacement windows, stucco finish on ticket booths, and repaired walls on west ticket booth. CEO Keaney will get bid for electrical, and MAD Architecture will work to find a sign installer to mount the letters on top of the structure.

EXHIBITS & LOCAL RULES: No report

COMMERCIAL & CONCESSIONAIRE: No report

ENTERTAINMENT: No report

PUBLICITY: No report

GOALS & LONG RANGE PLANNING: Director Parks reported on the initial planning session of the two ad hoc committees (City and Fairgrounds Board) with the consultant from Urban Design Associates. Fair representatives educated UDA on the complex business model of the Association, and provided input on the process and numerous stakeholders that should be included.

Director Parks also reported that the open session in the City Council chambers on Friday was well attended and several speakers participated in open comment.

LEGISLATIVE: No report

POLICY: Director James reported that the committee reviewed another section of the policy manual and is continuing to make strides toward having a draft to present to the Board in April.

MILK BARN COMMITTEE: No report

FARMERS DAY: CEO Keaney reported that the committee met and set their monthly meeting schedule for the time between now and the Fair.

OLD BUSINESS:

A. Strategic Plan: CEO Keaney asked for comments and feedback from the Board, then stated she would include information from the City of Petaluma’s annual goal planning update meeting in Objective 4, and have it to share with the Board at the March meeting.

B. WFA Conference: CEO Keaney attended several workshops, the most notable being one on non-profit formation, the evacuation debrief, and themed programming. Director Parks reported on the conversations he had with CDFA leadership on the future of the Fairgrounds, and Director Moore share the awards that were given to the 4th DAA for logo, customer service, community partnership, children’s program, pocket guide, and theme.

C. Youth Ag & Animal Science Field Day: CEO Keaney reported that the co-hosted educational event went well with about 350 in attendance. Temple Grandin was the highlight as the keynote speaker. Director Parks noted that her presence drew in both the ag community and the autism community.

D. General Resolution for Interim & Standard Agreements and Purchasing *M/s/c Directors McClure and Benedetti to approve the finalized Cannabis Policy.*

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

Director Grossi			
Director Marzo			
Director McClure	X		
Director Moore	X		
Director Parks	X		

NEW BUSINESS:

A. Director James reported that he had an unforeseen conflict and would not be attending the 2020 Fair. Director Moore will fill the Board President’s duties in his absence.

CEO REPORT:

- A. Interim & Permanent Rentals: The first lease meeting/discussion was held with Live Oak Charter to being reviewing the 2020-2021 contract.
- B. Industry Related Issues: CEO Keaney reported that she was elected to the CFA Board as the North Coast representative. This will provide better access and understanding of the issues facing the industry.
- C. Staff Updates: The new gate guard, Grey Quinn will start on Feb 25th and a new 119 Maintenance Worker will start on March 2nd.
- D. Sonoma-Marin Fair: Working on sponsorships and finalizing entertainment; vendor/concessionaire forms are coming in at the usual rate compared to other years; Exhibitor Guidebooks go to print on February 28th and entries open on April 1st. Farmers’ Day has a complete schedule of meetings laid out.
- D. CEO Schedule: CEO Keaney has the following commitments –
 - 2/21 Youth Ag Leadership Foundation Scholarship Night
 - 2/22 Youth Ag Leadership Foundation Career Day; City’s goal setting session in Herzog Hall
 - 2/28 “State of the City” Chamber Lunch

FOR YOUR INFORMATION:

- A. Interim events calendar was reviewed.
- B. Next meeting will be February 19, 2020 at 3:00pm.

ADJOURNMENT:

M by Director Ghirardelli to adjourn the Meeting at 4:14pm.

Respectfully submitted,



 Jeff James
 President



 Allison Keaney
 Chief Executive Officer