

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**

**November 16, 2022**

**Minutes**

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

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Hosted in Admin Office Board Room and via Zoom.

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

**DIRECTORS ABSENT (Excused):**

**STAFF PRESENT:** Tawny Tesconi, CEO, Mandy Clendenen, Fair Staff

**GUESTS PRESENT:** Michael Flores, CDFA

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

**APPROVAL & ADOPTION OF AGENDA:**

*M/s/c Directors James and Marzo to approve the agenda with the following changes: strike VII item #B-3 & XI item A*

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

**PUBLIC COMMENT:** None

**CONSENT AGENDA:** *M/s/c Directors McClure and Benedetti to approve the Consent Agenda.*  
A. Rental Agreements as presented.  
B. Standard Agreements as presented.

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

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**CORRESPONDENCE:** CEO Tesconi reported she received an email from Mike Tomasini, and he has agreed to return as Livestock Superintendent for the 2023 fair.

**DIRECTOR REPORTS:** Director James recognized the passing of several members of the agricultural community

**COMMITTEE REPORTS:**

**FINANCE:** Director McClure discussed the following financial statements:  
Expenditures – October 2022  
Trial Balance – October 2022  
Income Statement – October 2022  
Discussion of the 2023 Budget

In addition, Director McClure reported we had a CD mature in late October, and those funds have been reinvested at First Republic Bank at a rate of 3%APY. The New maturity date is 2/28/2023

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

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

**BUILDINGS & GROUNDS:**

Directors Parks reported on the committee meeting held on Tuesday, November 15<sup>th</sup>.  
Director Parks discussed the work being done to clear citations given by the Fire Marshal in April.  
CEO Tesconi discussed the proposed increase in rental rates for public events as well as the proposed alcohol management plan for interim events.  
Discussion followed.

*M/s/c Directors Marzo and McClure to approve Attachment A Public Event Policies & Procedures and Attached B Public Event Alcohol Services Policies and Procedures.*

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

**EXHIBITS & LOCAL RULES:** Directors McClure and Ghirardelli - No report

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COMMERCIAL &  
CONCESSIONAIRE: Directors James and Benedetti - No report

ENTERTAINMENT: Directors Ghirardelli and Marzo – No report

PUBLICITY: Directors Grossi – No report

GOALS & LONG RANGE  
PLANNING: Directors Grossi and Parks – No report

LEGISLATIVE: Director Marzo – No report

MILK BARN COMMITTEE: Director Benedetti – No report

FARMERS DAY: Director Grossi – No report

**FRIENDS OF THE  
FAIRGROUNDS:**

Director Parks shared that Re-Leaf Petaluma had approached him to plant native trees along the fence line near Rebuilding Together.

Director Parks also briefly summarized the local political races and their outcomes.

EXECUTIVE COMMITTEE: President Moore, Directors Parks, James, and Ghirardelli – No report

**OLD BUSINESS:**

A. 2023 Nominating Committee Report –

Director James moved to approve the 2023 Board Officers as follows:

Mike Parks - President

Dayna Ghirardelli - Vice President

Dominic Grossi - 2<sup>nd</sup> Vice President

*M/s/c Directors James and Benedetti to approve the 2023 Board Officers*

B. Approval of the 2023 Fair Logo

*M/s/c Directors Marzo and McClure to approve the 2023 Sonoma Marin Fair Logo*

C. CDFA Regional Training, Auburn, Monday, November 7<sup>th</sup> – Directors Marzo and McClure shared what they had learned at the training. They also shared that this training would satisfy the EEO Compliance requirements.

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**NEW BUSINESS:**

**A. Approval of CEO Personnel Agreement with Tawny Tesconi**

*M/s/c Director McClure and James to formally hire Tawny Tesconi as of 10/3/2022 at the state’s designated starting pay rate.*

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

**B. Discussion and approval of personnel overtime related to the 2022 fiscal year**

*M/s/c Directors Grossi and McClure to approve payment of overtime related to the 2022 fiscal year.*

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

**C. Western Fair Association Convention, January 15-18, 2023, in Reno – informational. Director Parks has indicated an interest in attending as the incoming Board President.**

**D. December Board Meeting date December 14<sup>th</sup> at 3:00 pm**

*M/s/c Directors Parks and Marzo to move to reschedule the December 2022 Board Meeting to Wednesday, December 14<sup>th</sup> at 3:00 p.m. due to the Christmas Holiday.*

