

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

December 13, 2023

Minutes

Hosted in Administration Office Board Room

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

DIRECTORS ABSENT (Excused): Director Moore

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

GUESTS PRESENT:

The meeting was called to order at 3:07 PM by President Parks.

APPROVAL & ADOPTION

OF AGENDA: *M/s/c Directors Benedetti and Ghirardelli 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 November 2023 Board Meeting.
- B. Rental Agreements as presented and attached.
- C. Standard Agreements as presented and attached.
- D. CDFA Letter - D2023-06
- E. CDFA Letter - F2023-03
- F. CDFA Letter - F2023-04
- G. CDFA Letter - F2023-05A
- H. CDFA Letter – F2023-06

CORRESPONDENCE: Presented.

PRESIDENT REPORT: None.

DIRECTOR REPORTS: None.

CEO REPORT:

- A. Interim & Permanent Rentals: CEO Tesconi reported our last interim rental will be on Thursday, December 21st. After that date, staff will begin the process of cleaning out the buildings and removing any items and equipment that belong to the DAA.
- B. Industry-Related Update: CEO Tesconi reported on new information sent out regarding the Bagley-Keene Act and how it will affect committees and meetings in the future.
- C. CEO Schedule – CEO Tesconi reported she has no planned absences or time off.

COMMITTEE REPORTS:

FINANCE:

Director Ghirardelli reported that we received the alcohol concessions payment from the Friends of Sonoma-Marin Fair. The net concessions from the October event, including the per patron fee and food concession flat fee, are reflected in the income statement. The final payment was also received from racetrack operations, and the Fair paid out the race promoter's portion of the speedway parking. She also reported ATM revenue in October was miscalculated. The adjustment has been made and is reflected in the income statement. M/s by Directors Grossi and Benedetti to accept the financial report as given. Motion passed unanimously.

BUILDINGS & GROUNDS: Directors James and Benedetti – No report

EXHIBITS

& LOCAL RULES: Directors McClure and Marzo - Operations Manager Mandy Clendenen reported that the committee met on December 7, 2023, and had the following suggestions for the 2024 Sonoma-Marin Fair Exhibits Program:

Schedules

It is the suggestion of the committee to leave the 2024 Livestock Show Schedule the same as 2023
It is the suggestion of the committee to make adjustments to the stills drop-off schedule to reflect the possibility of moving to a 4-day schedule. Suggestions are reflected in the attached schedule.

Jr Stills Premiums and Entry Fees

It is the suggestion of the committee to do away with entry fees for the youth stills department and eliminate the class premiums, and offer greater awards/prizes for the Best of Shows/Division in each department.

Youth Focus

It is the suggestion of the committee to combine the Youth Focus classes into the “regular” Guidebook divisions and to add a sweepstake award to those classes that have historically been entered as Youth Focus.

Award Sponsorship

It is the suggestion of the committee to increase the base donor level from \$50 to \$ 65 to cover the increase in the cost of plaques and banners.

Horse Show

Mandy Clendenen will meet with the Petaluma Riding and Driving Club Board of Directors to determine a date for the Sonoma-Marin Fair Open Youth Horse Show.

Guidebook/Rule Changes

It is the suggestion of the committee to make the following changes and/or deletions to Local Rules and the 2024 Guidebook.

- Add commercial heifers to the weigh-in schedule and note the addition in the corresponding department.
- Add to Local Rules under eligibility - Any exhibitor under the age of 9 who has entered into a livestock class they are ineligible for will be moved to the special junior class associated with that species if available.
- Add - Those individuals receiving an Open Junior Classic award must be in show attire in order to receive their award.
- Add to local rules - Show attire for the Open Junior Classic Shows will consist of closed-toed shoes, long pants, and a dress shirt.
- Remove Local Rule/Livestock/C – Registration Papers must be checked in prior to Tuesday, June 18, 2024.

Other:

It is the suggestion of the committee to allow adult still exhibitors with online stores or websites to advertise on their entry tags.

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. Long Range Panning - Exhibit A
M/s/c Directors James and Bureson to approve Exhibit A as presented. Motion passed unanimously.

NEW BUSINESS: A. Board Resolutions
1. Volunteer Resolution
Authorize the members of the Board of Directors of the Sonoma-Marín Fairgrounds and any volunteers donating time for the Fair to be covered by Worker’s Compensation Insurance while performing their volunteer work in 2024.

M/s/c Director Benedetti and Ghirardelli

2. General Resolution for Interim & Standard Agreements and Purchasing
Authorize CEO Tesconi to execute Standard Agreements and Rental Agreements and make purchases that do not exceed \$100,000 for the period of January 1, 2024, through December 31, 2024, without further authorization from the Board of Directors. However, all such executed agreements and purchases are to be submitted to the Board of Directors for review at the subsequent meeting.

M/s/c Directors Ghirardelli and Grossi

3. State Funding Allocation Resolution
Authorize CEO Tawny Tesconi to formally request the 2024 State Funding Allocation from the California Department of Food and Agriculture.

M/s/c Directors Ghirardelli and James

4. Check Signing Resolution
Authorize check signing authority to Tawny Tesconi, CEO; Ruth McClure, Director; Nicole Marzo, Director; and Dayna Ghirardelli, Director, from January 1, 2024, through December 31, 2024. Checks in excess of \$10,000 require a 2nd signature. All such executed checks, which are listed on the Cash Disbursement records, are to be submitted to the Board of Directors for review at the subsequent meeting.

M/s/c Directors Benedetti and Grossi

FOR YOUR INFORMATION: None

CLOSED SESSION: *M/s/c* Directors Benedetti and James moved to convene into Closed Session at 3:46 p.m. to discuss DAA Real Estate Negotiation with the City of Petaluma for the lease of the fairgrounds property as well as Personnel Matter; CEO Hiring and Recruitment. Motion passed unanimously. CDFA attorney Brandi Gragg joined the closed session.

RECONVENE INTO

OPEN SESSION:

The board reconvened into an open session at 5:35 p.m. President Parks reported that the Board took the following action: *M/s/c* Directors Grossi and Burleson to extend an offer to Mandy Clendenen for the position of CEO at a salary of \$8,379 per month beginning on January 1, 2024. Motion passed unanimously.

EXCUSED ABSENCES:

M/s/c by Directors Ghirardelli and McClure to excuse Director Moore's absence.

ADJOURNMENT:

M/s by Director McClure and Marzo to adjourn the meeting at 5:37 p.m. Motion passed unanimously.

Respectfully submitted,

Michael Parks
President

Tawny Tesconi
Chief Executive Officer

Exhibit A
2024 Sonoma-Marín Fair
Excerpt From Long-Range Planning Session During
November 15, 2023, Board Meeting

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.