

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

November 15, 2023

Minutes

Hosted in the Administration Office Board Room

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

DIRECTORS ABSENT (Excused):

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

GUESTS PRESENT:

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

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 Ghirardelli and McClure to approve the Consent Agenda. Motion passed unanimously.

- A. Minutes of October 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 that interim events have been slow, which is normal for this time of year.
- B. Industry-Related Update: CEO Tesconi summarized the Manager's Conference she attended in early November. Discussions were had regarding what organization would best represent and advocate for the fairs in California.
- C. CEO Schedule: CEO Tesconi reported she will be out of the office from November 17th through December 2nd.

COMMITTEE REPORTS:

FINANCE: Director McClure reported that the next CD will mature in January 2024. During the committee meeting, CEO Tesconi reported that at the Manager's Conference, the method to disburse the AB 1499 Sales Tax funds to the Fairs was reported to be disbursed based on averaging the Fair's net profit from 2017-2019. It was also reported that Happy Hearts, our preschool tenant, is current on their past AR.
M/s/c Directors Grossi and James to accept the financial report as given. The 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 she is still in conversations with Assemblyman Connolly and is encouraging him to hold his first Committee meeting in Petaluma.

MILK BARN: Director Benedetti – No report

FARMERS DAY: Director Grossi – No Report

FRIENDS OF THE

FAIRGROUNDS: President Parks – No Report

OLD BUSINESS: A. 2024 Sonoma-Marin Fair Logo – M/s/c Directors McClure and Ghirardelli moved to approve the 2024 Sonoma-Marin Fair logo as presented. The motion passed unanimously.

NEW BUSINESS: A. Western Fairs Association Convention. CEO Tesconi reported the 2024 convention will take place in Anaheim, CA, on January 3-6, 2024. No action was taken.

B. Long-Range Planning- The Board of Directors discussed ideas and changes to the 2024 Sonoma-Marin Fair. Direction was provided as outlined below but no action was taken.

Fair Dates – It was discussed to move the fair from a 5-day to a 4-day fair – Thursday, June 20th through June 23rd- to change the opening time on Thursday to 3 pm and keep the remaining days at a Noon open time.

World’s Ugliest Dog Contest – It was discussed to move the World’s Ugliest Dog Contest to the main stage on Thursday.

Parking – It was discussed to increase the parking to \$10.00 and to include VIP parking at \$15.00

Vendors – It was discussed to decrease the price of inside vendor spaces by \$100 and to increase the outdoor vendor spaces. It was also discussed to reduce the number of vendors on the poles and to create a more vigorous list of requirements/restrictions for outdoor vendors.

Admission – It was discussed to change the price of admission for seniors to \$14.00 and to change senior day to Thursday, allowing seniors free admission until 6 PM

Entertainment – It was discussed to have country music concerts on Friday and Saturday nights and continue with Fiesta Latina on Sunday night.

Exhibits Department - Potential exhibit department changes were discussed and sent to the Exhibits Committee for further review and discussion.

Alcohol Policy – It was discussed to add spirits to the liquor license.

FOR YOUR

INFORMATION: None.

CLOSED SESSION: M/s/c Directors Ghirardelli and Moore moved to convene into Closed Session at 3:12 p.m. to discuss:

- A. 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. (Gov. Code § 11126(c)(7))
- B. Personnel Matter; CEO Hiring and Recruitment. (Government code section 11126 (a))

RECONVENE INTO

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

The board reconvened into an open session at 7:05 p.m.

President Parks reported that the Board took the following action: M/s/c Directors Burleson and Grossi moved to accept the original Professional Services Agreement offered by the City of Petaluma to provide interim rental services for the facility rental program. Further, the 4th DAA will accept the rental rate schedule determined by the City of Petaluma for all fairgrounds events and will agree to follow the City’s alcohol management policies and procedures. The motion passed, with one nay vote.

Director	Aye	Nay	Abstain
President Parks			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director Marzo	X		
Director McClure	X		
Director Moore		X	
Director James	X		

EXCUSED ABSENCES: None.

ADJOURNMENT: M/s/c by Director Ghirardelli and James to adjourn the meeting at 7:16 pm. Motion passed unanimously.

Respectfully submitted,

Michael Parks
President

Tawny Tesconi
Chief Executive Officer