

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

February 21, 2024

Minutes

Hosted in the Administration Office Board Room

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

DIRECTORS ABSENT Directors Burleson, Grossi

STAFF PRESENT: Mandy Clendenen; CEO;
Rich Gravelle, AGP Analyst

GUESTS PRESENT: None

The meeting was called to order at 3:08 PM by President Parks.

Director	Present	Absent
Parks, President	X	
Director Benedetti	X	
Director Burleson		X
Director Ghirardelli	X	
Director Grossi		X
Director James	X	
Director Marzo	X	
Director McClure	X	
Director Moore	X	

APPROVAL & ADOPTION

OF AGENDA: *M/s/c Directors James and Benedetti to approve the agenda with the amendment to remove closed session. Motion passed unanimously.*

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

PUBLIC COMMENT: None.

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

- A. Minutes of January 2024 Board Meeting.
- B. Standard & Sponsorship Agreements as presented and attached.

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

CORRESPONDENCE: Correspondence was distributed.

PRESIDENT REPORT: President Parks presented a letter from the City of Petaluma, discussion followed.
President Parks reported that the Petaluma Little League inquired about renting or using tables and chairs for their rental of Herzog Hall, discussion followed.
President Parks reported that a freelance writer, John Burns, contacted him regarding an article he is proposing to the Argus Courier regarding the transition of the property to the City of Petaluma.

DIRECTOR REPORTS: None.

CEO REPORT: Industry-Related Update: CEO Clendenen stated she attended the IAFE Zone 8 meeting.
CEO Schedule: CEO Clendenen reported she attended a CFSA Board meeting and announced that Executive Director Rebecca Desmond is retiring, and Deputy Executive Director John Quiroz shall assume the role of Executive Director.
2024 Fair: CEO Clendenen reported plans for the 2024 fair are moving forward. She has expanded Leasha LaBruzzi's marketing contract duties to perform the majority of the marketing duties. She hired Payton Ryan with Fair-ly Decent Promotions, who has deep roots in the Fair industry, to manage the social media accounts to promote Fair.
CEO Clendenen reported that she and her son participated in the Cloverdale Citrus Parade even though the weather was raining. They drove her truck with a banner promoting the Fair dates.
CEO Clendenen reported that Livestock judges are almost complete and have begun working on the Fair Book. She stated she would make a second push for award donations for names to appear in the guidebook.

COMMITTEE REPORTS:

FINANCE: Director McClure reported the Association's CD with First Republic Bank matured on February 7. AGPA Gravelle received the current rates from First Republic Bank, and the committee rolled the CD to a nine-month 5.00% APY, with a 4.88% rate. Director McClure reported that December and January's financials are final, and the 2023 STOP (Statement of Operations) has been completed.

M/s by Directors James and Ghirardelli to accept the financial report as given. Motion passed unanimously.

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

BUILDINGS & GROUNDS: Directors James and Benedetti – No report.

EXHIBITS

& LOCAL RULES: Directors Marzo and McClure - No report.

COMMERCIAL & CONCESSIONAIRE:

Director James and CEO Clendenen met to discuss the Kiwanis Beer contract. It shall be \$200 per beer keg and 35% of gross receipts after taxes for all non-keg items. Outside Commercial vendors shall be reviewed more rigorously, requiring a photo and encouraging vendors to move indoors.

ENTERTAINMENT:

Directors Ghirardelli and Marzo – Director Ghirardelli reported the committee is working on securing acts for the 2024 fair. Director Ghirardelli stated that the committee decided to revert the World’s Ugliest Dog Contest™ back to the Kiwanis Park Stage and secure a headline act for the Petaluma stage on Friday. Sunday will continue to be Fiesta Latina. CEO Clendenen reported that grounds acts are approximately 93% booked.

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 –CEO Clendenen reported that the committee met and is excited to plan another great Farmer’s Day event. She noted that they are preparing to reach out to the Novato Horsmans about producing a Team Penning competition earlier in the day on Farmer’s Day.

FRIENDS OF THE FAIRGROUNDS:

President Parks –A meeting shall be scheduled soon.

OLD BUSINESS:

No Report.

NEW BUSINESS:

- A. Form 700 submittal forms were provided to board members.
- B. D2024-02 Bagley-Keene and CDFA Policy were reviewed.
- C. The State received a claim from the State of CA Department of Industrial Relations Labor Commissioner’s Office regarding an employee from 2022. CEO Clendenen and AGPA Gravelle reported the State must pay a penalty regarding the claim.

FOR YOUR INFORMATION:

None.

EXCUSED ABSENCES:

None.

ADJOURNMENT:

M/s/c by Director Moore and Marzo to adjourn the meeting at 4:31 pm. Motion passed unanimously.

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

Respectfully submitted,

Michael Parks
President

Mandy Clendenen
Chief Executive Officer