

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**  
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952  
**April 21, 2021**

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

**DIRECTORS ABSENT (Excused):** Director Benedetti  
*M/s/c Directors Parks and James to excuse Director Benedetti.*

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

**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 Marzo and McClure to approve the Agenda.*

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

**PUBLIC COMMENT:** none

**CONSENT AGENDA:**  
 A. Minutes from March 2021 Board Meeting  
 B. Rental Agreements  
 C. Standard Agreements  
 D. Committee Announcements

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

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

**CORRESPONDENCE:** CDFA Poultry Health Inspection Notice

**DIRECTOR REPORTS:** President Moore commented that the Fairgrounds received their declarations and plaques for Large Business of the Year.

**COMMITTEE REPORTS:**

**FINANCE:**

Director McClure reported that documents had been signed for the 2<sup>nd</sup> draw PPP loan and that an additional unplanned funding allocation of \$125,000 had been received from the State. Promotional funds were received from Summit Bank and the account will be rolled to a 6 month CD at .3%.

CEO Keaney requested a \$15,000 budget adjustment to cover “Hybrid” Fair entertainment including grounds acts, live bands, stage, and sound system.

Clarification was provided for legal fees, deferred compensation, credit card processing fees, and copier expenses.

Aged receivables were reviewed. The committee asked that CEO Keaney send a correspondence to Justin McGrath outlining the Association’s intent to collect.

*M/s/c Directors Parks and James to approve the Finance Report and the budget amendment.*

Director	Aye	Nay	Abstain
Moore, President			
Director Benedetti			

Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director James	X		
Director Marzo	X		
Director McClure	X		
Director Parks	X		

<b>BUILDINGS &amp; GROUNDS:</b>	No report
<b>EXHIBITS &amp; LOCAL RULES:</b>	Director McClure reported that the committee reviewed the exhibits plan which includes livestock exhibits in Lot B, small animals in Herzog Hall, and one day shows. Entry categories have been streamlined and the plan includes minimal staff and volunteers. COVID protocols include the screening of all volunteers, staff and participants. Sponsorships are tracking at about 50% of a typical fair and prizes will be more practical to support exhibitors in their projects.
<b>COMMERCIAL &amp; CONCESSIONAIRE:</b>	No report
<b>ENTERTAINMENT:</b>	Director Marzo requested entertainment suggestions be given to her.
<b>PUBLICITY:</b>	No report
<b>GOALS &amp; LONG RANGE PLANNING:</b>	No report
<b>LEGISLATIVE:</b>	No report
<b>POLICY:</b>	No report
<b>MILK BARN COMMITTEE:</b>	No report
<b>FARMERS DAY:</b>	No report
<b>WINE GARDEN:</b>	No report
<b>OLD BUSINESS:</b>	<p>A. 2021 Fair: CEO Keaney requested the Board hold the date of June 24<sup>th</sup> in the evening to attend a walkthrough of the still exhibits. Other volunteer positions for Board members will be shared at the May meeting. Sponsorship has been received from Clover Sonoma. The updated website was shared.</p> <p>B. Friends of the Sonoma-Marin Fairgrounds Director Parks reported that the members are enthused and focused on engaging with the community. Referring to the property as the “Petaluma Fairgrounds” helps minimize confusion and will be done more frequently.</p>
<b>NEW BUSINESS:</b>	A. Volunteer Program Expansion

CEO Keaney shared that the Fairgrounds’ volunteers received a letter inviting them to return and assist with the exhibits, Cars, Coffee & Cruise, wine event, and office duties. Volunteers are also being recruited to assist with the “May Your Health Move Forward” open grounds morning event on May 22<sup>nd</sup>. Those interested in volunteer may contact the volunteer coordinator at [volunteer@sonoma-marinfair.org](mailto:volunteer@sonoma-marinfair.org).

**CEO REPORT:**

**A. Interim & Permanent Rentals:**

- Large events are planned for the summer (Transcendence Theater, Drive in Movies, Petaluma Music Festival).
- Prep for the first Fair Food weekend starts next week.
- McGrath is having a large sale then preparing for their move out. ADx testing has extended their contract through May. County run COVID testing appears that it will continue through May. Live Oak has returned to a hybrid schedule.

**B. Industry Related Issues:**

- Funding: CFA continues to advocate for funds in the State budget and WFA is advocating for inclusion in federal relief programs.
- Reopening: Deciphering guidelines from the state and how they apply to events; guidelines are still unclear and there is no guidelines for the measuring of capacity for outdoor venues.

**C. Staff Updates:**

- Five buildings staff members will be rehired to oversee the setup of the Main Exhibit Building. The budget being pulled from the Exhibits Coordinator budget and re-applied (about 160 hours)
- In about 4 weeks the staff will be fully vaccinated.

**D. CEO Calendar:**

- Will be off May 28<sup>th</sup>

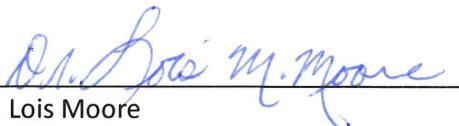
**FOR YOUR INFORMATION:**

- A. Interim events calendar was reviewed.
- B. Next meeting will be May 19, 2021 at 3:00 PM.

**ADJOURNMENT:**

*M/s by Director Ghirardelli and Director Parks to adjourn the Meeting at 4:30 PM.*

Respectfully submitted,

  
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 Dr. Lois Moore  
 President

  
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 Allison Keaney  
 Chief Executive Officer