

FOURTH DISTRICT AGRICULTURAL ASSOCIATION
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952
April 20, 2022

Hosted in the Admin Office board room and via Zoom.

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

DIRECTORS ABSENT (Excused): Excused Absence vote was not taken.

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

GUESTS PRESENT: CDFA Branch Chief Mike Francesconi, Deputy Secretary Michael Flores, CDFA Chief Counsel Haig Baghdassarian

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

APPROVAL & ADOPTION OF AGENDA:

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

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

PUBLIC COMMENT: None.

CORRESPONDENCE: Director Ghirardelli thanked Sonoma-Marin Fairgrounds staff for handling complaints and keeping a positive attitude.

CONSENT AGENDA: A. Minutes from March 2022 Board Meeting
 B. Rental Agreements
 C. Standard Agreements
M/s/c Directors Marzo and Parks to approve the Consent Agenda.

Director	Aye	Nay	Abstain
Moore, President	X		

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

COMMITTEE REPORTS:

FINANCE:

Director McClure and reported sponsorship numbers are low for 2022 Fair. CEO Hubacker reported that the numbers were not reflective of recent sponsorship contracts.

Noted that interim rental revenue is above goal. Airport Express is making progress towards paying down past due amount.

Check #13160 was reviewed and clarified that these are sanction fees for livestock show. PSPS project is pending reimbursement.

Director Ghirardelli requested that CEO Hubacker and AGP Gravelle look into making a condensed and reader friendly cover page for finance reports.

M/s/c Directors Parks and Ghirardelli 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			
Director Parks	X		

BUILDINGS & GROUNDS:

Director Parks requested follow up on Barn Project progress. CEO Hubacker reported that the Barn Project was nearly complete and only waiting on the paint order to come in. Given the success of the recent work days CEO Hubacker is hoping to continue hosting work days for various fairgrounds needs.

EXHIBITS & LOCAL RULES:

No Report

COMMERCIAL &

CONCESSIONAIRE: No Report

ENTERTAINMENT: No Report

PUBLICITY: No Report

GOALS & LONG RANGE PLANNING: Discussed in Closed Session

LEGISLATIVE: No Report

MILK BARN COMMITTEE: Director Benedetti reported on the recent meeting. Milk Barn to be managed by Mike Moretti during fair.

FARMERS DAY: Meeting to be held on Wednesday 4/27 at 6pm.

“Friends of the Fairgrounds”:

CEO Hubacker reported that the group was very helpful in bringing together a successful Butter & Eggs Day float.

EXECUTIVE COMMITTEE: President Moore reported that the Executive Committee had met to form a unified response to recent complaints regarding noise at a Sunday event in April. President Moore in conjunction with the Executive Committee members felt it was necessary to make a response as the complaint escalated to a threatening level against staff members. CEO Hubacker shared examples of some of the complaints received and the negative response from City of Petaluma officials such as the Mayor calling for complaints to be directed at CEO Hubacker. CEO Hubacker reported steps taken by meeting with Petaluma Police Officials as well as the City compliance team; both of whom were helpful in forming solutions. CEO Hubacker reported that the new policies would restrict Sunday events to an 8:30pm time limit which is well within the 10pm City of Petaluma Sound Ordinance. CEO Hubacker reported that while Compliance Officer Hearn said they could have sound up to 85-90DbA the fairgrounds would hold themselves to a stricter standard 5-10DbA below the City Ordinance. Director Benedetti suggested a follow up letter to the City of Petaluma officials regarding their response. Director Ghirardelli volunteered to start a draft letter. President Moore additionally offered to attend public comment at the next City of Petaluma council meeting.

OLD BUSINESS:

A. 2022 Fair:

CEO Hubacker handed out flyers showcasing the Homebrew Competition, Artisan Hall sign up and the Car Show on Gardenway Lawn form. CEO Hubacker reported that she was building a plan to host the Lace House Linens company party at the fair. Directors Benedetti and Marzo felt this was a good idea to explore expanding for future years.

NEW BUSINESS:

A. Lucile Sharke was nominated for the Blue Ribbon award based on her many years of service to the Sonoma-Marin Fair and the greater community.

M/s/c Directors James and Parks to approve the work days.

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

CEO REPORT:

A. Interim & Permanent Rentals

B. Industry Related Issues

CEO Hubacker reported that in discussion with other fair managers there was a lack of commercial vendor interest and still no cinnamon roll vendor in the area.

C. Staff Updates:

- Still in need of more staff. CEO Hubacker will continue to advertise via social media platforms.
- Still looking for WUD day of coordinator
- Found new Concessions Auditor for June Fair

D. 2022 Fair:

- CEO Hubacker explained the additional prize for the Homebrew Competition winner to have the opportunity to brew in a professional facility with the Third Street Ale Works team in Santa Rosa.

E. CEO Schedule

- CEO Hubacker reported that she will be coaching youth softball so will be leaving the office early a couple days of the week for games and practices. Additionally CEO Hubacker won a "40 Under 40" award and will be attending a recognition dinner.

F. Butter & Eggs Day Parade

FOR YOUR

INFORMATION:

A. Interim events calendar was reviewed.

B. Next meeting will be May 18, 2022 at 3:00 PM.

- Director Ghirardelli reported that she will be absent.

- 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.
M/s by Director Ghirardelli and Director James to move into Closed Session.
- RETURN TO OPEN SESSION:** *M/s by Director Ghirardelli and Director McClure to return to Open Session.*
- ADJOURNMENT:** *M/s by Director Ghirardelli and Director McClure to adjourn the Meeting at 6:53 PM.*

Respectfully submitted,

Dr. Lois Moore
President

Kristie Hubacker
Chief Executive Officer