

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

March 20, 2024

Minutes

Hosted in the Administration Office Board Room

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

DIRECTORS ABSENT (Excused) Directors Marzo

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

GUESTS PRESENT: None

President Parks called the meeting to order at 3:00 PM.

APPROVAL & ADOPTION

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

PUBLIC COMMENT: None.

CONSENT AGENDA: M/s/c Directors Ghirardelli and James will approve the amended Consent Agenda. Motion passed unanimously.

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

CORRESPONDENCE: Correspondence was distributed.

PRESIDENT REPORT: President Parks reported on a meeting with CEO Clendenen and the City of Petaluma, represented by Ingrid Alverde, Director of Economic Development & Open Government, regarding the Fair's proposal to the City of Petaluma regarding the Fair's footprint; discussion followed. President Parks also followed up regarding the letter the Fair received and discussed at the February Board Meeting, stating that the Fair and City attorneys are communicating, and no action is to be taken now.

DIRECTOR REPORTS: None.

CEO REPORT: Industry-Related Update: Nothing to report.
CEO Schedule: CEO Clendenen reported she has no time off scheduled in the near future.
2024 Fair: CEO Clendenen reported plans for the 2024 fair are moving forward. She noted that Leasha, performing marketing duties, shall be on-site the day of the World's Ugliest Dog Contest™ and will travel to New York for the Today Show.
She called on the Board of Directors to help recruit skilled office staff, Exhibit Building Supervisors, and Corporate Sponsorships.
CEO Clendenen reported that the North of the Gate Wine Competition (NOTG) had only five entries and inquired about canceling it. A discussion followed.
M/s/c Directors Grossi and James to approve cancellation of the NOTG. The motion passed unanimously.
CEO Clendenen reported that Country Summer, held at the Sonoma County Fair, has requested that their 2025 dates be the same weekend as the Sonoma-Marin Fair's traditional weekend date after Father's Day. This item will be placed on a future agenda and discussed at a Board meeting.

COMMITTEE REPORTS:

FINANCE: Director McClure reported the Association's next CD will mature on April 25, 2024. AGPA Gravelle will gather rates and report to the committee. Director McClure reported that

February financials were reviewed and recommended for approval. The Budget is still a work in progress until outstanding bids for Stage & Lights, Framed Canopies, Security, and Janitorial are closed.

M/s by Directors Ghirardelli and Grossi to accept the financial report as given. The motion passed unanimously.

BUILDINGS & GROUNDS: Directors James and Benedetti – No report from the committee. President Parks reported that the tow behind the fertilizer spreader purchased a couple of years ago will be sold for approximately four thousand dollars.

EXHIBITS

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

COMMERCIAL &

CONCESSIONAIRE: Director Burleson and James – Director Burleson and CEO Clendenen reported that the committee met and discussed having discussions with vendors during the fair that may have a setup that does not meet the committee's expectations. The committee has allowed AGPA Gravelle to book the spaces as usual.

ENTERTAINMENT: Directors Ghirardelli and Marzo – Director Ghirardelli reported the committee is working on securing acts for the 2024 fair. Director Ghirardelli stated that the Saturday Petaluma Stage act is booked, and an offer is out for the Friday night Petaluma Stage act.

GOALS & LONG RANGE

PLANNING: Directors Grossi and Parks – No report.

LEGISLATIVE: Director Moore—Dr. Moore reported on an email she sent the State regarding the acknowledgments of Board of Director appointments.

MILK BARN: Director Benedetti – No report.

FARMERS DAY: Director Grossi – No report.

FRIENDS OF THE FAIRGROUNDS: President Parks — No report.

OLD BUSINESS: Form 700 submittal forms were provided to board members.

NEW BUSINESS: A. Butter & Eggs Day Parade – CEO Clendenen reported that the Friends of the Sonoma-Marin Fair should have a float with the DAA.

FOR YOUR INFORMATION: None.

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

ADJOURNMENT: *M/s/c by Director James and Ghirardelli to adjourn the meeting at 4:28 pm. The motion passed unanimously.*

Respectfully submitted,

Michael Parks
President

Mandy Clendenen
Chief Executive Officer