

FOURTH DISTRICT AGRICULTURAL ASSOCIATION
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952
August 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. Due to social distancing guidelines due to COVID-19, participants attended via Zoom conference.

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

DIRECTORS ABSENT (Excused): none

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 Moore and Benedetti to approve the Agenda as presented.

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

PUBLIC COMMENT: none

CORRESPONDENCE:

Circulated with the Board Packet and included:

- A. Memo from Fairs & Expositions Branch Chief John Quiroz regarding property insurance.
- B. Memo from Fairs & Expositions Branch Chief John Quiroz regarding the Dymally-Alatorre Bilingual Services Act Survey.

A. CONSENT AGENDA:

- A. Minutes from July 2020 Board Meeting
- B. Rental Agreements
- C. Standard Agreements

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

Director	Aye	Nay	Abstain
James, President			

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

COMMITTEE REPORTS:**FINANCE:**

Director Moore reported that the Revenue Protection Claim would be fair less than expected due to the number of claims submitted. There is also a budgeted amount for public relations expense but no expensed yet. The VIP lounge and volunteer recognition are part of this number, and volunteer recognition remains to be discussed for 2020. Judges fees still have been paid as they performed contracted work for the Virtual Fair. Health care payment amounts are different between transactions since one is the employer's portion and one the employee's portion. Insurance fee payments to CFSA are different as they are based on attendance. Tenants are continuing to "catch up" on arrears related to COVID-19 disrupting their businesses.

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

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

BUILDINGS & GROUNDS:

Director Benedetti reported that the main gate passed its final inspection with the City of Petaluma. Director James commented on the notable improvement in the Carnival Lawn as a result of the remediation efforts.

EXHIBITS & LOCAL RULES:

No report

**COMMERCIAL &
CONCESSIONAIRE:**

No report

ENTERTAINMENT:

No report

PUBLICITY:

No report

GOALS & LONG RANGE

- PLANNING:** Director Grossi reported that a successful virtual meeting took place with the committee and Louie Brown of the law firm Kahn, Soares, & Conway to discuss the formation of a supporting non-profit. The drafting of by-laws and articles should be straightforward, and the filing with the Secretary of State fairly quick. Once filed, the non-profit can begin doing business while it waits for IRS approval.
- LEGISLATIVE:** Director Moore reported that the committee met to discuss the two pieces of legislation in committee in the U.S. House of Representatives and the urgency to contact local representatives to request support of these bills: H.R. 7745, \$5 billion federal grant funding for fairgrounds affected by COVID-19 and H.R. 7883, \$500 million federal grant funding for fairgrounds affected by COVID-19. CEO Keaney reported that the distribution of said funds, should they be approved, would be by a process designed with input from fairgrounds CEOs.
- POLICY:** The policy manual is finished and was distributed to the Board.
- MILK BARN COMMITTEE:** No report
- FARMERS DAY:** No report
- WINE GARDEN:** No report
- OLD BUSINESS:** A. 2021 Fair Theme: CEO Keaney presented a few theme concepts and asked for Board input. The Board discussed the use of the word "Cruisin'" in the theme and the inclusion of agriculture. Director James suggested that the CEO send a list of ideas to the Board for comment and consideration.
- NEW BUSINESS:** A. Nonprofit Formation: Director James requested approval from the Board to authorize CEO Keaney to enter into an agreement with Kahn, Soares, & Conway, LLP to provide legal services to form a nonprofit organization.

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

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

B. Policy Manual: Director James presented the completed Policy Manual to the Board, highlighting key elements referring to Bagley-Keene, Director roles during Fair, guest conduct, and harassment and discrimination. The

policy committee members, Directors James and McClure, fielded questions from the Board. Directors Burleson and Marzo expressed concerns that the document was not reviewed by legal counsel.

M/s/c Directors Moore and McClure to approve the Policy Manual.

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

CEO REPORT:

A. Interim & Permanent Rentals: Goodwill Industries has discontinued their lease of space for a donation box; ADx Healthcare has entered into a contract with the Association for the rental of space in the parking lot to conduct private-pay COVID-19 testing; all tenants are conducting business of some kind with the exception of the Sonoma County Airport Express due to resume operations in mid-September.

B. Industry Related Issues: The focus of the industry is on garnering support for legislation written to provide financial support to fairgrounds; 15 DAAs are in the layoff process for employees; San Juaquin County Fairgrounds will cease operations in late October.

C. Emergency Services: For the fourth time in less than three years, the Sonoma-Marin Fairgrounds is open for evacuation support of livestock. Unique to this event is the sheltering of COVID-19 quarantined individuals displaced by the evacuation of the Best Western Dry Creek Inn, Healdsburg.

D. CEO Schedule: Attending the Novato Chamber of Commerce Virtual Business Expo to market our spaces that can support COVID-19 permitted activities; scheduled off for 8/25, 26, & 27.


**FOR YOUR
INFORMATION:**

A. Interim events calendar was reviewed.
B. Next meeting will be September 16, 2020 at 3:00 PM.

ADJOURNMENT:

M/s by Director Benedetti and Director McClure to adjourn the Meeting at 4:50 PM.

Respectfully submitted,



Jeff James
President



Allison Kearney
Chief Executive Officer