

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

March 17, 2021

The regular meeting of the Sonoma-Marin Fair Board of Directors was held 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 Moore, Benedetti, Burleson, Ghirardelli, James, Marzo, McClure, and Parks

DIRECTORS ABSENT (Excused): None

DIRECTORS ABSENT (Unexcused): Director Grossi

STAFF PRESENT: Allison Keaney, CEO

GUESTS PRESENT: None

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

**APPROVAL & ADOPTION
OF AGENDA:**

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

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

PUBLIC COMMENT: none

DIRECTOR REPORTS: President Moore reported that she had been quietly seeking out funding sources.

CORRESPONDENCE: none

CONSENT AGENDA:
A. Minutes from February 2021 Board Meeting
B. Rental Agreements
C. Standard Agreements

EXHIBITS & LOCAL RULES:

No report

BUILDINGS & GROUNDS:

Director Benedetti reported the approval of the PSPS project and that the design visit for the Herzog kitchen remodel took place.

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

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

Director McClure reviewed the committee's plan to reinvest the maturing Summit CD; The Shuttered Venue Grant may be open to Fairgrounds; the PSPS award for improvements to the buildings will require the Association to fund the project and receive reimbursement from CDFA; the Committee clarified the expenses for Event Hub (Virtual platform for Fair activities and sponsor promotion), heater repairs, and rental security deposit refunds. Aged receivables were reviewed; the County of Sonoma has remedied their billing issue for the rental of Herzog as a COVID-19 testing center.

FINANCE:

COMMITTEE REPORTS:

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

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

COMMERCIAL & CONCESSIONAIRE: No report

ENTERTAINMENT: No report

PUBLICITY: No report

GOALS & LONG RANGE PLANNING: Director Parks stressed the outreach efforts to share the importance to negotiate the new lease as soon as possible. He deferred the rest of his report to the items listed under old and new business.

LEGISLATIVE: No report

POLICY: No report

MILK BARN COMMITTEE: No report

FARMERS DAY: No report

WINE GARDEN: No report

OLD BUSINESS: A. 2021 Fair:
 CEO Keaney reviewed the work completed on the Drive Thru Fair Food events, Cars & Coffee, and the exhibits program being vetted by the County. She reported the limited availability of vendors, concessionaires, and carnival providers as well as the limited capacity for gatherings making a hybrid fair the recommended option for the Association and requested the Board’s approval to move forward with a hybrid fair (some activities “in-person” with COVID measures in place; some activities online).

M/s/c Directors Benedetti and Parks to approve the Hybrid Fair Plan.

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

B. Friends of the Sonoma-Marin Fairgrounds reported on the status of the nonprofit Board candidates and summarized the outreach comments reported at the March 3 meeting of the nonprofit: Facebook posts educating the community on the history and use of the fairgrounds, reaching out to businesses, gathering of supporters to call into City Council meetings. Director Parks expressed the importance of a balanced nonprofit Board representing many different segments of the community and different industries. Board members were asked to each provide the name of a candidate for the nonprofit Board.

NEW BUSINESS:

A. Communications

Director Parks read the rebuttal letter being sent to the City Council and asked for the Board's input. CEO Keaney to make the final changes. Director Parks reviewed the discussion with Christy Gentry, publicist, and the potential shift in communication strategy to manage the Fairgrounds' message more effectively and led by the DAA Board.

M/s/c Directors Burleson and James to approve the letter with appropriate changes by the Goals and Long Range Planning committee.

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

CEO REPORT:

A. Interim & Permanent Rentals:

- Increased interest from the public to rent Herzog Hall. We are stressing with clients the nature of the non-refundable date deposit.
- The City of Petaluma has scheduled four drive-in movies.
- Live Oak is preparing to return to "in person" instruction on April 12th.
- Speedway is returning to events with spectators on April 11th with 20% capacity.
- reservation/presell tickets only.
- COVID testing center may extend to the end of April.

B. Industry Related Issues:

CFA Transition Committee had their first meeting; the recommended transition model was given to CDFA by CFA advocates and CDFA submitted the model to the Governor's office. The model includes three elements:

1. The JPA Agreement: The JPA would play the role that F&E does for the DAAs. The JPA would have a Board of Directors and would be run by the Fairs, for the Fairs.
2. Operating Agreement: This agreement would be between the JPA and the Fair's managing entity (a non-profit) and allow for the maximum flexibility to serve the local community and stakeholders.
3. Bylaws for the JPA.

Budget: \$50 million in the Governor's budget for Fairs. These funds are slated to be distributed to the DAAs; CFA Board members spoke at the State Senate and Assembly hearings to testify that these funds be shared across the entire network of fairs, not just DAAs.

C. Staff Updates:

- New Gate Guard started this week.
- Katy Lundy, Dot Henderson, Iya Josephmenard are confirmed to return in late April to assist with exhibits data management, distributing coloring sheets, and volunteer recruitment.
- Staff Meeting was held; reviewed COVID vaccine availability, safety protocols when the office eventually reopens, and staffing/volunteer needs for Drive Thru Fair Food.

D. CEO Calendar:

- National Ag Week Gala; handed out ag goody bags with the North Bay Dairy Women at the 3/19 Redwood Empire Food Bank distribution.
- Will be off March 26 & 29 (furlough time)
- April 6: Sonoma County 4-H CCC Meeting
- April 8: Marin County Jury Duty
- Will be hosting an "Open Fairgrounds Morning" for the "May Your Health Move Forward" health month organized by the Petaluma Health Care District.

FOR YOUR

INFORMATION:

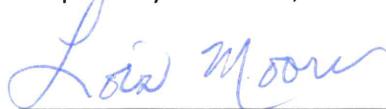
A. Interim events calendar was reviewed.

B. Next meeting will be April 21, 2021 at 3:00 PM.

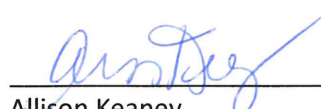
ADJOURNMENT:

M/s by Director McClure and Director Parks to adjourn the Meeting at 4:55 PM.

Respectfully submitted,



Dr. Lois Moore
President



Allison Keaney
Chief Executive Officer

