



*Seeking applicants for the position of*

## **CHIEF EXECUTIVE OFFICER**

**Sonoma-Marin Fairgrounds & Event Center**  
4th District Agricultural Association (DAA)  
175 Fairgrounds Drive  
Petaluma, CA 94952



**\$7,937 - \$9,717 Monthly Salary**

**Filing Deadline: Thursday, November 18, 2021 or until filled**

## Mission Statement

*The Sonoma-Marin Fair promotes and showcases agriculture, while displaying the diverse talents, interests and accomplishments of the residents of California, especially the youth of Sonoma and Marin Counties. This is achieved by providing educational, entertainment and recreational opportunities for the general public, while continually striving towards enhancing the promotion and preservation of California's agricultural heritage.*



## The Position

The Board of Directors of the Sonoma-Marin Fairgrounds & Event Center is seeking an administrator to continue its strong traditions and to identify opportunities to expand its annual Fair and other community events. The Chief Executive Officer of the 4th DAA is an officer appointed by, and reporting to, the Board of Directors. Under the direction of the Board, the Fair CEO plans, organizes implements and administers the development and utilization of fairground facilities, which provides the public with a variety of entertainment, social, educational, cultural, and recreational activities; directs the work of the staff of the 4th DAA; and does other work as required. Emphasis is on administration and management, financial accounting, planning, marketing, facility enhancement, community outreach and public relations.

The Fair CEO has the key responsibility of implementing the vision of the Fair Board and assuring the financial success of the fairgrounds. The latter involves booking interesting, viable events throughout the year that attract attendance and maintain the reputation of the fairgrounds, while

ensuring compliance with State law, rules and regulations. The Fair CEO develops marketing strategies to attract maximum use of the facilities and participation; attends all Board meetings and arranges for the development of agendas and minutes; solicits the donation of funds or services. The Fair CEO must be willing to work irregular hours and weekends and to participate in community activities and organizations.



## Overview

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There are many aspects of Fairground activities and Fair CEO functions that make this an exciting opportunity for a qualified candidate in this field.

- A Class III+ Fair with an annual budget of almost 1.9 million and an annual attendance of approximately 60,000.
- The well-attended annual five day Fair held in the month of June represents the diversity of the community, showcases agriculture, local art and crafts, junior livestock competitions, award-winning local wines, the internationally famous World's Ugliest Dog ® Contest and first-rate entertainment for the entire family.
- Well-maintained facilities on 60 acres with easy access from Highway 101, unique indoor/outdoor spaces and convenient parking to accommodate a variety of events.
- Oversight of rental facilities on the grounds
- Fairgrounds serve as an evacuation center during State of California emergencies
- Major interim events including Chili Cook-off, 4<sup>th</sup> of July Fireworks, Petaluma Music Festival, RIP City Riders Car and Motorcycle Show, Latin Music Festival, RV and Auto Shows, Dog Shows and Agility Trials, Festivals & Community Events, etc.
- The annual "North of the Gate Wine Competition" features Gold Medal award winning wines from more than 300 entries.
- The Petaluma Speedway features stock car racing from March through October and is known nationally as the fastest 3/8-mile oval dirt track in racing.
- The annual Petaluma Youth Ag Day affords 1,000 local K-4<sup>th</sup> grade students the opportunity of a hands-on agricultural experience.



- The Fair CEO enjoys a collaborative working relationship with the Fair Board, a variety of agencies, such as the City of Petaluma, the Department of Food and Agriculture, the Western Fairs Association, and the International Association of Fairs and Expositions and is encouraged to belong to or participate in a wide variety of community organizations and activities as the representative of the District Agricultural Association.
- The support and contributions of an experienced and competent staff.



The Sonoma-Marin Fairgrounds and Event Center is located in Petaluma, California. The 4<sup>th</sup> DAA covers both Sonoma and Marin Counties. Sonoma and Marin Counties are rich in agriculture, with the highest concentration of Organic Dairy Farms anywhere in the Country. Wine grapes and many other agricultural commodities are also produced in the region.

### Required Applicant Materials:

*These items will be thoroughly evaluated in order to determine the most suitably qualified applicants to continue in the selection process.*

- **Completed Application:** Application available on-line <https://jobs.ca.gov/pdf/std678.pdf>
- **Resume**
- **Letters of Reference:** *Three (3) letters of reference that demonstrate your qualifications for this position.*
- **Supplemental Question:**  
*Explain how a fairgrounds is an important and integral part of the community. Please describe your views and provide examples. Please limit your response to no more than one (1) page total.*



## The Process

The selection process will consist of the following:

- A screening committee will evaluate each applicant's personal resume, supporting materials and application.
- The applicants considered to be the best qualified for the position will be referred to the DAA board of directors for further consideration.
- Personal interviews will be scheduled with a selected number of the most qualified candidates.
- The applications of all candidates will be held in strict confidence.
- The Fair Board or its representative reserves the right to contact selected individuals who are familiar with the accomplishments of applicants.
- The fair board or its representatives may wish to visit the home community of the final applicant(s).
- The Board of Directors will make the final determination.

*Questions regarding application or selection procedures may be directed to:  
Dr. Lois M. Moore, President of the Board @ [lmoore@sonoma-marinfair.org](mailto:lmoore@sonoma-marinfair.org)*

## Compensation & Benefits

**Salary: \$7937 – \$9717** monthly.

The salary within the range will be based on the qualifications of the successful candidate.

- Public Employees Retirement System (PERS)
- Annual Leave
- Health Plan
- Dental Plan
- Vision Plan
- Life Insurance
- Holidays
- Deferred Compensation Plan

## To Apply

If you are interested in pursuing this exciting career opportunity, please Email the required application, *available on-line* <https://jobs.ca.gov/pdf/std678.pdf>, along with your resume, 3 letters of recommendation and your response to the Supplemental Question to:

Dr. Lois M. Moore, President of the Board @ [lmoore@sonoma-marinfair.org](mailto:lmoore@sonoma-marinfair.org)

