

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

April 12, 2023

Minutes

Hosted in Administration Office Board Room and via Zoom.

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

DIRECTORS ABSENT (Excused):

STAFF PRESENT: Tawny Tesconi, CEO; Fair Staff; Mandy Clendenen, Fair Staff; Rich Gravelle, Fair Staff; Mo McElroy, Fair Staff

GUESTS PRESENT: Kimberly Girard, Stacey McCormick, Dan McMiller, Brian Abbott, John Shribbs

The meeting was called to order at 3:08 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: Kimberly Girard and Stacey McCormick spoke about their love of the fair and concerns over the lack of community events if the fair was to be taken away. Brian Abbott, a member of the Healthy Democracy group, was present to address his thoughts surrounding the possible fair closure. Dan McMiller spoke about having the grounds host more farmers' markets and showed a drawn plan outlining his ideas. John Shribbs spoke of the process being done by the city council to work with the fair board and wanted the board to know he was there to take notes and respond back to the council.

CONSENT AGENDA: *M/s/c Directors Marzo 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: None.

PRESIDENT REPORT: None.

DIRECTOR REPORTS: None.

CEO REPORT:

- A. Interim & Permanent Rentals:
 - i. CEO Tesconi on the Easter Egg Hunt and concert that had taken place on the grounds.
 - ii. CEO Tesconi and fair staff met with permanent tenants to discuss the move-out timeline for the fair and the new locks that will be going on to all gates.
- B. Industry-Related Issues:
 - i. CEO Tesconi gave a brief recap of the first meeting of the Cdfa Secretary's Committee with Deputy Secretary Flores and the Division of Fairs and Expositions.
- C. 2023 Fair
 - A. CEO Tesconi reported on items for the 2023 Fair:
 - Entertainment is almost booked. She is working on sponsorships and operations.
 - B. Mandy Clendenen, Exhibits Supervisor, reported:
 - Entries open Monday, April, 17
 - Dot will be attending the Camp, Fair, and Family Expo event at the Coddington Mall to promote the fair and encourage entries.
 - The horse show will take place on May 13th, and entries close May 1st.

The North of the Gate will take place on April 27th, and things are moving smoothly in preparation for that event.

We will host a volunteer meeting on May 11th to start coordinating local groups for the Adopt-A-Building program.

The Milk Barn Committee met via email and has devised a plan to get the barn ready for fair and will continue to move forward with discussion and planning via email.

Mary Lou Marek has been hired to coordinate the amateur wine competition.

C. Rich Gravelle, who handles all the fair concession and service contracts, reported:

Service Contracts are at 70%

Sponsorship Contracts: 11 completed for \$22,450, including trade amounts.

Concessions: 96% full, 2 open spots to be filled by the end of April

Commercial Exhibitors

Inside- 56% (19 of 34 spaces taken, 15 left to be filled) 1 potential app on file.

Outside – 84% (30 of 36 spaces taken, 6 left) 1 potential app on file.

Mo McElroy – Marketing Coordinator, reported on the marketing program and ads that have already been contracted as well as email campaigns that are in the works. She also reported that the World’s Ugliest Dog contest has been receiving great national attention and hoped this would continue to draw entries.

D. CEO’s schedule will remain the same.

COMMITTEE REPORTS:

FINANCE:

Director McClure reported the following financial statements:

There is a CD coming due on Friday, April 15th. Rich will research rates. Director McClure also reported that Rich will be attending small claims court on May 1st regarding the NSF check from Francisco Velazquez.

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 – No report

MILK BARN:

Director Benedetti – Director Benedetti reported that Logan Pomi has been asked to be the Milk Barn Supervisor for the 2023 fair.

FARMERS DAY:

Director Grossi reported that there will be a Farmer’s Day Committee meeting on May 1st to continue discussions and planning for this years event.

FRIENDS OF THE

FAIRGROUNDS:

President Parks reported that there was not meeting in April, but that the Friend’s of the Fair will have a float in the 2023 Butter and Egg’s Day Parade.

OLD BUSINESS:

A. Selection of the 2023 Blue Ribbon Award Recipient

M/s/c Directors Marzo and Benedetti nominated Dot Henderson as the 2023 recipient of the Blue Ribbon Award. Motion passed unanimously.

NEW BUSINESS: None

FOR YOUR INFORMATION: 2023 Fair FAQ sheet was passed out during the meeting.

CLOSED SESSION: *M/s/c Directors James and McClure moved to convene into Closed Session at 4:12 p.m. to discuss DAA Real Estate Negotiation with the City of Petaluma for the lease of current fairground property. Motion passed unanimously.*

RECONVENE INTO OPEN SESSION: *M/s/c Directors James and McClure. Motion passed unanimously.*

The board reconvened into an open session at 4:50 p.m. President Parks reported that no action was taken.

EXCUSED ABSENCES: *M/s/c by Directors Grossi and McClure to excuse Director Moore’s absence.*

ADJOURNMENT: *M/s by Director McClure and Director Benedetti to adjourn the meeting at 4:55 pm. Motion passed unanimously.*

Respectfully submitted,

Michael Parks
President

Tawny Tesconi
Chief Executive Officer