

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

October 18, 2023

Minutes

Hosted in Administration Office Board Room

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

DIRECTORS ABSENT (Excused): Director Grossi

STAFF PRESENT: Tawny Tesconi, CEO; Fair Staff; Mandy Clendenen, Brandi Gragg; CDFA Attorney, Michael Flores; CDFA Deputy Secretary

GUESTS PRESENT:

The meeting was called to order at 1:15 PM by President Parks.

APPROVAL & ADOPTION

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

PUBLIC COMMENT: None

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

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

CORRESPONDENCE: Presented.

PRESIDENT REPORT: None.

DIRECTOR REPORTS: None.

CEO REPORT:

- A. Interim & Permanent Rentals: CEO Tesconi reported we have hosted a couple of public events that have generated substantial revenue, and one of those promoters has requested an additional date in November.
- B. CEO Tesconi reported Krystal Camp has accepted employment elsewhere; her last day will be October 30th. We will hire a part-time employee who will work 20 hours a week. She also reported the recruitment packet for the CEO position has been completed and will be posted in the coming days.
- C. Industry-Related Update: CEO Tesconi reported on meetings she has attended with fellow industry leaders.
- D. CEO Schedule – CEO Tesconi reported she will be in the office two days a week, but out of the office 10/30-11/2.

COMMITTEE REPORTS:

FINANCE: Director Ghirardelli reported we had a CD that matured; Analyst Gravelle researched new rates and options, and the committee decided to roll it into a 12-month CD with a 5% rate. M/s/c Directors Benedetti 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 reported on the meeting she had Director Parks had with Assemblymember Connolly.

MILK BARN: Director Benedetti – No Report

FARMERS DAY: Director Grossi – No Report

FRIENDS OF THE FAIRGROUNDS:

President Parks – Director Parks reported that the Friends of the Fair has discussed fundraising for new pens. He also plans to discuss raising funds to support transportation costs that schools have to pay to attend Petaluma Ag Day.

OLD BUSINESS:

- A. 2023 Petaluma Ag Day – Operations Manager Mandy Clendenen reported that the final wrap-up tasks from Ag Day are being completed. No action taken.
- B. Long-Range Planning Meeting – It was discussed to use the November board meeting as a long-range planning meeting with the regular start time of 3:00 pm.

NEW BUSINESS:

- A. 2023 Sonoma-Marin Fair Logo – Board members discussed slight changes to the logo. CEO Tesconi will share the requested changes with Steve Rustad before approval. No action taken.

FOR YOUR

INFORMATION: None

CLOSED SESSION:

M/s/c Directors McClure and Ghirardelli moved to convene into Closed Session at 2:02 p.m. to discuss DAA Real Estate Negotiation with the City of Petaluma for the lease of the fairgrounds property. Motion passed unanimously. CDFA attorney Brandi Gragg joined the closed session.

RECONVENE INTO

OPEN SESSION: *M/s/c* Directors Ghirardelli and Moore. Motion passed unanimously.

The board reconvened into an open session at 4:02 p.m. President Parks reported that no action was taken.

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

ADJOURNMENT: *M/s* by Director McClure and Marzo to adjourn the meeting at 4:15 pm. Motion passed unanimously.

Respectfully submitted,

Michael Parks
President

Tawny Tesconi
Chief Executive Officer