

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

January 25, 2023

Minutes

Hosted in Administration Office Board Room and via Zoom.

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

DIRECTORS ABSENT (Excused): Directors Ghirardelli, and Moore

STAFF PRESENT: Tawny Tesconi, CEO; Krystal Camp, Fair Staff

GUESTS PRESENT: None.

The meeting was called to order at 3:06 PM by Director Parks, President.

APPROVAL & ADOPTION

OF AGENDA: *M/s/c Directors James and Grossi to approve the agenda. Motion passed unanimously.*

PUBLIC COMMENT: None

CONSENT AGENDA: *M/s/c Directors James and Benedetti to approve the Consent Agenda. Motion passed unanimously.*

- A. Rental Agreements as presented and attached.
- B. Standard Agreements as presented and attached.

CORRESPONDENCE: Thank you note passed around for directors to read.

DIRECTOR REPORTS: President Parks presented the 2023 Committee assignments and requested that committee members determine who is chair and provide an update to the Board. President Parks requested that everyone take a tour of the facility to see the progress with improvements done by the maintenance team.

- 1. Toured Behrens Park and discussed options for trimming trees.
 - a. Director Grossi proposed having a “Volunteer Day” to help clean up debris.
- 2. Toured caretakers’ area – CEO confirmed it is the Board’s direction to not remove this structure.
- 3. Toured the new shop in the maintenance yard
 - a. Board members noted the difference after months of cleaning and organizing inventory.
- 4. Toured Memorial Park and discussed other options for shade after the demo of the awning.
- 5. Toured the barns and show rings.

CEO REPORT:

- A. Interim & Permanent Rentals:
 - i. CEO Tesconi recapped meeting with large public event promoters.
- B. Industry-Related Issues:
 - i. CEO Tesconi informed the group that the first round of grants for the resiliency project have been determined. if we get a long-term lease we will be considered in the second round.
 - ii. CEO Tesconi reported that the CDFA is holding \$6 million that is not yet scheduled for distribution, and the Division of Fairs & Expos will be taking \$2 million of that funding for other projects and operating support.

- C. CEO Tawny presented version #1 of the 2023 Fair Fact Sheet
- D. CEO's schedule will continue, with her out of the office on Wednesdays while consulting at the Cloverdale Citrus Fairgrounds.

COMMITTEE REPORTS:

FINANCE:

Director McClure reported the following financial statements:

December Financial Statements:

Director McClure reported that the CDs matured at the end of last week and was rolled over at a 4% yield. Approval of the monthly financials will be in February or March due to year-end close out of financials.

2023 Draft Budget:

Director McClure reported that the committee has worked 2-3 months on the proposed budget. There was an increase in spending for the new gate and an increase in the expense for the fair carnival and a bump in spending for entertainment. Changes to the budget include an effort to move temporary employees into permanent, full-time positions.

M/s/c Directors Burluson and Marzo to approve the Finance Report. Motion passed unanimously.

BUILDINGS & GROUNDS:

Directors Parks reported on the tour of the shop area.

EXHIBITS & LOCAL RULES:

Directors McClure and Ghirardelli - No report

**COMMERCIAL &
CONCESSIONAIRE:**

Directors James and Benedetti - No report

ENTERTAINMENT:

Director Marzo reported we are working with Romeo Talent Agency and looking at a long list of talent for the Fair. They have an interest in one artist and have sent an offer but are pending a response. They are researching other options in case their number one option doesn't accept our offer.

**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 informed the group of a scheduled meeting for February 2 and will provide a report afterward. Director Parks reported that the organization is currently bare bones with volunteers.

OLD BUSINESS:

2023 WFA Convention – CEO Tesconi reported the WFA Convention was a success, and the keynote speakers were great. There were a lot of conversations regarding funding and other industry-related changes.

President Parks reported that the sessions available were light or canceled and had hoped for a better turnout with audiences. He visited a particular session that had very little turnout, but the speaker was great. He was able to connect and discuss different topics with people from WFA and CDFA. He reported an overwhelming amount of support from other locations, especially from LA County and Fresno.

NEW BUSINESS:

Director Parks advised that there are potentially more meetings with State Officials, and the Owl device will be helpful for zoom meetings. The Board agreed to keep the meeting Owl for future use.

M/s/c Director Burleson and Benedetti to approve keeping the meeting Owl and expending approximately \$1200 to purchase the device. Motion passed unanimously.

FOR YOUR INFORMATION:

CEO Tesconi reported the website is still in the process of being built but it should be a seamless transition once it is completed. The events calendar is uploaded on the website and is updated automatically when events are added/removed. The Fair dates have been posted on the website.

The next meeting will be on Wednesday, February 15, 2023, at 3:00 PM.

CLOSED SESSION:

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 Grossi and James to convene into Closed Session at 4:45 p.m. Motion passed unanimously.

RECONVENE INTO OPEN SESSION:

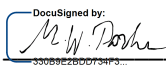
M/s/c Directors Grossi and McClure. Motion passed unanimously.

The board reconvened into an open session at 5:37 p.m. President Parks reported that no action was taken.

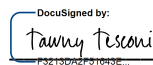
ADJOURNMENT:

M/s by Director McClure and Director Marzo to adjourn the Meeting at 5:30 pm. Motion passed unanimously.

Respectfully submitted,

DocuSigned by:

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Michael Parks
President

DocuSigned by:

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Tawny Tesconi
Chief Executive Officer