

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

Hosted in Herzog Hall and via Zoom.

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

**DIRECTORS ABSENT (Excused):** Excused Director James.

**STAFF PRESENT:** Kristie Hubacker, CEO

**GUESTS PRESENT:** Tawny Tesconi, CDFA Branch Chief Mike Francesconi, Deputy Secretary Michael Flores

**The meeting was called to order at 3:01 PM by Director Moore, President.**

**SPECIAL GUEST:** Damon Connolly, California State Assembly Candidate, spoke on benefits of the fairgrounds and his support of the 04 DAA in continuing management of the property. Key points he could offer help: mediation, legislation and regulatory needs.

**APPROVAL & ADOPTION  
OF AGENDA:**

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

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

**CORRESPONDENCE:** The lottery selected panel of City of Petaluma residents directed by Healthy Democracy presented their findings and final recommendations for the fairgrounds property and lease through a series of three reports. Reports attached for minutes reference. Board of Directors thank the panelist and Healthy Democracy team for their work.

**PUBLIC COMMENT:** Volunteer Pulley spoke on concerns around emergency evacuation preparedness and balancing events.

No other Public Comment.

**CONSENT AGENDA:**

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

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

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

**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.

**RECONVENE INTO OPEN SESSION:** *M/s/c Directors McClure and Ghirardelli.*

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

*Action taken: Board of Directors will reconvene on August 2, 2022 to discuss further.*

**COMMITTEE REPORTS:**

**FINANCE:**

Director McClure reported on May financials. "Parking Lot" amount primarily parent and exhibitor passes which were separated out this year. Cash Disbursements clarified as well as General Entries. June

Financials still in draft as final fair expenses are calculated. Fair report in progress. Brass Ring Amusements would like to discuss adjustments to the payout system. Motorized events higher than anticipated. Some sponsorship amounts are still outstanding. Interim Concessions have increased. Reported no CDs maturing. Will reevaluate fiscal and administrative assistance income in September.

*M/s/c Directors Parks and Ghirardelli to approve the Finance Report.*

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

- BUILDINGS & GROUNDS:** Meeting scheduled for following week.
- EXHIBITS & LOCAL RULES:** Exhibitor feedback letter included in Board Packet and was sent out to Exhibitors. In person Committee meeting postponed due to covid case amongst staff.
- COMMERCIAL & CONCESSIONAIRE:** No report.
- ENTERTAINMENT:** Director Ghirardelli reported that Wilson Entertainment had sent a letter requesting the termination of existing contract for the annual fair. Entertainment Committee will schedule a meeting to put out for bids.
- PUBLICITY:** No report
- GOALS & LONG RANGE PLANNING:** No report.
- LEGISLATIVE:** No report
- MILK BARN COMMITTEE:** No report.
- FARMERS DAY:** No report.
- “Friends of the Fairgrounds”:** No report.

**EXECUTIVE COMMITTEE:** President Moore reported that the committee met and concluded that Board training provided by F&E would be beneficial.

**OLD BUSINESS:**

A. Required State Training- CEO Hubacker reported that there were a handful of courses needing to be completed by Directors to finalize training. President Moore spoke on importance of training and applying it to activities and conduct to create a positive fairgrounds.

**NEW BUSINESS:**

A. 2022 Sonoma-Marin Fair Feedback

Board of Directors were each provided a feedback form to complete. Key Points that grounds preparation should begin sooner. Having entertainment in the Main Exhibit Building was beneficial as well as the inclusion of more local vendors. Guidebook should be printed for next year. There was contradictory information between online guidebook and awards which caused confusion for exhibitors. Plan to increase advertisement for 2023. CEO Hubacker would like to work more collaboratively with Board for next fair. Community had positive feedback about experience for families.

B. Directors Biographies for Website

President Moore proposed adding Directors picture and a brief biography to the Sonoma-Marin Fairgrounds website. Directors agreed this was a good idea. Directors will send information to CEO Hubacker.

C. Increased Starting Pay for 119-employees

CEO Hubacker reported that cost of living increases had gone into effect for permanent employees and suggested that the increase be honored for temporary employees as well. CEO Hubacker expressed difficulties hiring at current wages for temporary employees and felt the increased wages would incentivize more applications. Board of Directors agreed in the benefits and moving forward with increased wages for temporary employees.

**CEO REPORT:**

A. Interim & Permanent Rentals

Calendar posted on website for coming month. Fairgrounds will be welcoming a variety of small circuses. Thursday Farmer's Markets will be adjusting hours to 4-8pm. New permanent tenant added to Herzog Hall for Thursday salsa dance nights following Farmer's Market. Petaluma Music Festival reporting lower than anticipated tickets sales; CEO Hubacker suggested we offer more support with social media post and marquee advertisement.

B. Industry Related Issues

CDFA initialed travel ban on certain States this applied to Indiana so staff will not be able to attend the annual IAFE convention.

C. Staff Updates:

- New maintenance team member started this week. Looking to hire 2-3 more as well as an office assistant.

- Exhibits Rep Swallow no longer an employee of the Sonoma-Marin Fairgrounds.
- New Exhibits Rep in training starting with Ag Day projects. Will be training every Tuesday with Mary Sanchez. CEO Hubacker is filling for the position to be reopened with CDFA.

D. Ag Day

- CEO Hubacker reported that she met with Tawny Tesconi as well as other long time Ag Day partners to gather information to assist in a successful Ag Day this September. CEO Hubacker encouraged Board Members to reach out with contacts or information they may have to incorporate this year.

E. CEO Schedule

- Vacation August 3-5, 2022

**FOR YOUR  
INFORMATION:**

A. Interim events calendar was reviewed.

B. Next meeting will be August 17, 2022 at 3:00 PM.

- Directors McClure and Benedetti reported that they will be absent.

**ADJOURNMENT:**

*M/s by Director McClure and Director Parks to adjourn the Meeting at 6:45 PM.*

Respectfully submitted,

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Dr. Lois Moore  
President

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Kristie Hubacker  
Chief Executive Officer