

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**  
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952  
 June 17, 2020

The regular meeting of the Sonoma-Marin 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. Due to social distancing guidelines due to COVID-19, participants attended via Zoom conference.

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

**DIRECTORS ABSENT (Excused):** Director Moore

**DIRECTORS ABSENT (Unexcused):** Director Burleson

**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 Marzo and Benedetti to approve the Agenda as presented.*

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

**PUBLIC COMMENT:** None

**CORRESPONDENCE:** None

- A. CONSENT AGENDA:** A. Minutes from May 2020 Board Meeting  
 B. Rental Agreements  
 C. Standard Agreements

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

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

Director Marzo			
Director McClure	X		
Director Moore			
Director Parks	X		

#### COMMITTEE REPORTS:

FINANCE: Director James reported that the Finance Committee met and reviewed the May financials, seeing clarification on the following:

Cash Disbursements – fees pay to INsite marketers represent advertising and social media services for which the marketing manager was reimbursed. Trial Balance – AGPA Gravelle gave a detailed summary of debit and credit accounts listed on the trial balance, and explained the purchasing of event insurance. Aged Receivables – CEO Keaney reviewed the current status of rental deferment requests; Happy Hearts Pre-School and Playland Paintball will be re-opening by offering small day camps.

*M/s/c Directors Marzo and Ghirardelli to approve the Finance Report.*

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

Director James presented the revised 2020 Budget to the Board, highlighting the adjustments to income to reflect the loss of Fair revenue, and interim rental revenue. Expenses have been adjusted to meet the change in income. Two open staff positions (Maintenance Worker and Office Technician) will not be filled in the budget year, and the recruitment for these positions will be re-evaluated in the 2021 budget process.

*M/s/c Directors Ghirardelli and Parks to approve the Finance Report.*

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

BUILDINGS & GROUNDS:	Director Parks shared that the main gate project was waiting for the proper hardware to install the sign letters and the painting was almost complete.
EXHIBITS & LOCAL RULES:	No report
COMMERCIAL & CONCESSIONAIRE:	No report
ENTERTAINMENT:	CEO Keaney reported that all acts have been successfully cancelled.
PUBLICITY:	No report
GOALS & LONG RANGE PLANNING:	Director Parks reported that City Manager, Peggy Flynn asked for a formal request to extend the DAAs lease by one year to allow for proper time to gain public comment on the use of the property, given that PSPS events, the Kincade Fire, and COVID-19 had greatly turned the attention of both the City and the Association.
LEGISLATIVE:	No report
POLICY:	Director James reported that the committee had no new revisions to the policy manual at this time, but that the draft would be complete with one more meeting of the committee.
MILK BARN COMMITTEE:	No report
FARMERS DAY:	No report
WINE GARDEN:	No report
OLD BUSINESS:	A. COVID-19 Management: CEO Keaney reviewed the impact of COVID-19 on the operation. Tenants were beginning to explore how to re-open and engage business. The grounds were still being used for food distribution each Friday by the Redwood Empire Food Bank and Vitalant Blood Bank would be retuning in mid-July to hold a two day blood drive. The local Jewish Community center booked their day camp on the Fairgrounds and CEO Keaney reviewed the details, and protocols set forth by the county and required of the operation. The office was still closed to the public and staff only working 1 or 2 individuals at a time. Entry protocols include masks, hand sanitizing, temperature check, and self-symptom check reported to supervisor.
NEW BUSINESS:	A. Sonoma-Marin Virtual Fair: CEO Keaney provided an overview of the Virtual Fair. Exhibits reached about 2000 and exhibitors have begun submitting their photos and videos for evaluation. Publicity has begun with the recommended Fair themed movie list, how to upcycle the guidebook, and an at home Farmers' Day. Daily virtual activates are finished. The Board's help with touchless awards distribution would be appreciated. Corporate sponsors have generously agreed to continue to support the Virtual Fair including Exchange Bank, Friedman's Home Improvement,

Sobel Communications, Redwood Credit Union, Clover Sonoma, and American AgCredit.

**CEO REPORT:**

- A. Interim & Permanent Rentals: Interim rentals for July have been cancelled or rescheduled; The Redwood Empire Food Bank continues to participate in distribution every other Friday.
- B. Industry Related Issues: the industry continues to try and navigate COVID-19 and all it entails: event cancellations, fair cancellations, layoffs. As the area Chair, CEO Keaney leads meetings with the other North Coast Area CEOs to discuss revenue ideas and creative cost cutting.
- C. Staff Updates: Without the need for the daily security guard, part of the funds have been reassigned to bringing in a part time staff person to prepare the livestock office and barn areas for evacuation. The Fairgrounds has already been on stand-by twice with two local fires over 100 acres.
- D. CEO Schedule: Continuing to work from home if needed to allow other staff access to the office for essential duties like payroll and financial reporting.

**FOR YOUR INFORMATION:**

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

**CLOSED SESSION:**

- A. Personnel - Pursuant to California Government Code Section (§11126(a)(1) Annual performance review of Chief Executive Officer. President James reviewed the performance appraisal of CEO Keaney with the Board. The Board voted to increase the salary of CEO Keaney from \$7624.00 per month to \$7928.96 per month.

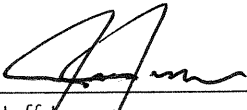
*M/s/c Directors McClure and Ghirardelli to approve the salary increase for the CEO.*

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

**ADJOURNMENT:**

*M/s by Director Marzo and Director 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