

FOURTH DISTRICT AGRICULTURAL ASSOCIATION
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952
February 16, 2022

Due to recent changes in social distancing guidelines due to COVID-19, participants were able to attend via Zoom conference or in person.

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

DIRECTORS ABSENT (Excused): Director Ghirardelli
M/s/c Directors Grossi and McClure to approve the excused absents.

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

STAFF PRESENT: Kristie Hubacker, CEO, Paulette Swallow, Exhibits

GUESTS PRESENT: CDFA Deputy Secretary Michael Flores, CDFA Branch Chief Mike Francesconi, CDFA Resource Coordinator Kalia Mitchell

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

APPROVAL & ADOPTION OF AGENDA:

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

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

Director McClure	X		
Director Parks	X		
Director James	X		

PUBLIC COMMENT:

CDFA Deputy Sectary Flores introduced Resiliency Program where a select group of fairgrounds will be chosen for a larger investment in facilities for emergency purposes such as natural disaster evacuation centers. CDFA also working on ensuring broad band for all fairgrounds. Requested follow up to come to Sonoma-Marin Fairgrounds for an in person meeting in the near future.

CDFA Resource Coordinator Mitchell reported on recent updates to Covid-19 protocols and the extension of the Governor’s executive order to continue Board meetings via Zoom where necessary.

CORRESPONDENCE:

Director McClure and CEO Hubacker reported on planned “Celebration of Life” for long time fair supporter Groverman. Family requested Friends of the Fair be set up as nonprofit recipient for event. CEO Hubacker will follow up to connect the Groverman family with FOTF representative.

CONSENT AGENDA:

- A. Minutes from January 2022 Board Meeting
- B. Rental Agreements
- C. Standard Agreements

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

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

COMMITTEE REPORTS:

FINANCE:

Directors McClure and James reported no CDs needing review. December financials have not been finalized. CEO Hubacker reported on Audit Exit Interview notes. Concern around employee living on grounds. May be need to report on taxes. CEO Hubacker will continue to look into the matter.

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

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

BUILDINGS & GROUNDS: Director Parks reported plan to create contract for Ag Education animals to live on grounds under the care of Martin De La Torre. CEO Hubacker reported on Happy Hearts progress. Tenant was able to resume use of Southern side of building however Cal Construction will need to submit amendment for the continued work in Eastern side of the Annex building. Remaining projects will be handled in house by fairground’s maintenance team.

EXHIBITS & LOCAL RULES: Director McClure reported the addition of nearby counties for exhibitor entries moving forward. Reported proposed shift in exhibitor displays from Showcase to BCW. Expanding Wine Garden to Showcase hall and introducing “Craft Beverage Hall”. Horse show confirmed for 2022 fair. Presented draft livestock schedule. Director Grossi expressed concern around start to for Holstein Show and proposed later load in time for dairy. Exhibits Manager Swallow will continue to work on livestock schedule. Moving forward with digital Guidebook and condensed brochure.

COMMERCIAL & CONCESSIONAIRE: Director Benedetti plans to meet with AGP Gravelle to discuss commercial and concessionaire progress for 2022 fair. CEO Hubacker reported that contract are starting to be finalized.

ENTERTAINMENT: Director Marzo and CEO Hubacker reported that Main Stage and Grounds acts are booked pending one open slot on Kiwanis Stage Wednesday June 22. CEO Hubacker reported intent to host “Safari Encounters” in Grand Stands this year. CEO Hubacker reported that the Butterfly Adventure will not be able to return this year.

PUBLICITY: No report

GOALS & LONG RANGE PLANNING: Director Parks reported on public meeting with Petaluma City coming up on 2/28/2022.

LEGISLATIVE: No report

MILK BARN COMMITTEE: No report

FARMERS DAY: Director Grossi reported that invitation for meeting had gone out to involved parties. This year we will be replacing some activities such as sow sorting.

“Friends of the Fairgrounds”:
Director Parks reported the ample support received from the group. The group is working on replacing some tables and chairs for Herzog hall along with a new ice machine. Group is looking to add more members. President Moore intends to present Appreciation plaque to Allison Keaney on next Friends of the Fair Grounds meeting.

OLD BUSINESS:

A. 2022 Fair:

CEO Hubacker introduced finalized 2022 Fair poster. CEO Hubacker reported that Midway is booked. Staff contracts have gone out and website has been updated to reflect fair dates. Hoping to make public announcement early March.

NEW BUSINESS:

A. Proposed Additional funding for consultation fees for Goals and Long Range Planning Committee not to exceed \$10,000.

M/s/c Directors Grossi and Benedetti to approve the proposed funding.

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

CEO REPORT:

A. Interim & Permanent Rentals:

- Petaluma Speedway has set their 2022 Calendar
- Covid testing site with NS Operations setting up in front parking lot with option for 3 month lease.
- Parking lot carnival hosted by Butler Amusements coming 2/23-2/27.
- Onsite events back with Valentine’s Dance 2/12/2022.
- Two day event Guatemalan Fest will be 3/26-27
- In negotiations with Petaluma’s Farmer’s Markets to come together at fairgrounds.

B. Covid restrictions and mask mandates improving

C. Staff Updates:

- Brought on additional Maintenance employees to prepare for fair time and assist Maintenance Manager De La Torre
- Signed on Iya to return as Volunteer Coordinator
- Sent out contracts for annual fair time workers
- Secured contract with PR and Marketing Manager Ashlyn Robinson
- Signed on photographer for fair time
- Still looking for WUD day of coordinator
- Brought on Katie Lundy and Gayle Smith to get Guidebook launched

D. 2022 Fair:

- Full fair in progress

E. CEO Schedule

- Returning to office from WFA Conference by Friday 1/22/2022.

F. Work Days

- Tentative work days scheduled with local 4-H groups to remove wooden portable pens in sheep and swine barns. First work day scheduled for 3/26. Initial work days will be good gauge for what we can accomplish with future work days.

FOR YOUR

INFORMATION:

A. Interim events calendar was reviewed.

B. Next meeting will be February 16, 2022 at 3:00 PM.

CLOSED SESSION:

A. Real Property Negotiations Pursuant to California Government Code Section (§ 11126(c)(7) regarding fairgrounds lease of property at 175 Fairgrounds Drive (Assessor's Parcel Numbers 007031004 and 007031005) from the City of Petaluma.

B. Board voted approval for additional consultation funding NTE \$10,000 to Goals & Long Range Planning. See "New Business".

ADJOURNMENT:

M/s by Director Park and Director McClure to adjourn the Meeting at 5:42 PM.

Respectfully submitted,

Dr. Lois Moore
President

Kristie Hubacker
Chief Executive Officer