

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

August 16, 2023

Minutes

Hosted in Administration Office Board Room

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

DIRECTORS ABSENT (Excused): Directors Benedetti and Burlson

STAFF PRESENT: Tawny Tesconi, CEO; Fair Staff; Mandy Clendenen

GUESTS PRESENT: None.

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

APPROVAL & ADOPTION

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

PUBLIC COMMENT: None.

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

- A. Minutes of July 2023 Board Meeting.
- B. Rental Agreements as presented and attached.
- C. Standard Agreements as presented and attached.

CORRESPONDENCE: None.

PRESIDENT REPORT: None.

DIRECTOR REPORTS: Director Moore and Parks both reported on attending the Sonoma County Fair. Director James reported on attending the Sonoma County Fair and the Napa Town and Country Fair.

CEO REPORT:

- A. Interim & Permanent Rentals:
 - i. CEO Tesconi reported that interim events have been light and that the permanent tenants have no concerns, although we do continue to deal with issues between Play Dog Play and Play Land Paintball.
- B. Industry-Related Issues:
 - i. CEO Tesconi reported there continue to be changes in CEOs throughout the state and that, in general, fairs nationwide tend to be tracking down in both attendance and revenue.
- C. CEO Schedule – CEO Tesconi reported she will be away from the office from August 16 through September 18.

COMMITTEE REPORTS:

FINANCE:

Director McClure reported the following financial statements:

- 1. Expenditures – July 2023
- 2. Trial Balance – July 2023
- 3. Income Statement – July 2023

Director McClure also reported that the court case for the NSF check was ruled in our favor.

M/s/c Directors James 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 – No report

MILK BARN: Director Benedetti – No report

FARMERS DAY: Director Grossi – No report

FRIENDS OF THE

FAIRGROUNDS: President Parks – No report

OLD BUSINESS:

- A. 2023 Sonoma-Marin Fair Report – The board reviewed the 2023 Fair Report. No action taken.
- B. 2023 Petaluma Youth Ag Day – Operation Manager Mandy Clendenen reported that planning for the 2023 Youth Ag Day is underway and going well. No action taken.
- C. *M/s/c* Director James and Moore to name the Sea Scouts as the recipient of the 2023 Director’s Choice Award. Motion passes unanimously.
- D. *M/s/c* Director McClure and Ghirardelli to increase the dollar amount of alcohol sales paid to by large public event promoters to 35% for the first \$40K of net sales and 40% of net alcohol sales for the remaining net alcohol sales over \$40K. Motion passes unanimously.
- E. 2024 Sonoma-Marin Fair Date and Theme. While Director Moore did mention if the proposed dates are accepted, the opening day of the 2024 fair would be Juneteenth, no action was taken.
- F. *M/s/c* Director Ghirardelli and Marzo to decline the sponsorship opportunity offered by the Petaluma Music Festival. Motion passes unanimously.

NEW BUSINESS: *M/s/c* Directors Ghirardelli and James to contract with Sobel Communications for public relations services through December 31, 2023 for an amount not to exceed \$10,000.

FOR YOUR

INFORMATION: None.

CLOSED SESSION: *M/s/c* Directors Grossi and Ghirardelli moved to convene into Closed Session at 4:44 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 Ghirardelli. Motion passed unanimously.

The board reconvened into an open session at 5:07 p.m. President Parks reported that no action was taken.

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

ADJOURNMENT: M/s by Director Grossi and James to adjourn the meeting at 5:09. Motion passed unanimously.

Respectfully submitted,

Michael Parks
President

Tawny Tesconi
Chief Executive Officer