

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

April 17, 2024

Minutes

Hosted in the Administration Office Board Room

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

DIRECTORS ABSENT (Excused) Directors Burleson, Ghirardelli, and Marzo

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

GUESTS PRESENT: Ralph Sartori

President Parks called the meeting to order at 3:07 PM.

APPROVAL & ADOPTION

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

PUBLIC COMMENT: None.

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

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

CORRESPONDENCE: Correspondence was distributed.

PRESIDENT REPORT: None

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 that Exhibit entries have opened as of April 15, and Livestock RV applications will be accepted starting May 1. CEO Clendenen confirmed that the RV opening date does not conflict with Sonoma County Fair's RV open application date. She reported that all the buckles and banners for livestock awards had been ordered. She reported that Andrea Krout would judge the Horse Show. She reported that a volunteer meeting is scheduled for April 24, and office personnel Amanda Houser has been hired. She will assist as a Volunteer Coordinator and work part-time in the office. She reported that Dan Adamski has returned to the Maintenance Staff as of this week and has jumped right in by painting the chicken in preparation for the Butter and Eggs Day Parade on April 20. She reported that she has been working diligently on corporate sponsorships, which are rolling in. She reported that the Native Sons plan to create a plaque for the chicken as a historical item. She reported that the Social Media Director, Payton Ryan, Fair-ly Decent Promotions, will officially take over our Social Media Marketing next week. She reported that Leasha LaBruzzi and Payton Ryan would come to the May Board Meeting to provide updates. She reported that Cliff Sanders will return as the main stage Production Manager. A representative of Mason Entertainment, LLC will be an assistant production manager. She reported attending a weekly meeting with the City of Petaluma staff regarding the Fair. She reported that CFSA conducted a safety inspection and that information was provided to the City of Petaluma for action.

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 March 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 Moore 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 Marzo and McClure - No report.

COMMERCIAL & CONCESSIONAIRE:

Director Burluson and James – Director James inquired with AGPA Gravelle for an update on commercial exhibitors. AGPA Gravelle reported that the inside commercial space is at 44 % of capacity and has a couple of possible vendors who need to finalize the paperwork. He noted that there are only two spaces available outside.

ENTERTAINMENT: Directors Ghirardelli and Marzo – CEO, Reported the nightly acts for the main stage.

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: None.

NEW BUSINESS: **2024 Blue Ribbon Recipient**—Possible recipients were discussed—no action was taken.
2025 Sonoma-Marin Fair Dates—Possible dates were discussed—no action was taken.
Post-Fair Fundraising—Discussions occurred about ideas to partner with the Friends of the Fair for fundraising opportunities. President Parks reported that many organizations are ready and willing to help organize such an event. Location and other factors will be discussed at future meetings after the annual Sonoma-Marin Fair—no action was taken.

FOR YOUR INFORMATION: None.

EXCUSED ABSENCES: M/s/c by Directors Grossi and McClure to excuse Directors Burluson, Ghirardelli, and Marzo's absence.

ADJOURNMENT: *M/s/c by Director McClure and More to adjourn the meeting at 4:40 pm. The motion passed unanimously.*

Respectfully submitted,

Michael Parks
President

Mandy Clendenen
Chief Executive Officer