

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

March 15, 2023

Minutes

Hosted in Administration Office Board Room and via Zoom.

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

DIRECTORS ABSENT (Excused): Directors Ghirardelli
M/s/c Directors McClure and Burleson to excuse. Motion passed unanimously.

STAFF PRESENT: Tawny Tesconi, CEO; Krystal Camp, Fair Staff; Mandy Clendenen, Fair Staff; Rich Gravelle, Fair Staff

GUESTS PRESENT: Anthony Piro

The meeting was called to order at 3:05 PM by Director Parks, President.

APPROVAL & ADOPTION

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

PUBLIC COMMENT: None.

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

- A. Director McClure advised of edits on February 2023 Board Meeting minutes.
- B. Rental Agreements as presented and attached.
- C. Standard Agreements as presented and attached.

CORRESPONDENCE: A "Thank you!" email from Novato's 63rd Birthday party, Paint the Town Red, was shared with the Board.

PRESIDENT REPORT: None.

DIRECTOR REPORTS: None.

CEO REPORT:

- A. Interim & Permanent Rentals:
 - i. Speedway Racing is on-hold due to weather conditions.
 - ii. April 9th is the first large public event – possibly relocating to an indoor facility due to weather conditions restricting outdoor facility usage.
 - iii. The new security company, Citi Guard, worked its first event on March 11. There was a good turnout and had no issues or complaints.
- B. Industry-Related Issues:
 - i. AB1499 funding is being divided out to California Fairs – Fair stakeholders are mixed over who should receive funding.
 - ii. The first of the Fairs are off and running with a great start.
- C. CEO Tesconi reported on items for the 2023 Fair:
 - i. Entertainment continues with booking national acts.
 - ii. Sponsorships are going well. Clover Sonoma will not do ice cream this year; instead, they will give out milk and cookies.
 - iii. SMF is going to use an electronic ticketing system this year.
- D. CEO Tesconi introduced Mandy Clendenen as the Exhibits Supervisor, and she reported:
 - i. She is on schedule for the guidebook printing and having it available online too.
 - ii. We are currently just shy of \$20,000 in award donations.
 - iii. We have implemented a new scholarship for sheep exhibitors.

- iv. The judges for the NOTG are secured, and entries for the competition are closing soon.
- v. Petaluma Riding and Driving Club has donated its facility for our Horse Show scheduled for mid-May.
- vi. Farmers Day Committee – next meeting will be beginning of May.
- E. CEO Tesconi introduced Rich Gravelle, who handles all the fair concession and service contracts. He reported:
 - i. Contracts for standards, commercial, and sponsorship are progressing.
 - ii. Service contracts are 50% done.
 - iii. The entertainment contracts still need to be completed.
 - iv. Processed three new sponsorship contracts and am hoping for more.
 - v. Concessions contracts are 95% done, with only one or two spots still open.
 - vi. At 50% filled for indoor commercial exhibitors, and 76% filled for outdoor commercial exhibitors.
- F. CEO's schedule will remain the same, but she will be out of the office during the week of March 17-26.

COMMITTEE REPORTS:

FINANCE:

Director McClure reported the following financial statements:

The 2022 fiscal year is finalized and closed. There will not be any CDs until April. The 2023 Statement of Operations (STOP) is completed and submitted. Cash reserves are at 102%. Accounts receivable are still pending small claims court for the NSF check. Happy Hearts Preschool is caught up on past-due balance.

BUILDINGS

& GROUNDS:

Directors James and Benedetti – No report

EXHIBITS

& LOCAL RULES:

Directors McClure and McClure - No report

COMMERCIAL &

CONCESSIONAIRE:

Directors Burleson and James - No report

ENTERTAINMENT:

Director Ghirardelli and Marzo – No report

GOALS & LONG RANGE

PLANNING:

Directors Grossi and Parks – No report

LEGISLATIVE:

Director Moore reported on California Ag Day, asking if Board members would be able to attend to represent SMF.

MILK BARN:

Director Benedetti – No report

FARMERS DAY:

Director Grossi reported that Farmer's Day at the SMF will be full of activities.

FRIENDS OF THE

FAIRGROUNDS:

President Parks reported they had a meeting a couple of weeks ago, and the main discussion was regarding alcohol service.

OLD BUSINESS:

Form 700 is due soon, still pending one or two forms from Board.

NEW BUSINESS:

2023 Blue Ribbon award recipient list to be sent for review.

FOR YOUR

INFORMATION:

2023 Fair FAQ sheet was passed out during the meeting.
The next meeting will be on Wednesday, April 12, 2023, at 3:00 PM.

CLOSED SESSION:

M/s/c Directors Grossi and Moore to convene into Closed Session at 4:00 p.m. to meet with DAA's counsel. Motion passed unanimously.

RECONVENE INTO

OPEN SESSION:

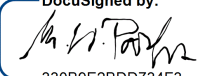
M/s/c Directors McClure and Benedetti. Motion passed unanimously.

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

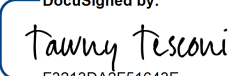
ADJOURNMENT:

M/s by Director Burleson and Director Benedetti to adjourn the meeting at 5:37 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