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

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**CLOSED SESSION:**

A. The Board is authorized to enter a closed session to discuss DAA Real Estate Negotiations with the City of Petaluma for the lease of current fairground property (Gov. Code section 11126(c)(7))

*M/s/c Directors McClure and James to convene into Closed Session at 5:20 p.m.*

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

**RECONVENE INTO OPEN SESSION:** *M/s/c Directors Parks and Benedetti.*

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

**The board reconvened into open session at 5:35 p.m. President Moore reported no action was taken.**

**CEO REPORT:** Non-action items.

**ADJOURNMENT:**

*M/s by Director Marzo and Director Benedetti to adjourn the Meeting at 6:03 pm in memory of Jim Grossi, Eddie DeCarli, John Cornolo, Marlene Freetly, and Barry Ross.*

Respectfully submitted,

\_\_\_\_\_  
Dr. Lois Moore  
President

\_\_\_\_\_  
Tawny Tesconi  
Chief Executive Officer

*\*\*Minutes approved December 14, 2022*

## FOURTH DISTRICT AGRICULTURAL ASSOCIATION

Attachment to Minutes

November 16, 2022

### Attachment A - Public Event Policies & Procedures

#### PUBLIC EVENTS OVER 1,500 GUESTS (Applies to Carnival Lot, Lot B, Main Exhibit Building):

Date Reservation Deposit:

- \$1000 per day, per venue
- memo to customer that deposit does not guarantee event
- Once contract provided, deposit becomes non-refundable/forfeited after 5 days of receipt

General Deposit:

- \$5000 deposit per day, per venue (date reservation deposit applied to this deposit)
- Paid 45 days before event date

Rental Fee: \$2500 flat fee rental rate per venue, plus \$1.00/paid guest

Parking: Fairgrounds would facilitate all staffing and sales for parking and keeps all revenue

Law Enforcement Requirements:

- 2 for 1500 people
- 4 for 2000 people
- 10 for over 2000 people

Ambulance: Events of 5000 or more require an Ambulance onsite

Maximum Capacity: Promoter required to provide maximum number of attendance and cannot exceed that number

Ticket Accountability: Promoter required to give Fair access to live online ticket sales

Fire Marshal: Renter must identify when making date reservation if there will be pyrotechnics

Date Exclusivity: Limit like outdoor events to one per month

Event Curfew: Update Sunday curfew to end events at 8:00 PM per City ordinance

#### PRIVATE EVENTS:

Security Guard Requirements:

- Building minimums:
  - Herzog Hall – minimum of 4 guards plus 1 supervisor
  - BCW – minimum of 1 guard plus 1 supervisor
  - MEB – minimum of 5 guards plus 1 supervisor
- Security Guard Ratio
  - 1 for every 75 people with alcohol
  - 1 for every 100 people without alcohol
- Fair Event Staff required onsite during event
- CEO has ability to increase/decrease guard numbers at their discretion based on:
  - Attendance
  - Hours
  - Alcohol service
  - Type of event

**\*Traditional events would be Grandfathered in.**

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**Attachment to Minutes**

**November 16, 2022**

**Attachment B - Public Event Alcohol Service Policies & Procedures**

In an effort to maintain consistency and control over alcohol service during interim events, it is suggested the DAA manage alcohol services. The DAA would contract with a non-profit organization to secure a one-day ABC License for each public event. The non-profit could be a service organization or even our own Fair Foundation. This would ensure necessary licenses and insurance have been purchased for event's, serving staff is properly trained and our alcohol management policies are being properly executed.

Traditional events would be Grandfathered in

**Suggested Net Profit Split**

Fair - 37.5%

Non-Profit - 37.5%

Promotor - 25%

*\*Net Profit = Gross revenue – (taxes, staffing, insurance, license, product costs)*

**Example:** Beer only - 8-hour event with 2000 attendees

Gross Revenue - \$25 per capita	\$50,000
Expenses	
One Day Liquor License	- 50
Insurance	- 400
Staff - 3 servers @ \$24 per hour	-576
**Product Cost	-3,900
Sales Tax	-4,450
Miscellaneous	-2,000
Net Income	\$38,624

*\*Staff costs based off Napaphx.com service*

*\*\* Domestic Beer Kegs, \$130/Each, approximately 165 – 12-ounce servings per keg. 2.5 servings per person, \$10 per beer*

\$14,484 for 4<sup>th</sup> DAA

\$14,484 for Nonprofit

\$ 9,656 for promoter