

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

**May 17, 2023**

**Minutes**

Hosted in Administration Office Board Room and via Zoom.

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

**DIRECTORS ABSENT (Excused):** Director Benedetti and Grossi

**STAFF PRESENT:** Tawny Tesconi, CEO; Fair Staff; Mandy Clendenen, Fair Staff; Rich Gravelle, Brandi Gragg; CDFA Attorney.

**GUESTS PRESENT:** Kimberly Girard, Stacey McCormick

The meeting was called to order at 3:06 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:** Kimberly Girard and Stacey McCormick shared that they are looking forward to getting involved with the fair as they have recently moved back to the area and asked about the City Council's decision in October not to renew the lease with the DAA.

**CONSENT AGENDA:** *M/s/c Directors Ghirardelli and James 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 reported that there are no big events currently on the calendar and that a number of events have been canceled due to weather.
- B. Industry-Related Issues:
  - i. CEO Tesconi reported there have been a number of recent changes in fair CEOs throughout the state. She also gave a brief report on AB1499 and a discussion regarding the disbursement of the funds.
- C. 2023 Fair
  - A. CEO Tesconi reported that marketing and social media coverage and sponsorship have been going well. She also reported that Will Bucquoy has agreed to return as the Fair Photographer. Tickets are now available online and the remainder of the ticketing systems should arrive on May 18. It was also reported that the maintenance team has been doing major repairs of the grounds. CEO Tesconi also asked for some direction from the board regarding the VIP area in Beverly C Wilson as well as backstage catering.
  - B. Mandy Clendenen, Exhibits Supervisor, reported: The Sonoma-Marin Fair Horseshow was held on May 13<sup>th</sup>; it was a very successful day. Paper entries close May 15<sup>th</sup> and online entries will be excepted through April 17<sup>th</sup>. The 2023 Premium book was given

- out to board members. Awards have started coming in and are looking great. The Worlds Ugliest Dog contest is coming together; we currently have six entries.
- C. Rich Gravelle, who handles all the fair concession and service contracts, reported:
    - Service Contracts are at 90%
    - Sponsorship Contracts: 14 completed for \$23,950, including trade amounts.
    - Concessions: 99% full
    - Commercial Exhibitors
      - Inside- 75% full
      - Outside – 90% full
  - D. CEO’s schedule: Wednesday 17<sup>th</sup> through Monday the 22<sup>nd</sup> CEO will be in King City but will not be traveling again until after fair.

**COMMITTEE REPORTS:**

**FINANCE:**

*Director McClure reported the following financial statements:*

One CD has matured; it has been rolled for 6 months with Community Bank. Administration costs are trending upward, but there is a trade-off as other categories are trending well or lower. Grounds and speedway are tracking down, as expected due to multiple rain cancelations in the season thus far.

The court date for the NSF check case has been moved to early July.

*M/s/c Directors Marzo and Moore to accept the financial report as given. Motion passed unanimously.*

**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 – Director Moore recommended that board members take some time to educate themselves on AB554 and the effects it will have on the industry.

**MILK BARN:**

Director Benedetti – No Report

**FARMERS DAY:**

Director Grossi – No Report

**FRIENDS OF THE**

**FAIRGROUNDS:**

President Parks – No Report

**OLD BUSINESS:**

None

**NEW BUSINESS:**

- A. *M/s/c* Director Ghirardelli and McClure to allow Petaluma Music Festival to use Praetorian security company for their event instead of the 4<sup>th</sup> DAA's contracted security company Citi Guard. Director McClure amended the motion to include "for this year only" Motion passed 5 to 2. Directors Ghirardelli, James, Marzo, McClure, and Parks for the motion. Directors Moore and Burleson voted against.
- B. *M/s/c* Director Burleson and McClure to allow excluded and represented employees to buy back up to 24 hours of time through the Leave Buy-Back/Cash Out Program. Motion passes unanimously.
- C. *M/s/c* Directors James and Burleson approved the cost of \$12,000 for emergency repairs at Java Hut after one more repair bid is secured. Motion passes unanimously.

**FOR YOUR**

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

**CLOSED SESSION:** *M/s/c* Directors Ghirardelli and Marzo 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. CDFA attorney Brandi Gragg joined the closed session.

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

**The board reconvened into an open session at 5:20 p.m. President Parks reported that no action was taken.**

**EXCUSED ABSENCES:** *M/s/c* by Directors James and McClure to excuse Director Benedetti and Grossi's absence.

**ADJOURNMENT:** *M/s* by Director Ghirardelli and James to adjourn the meeting at 5:22pm in Memory of Dennis Tesconi and Bob Parks as recognition of their commitment to agriculture. Motion passed unanimously.

Respectfully submitted,

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Michael Parks  
President

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Tawny Tesconi  
Chief Executive Officer