

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

May 15, 2024

Minutes

Hosted in the Administration Office Board Room

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

DIRECTORS ABSENT (Excused) Director Moore

DIRECTORS ABSENT Director Grossi

STAFF PRESENT: Mandy Clendenen, CEO, Rich Gravelle, AGP Analyst, Leasha LaBruzzi, Marketing Director, Payton Ryan, Social Media Director.

GUESTS PRESENT: Megan Nakao, CDFA Attorney

President Parks called the meeting to order at 3:12 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 McClure to approve the Consent Agenda. Motion passed unanimously.

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

CORRESPONDENCE: Correspondence was distributed.

PRESIDENT REPORT: President Parks remarked on how well CEO Clendenen is doing in her position, especially concerning the additional requirements the City of Petaluma has requested to approve the special event permit submitted in April.
Director Parks also urged the board members to help find additional corporate sponsors.

DIRECTOR REPORTS: Director Ghirardelli expressed the Farm Beauru's position to vote no on measure "J."

CEO REPORT: Industry-Related Update: CEO Clendenen reported that Assembly Bill 3053 failed, which would have allowed live animal pickup from Fair auctions. She also reported that she will attend the CFA area meeting, date and time to be determined.

- CEO Schedule: CEO Clendenen reported she has no time off scheduled in the near future.
- 2024 Fair: CEO Clendenen reported on the following items related to the 2024 Sonoma-Marin Fair:
- The Horse Show that occurred at the Petaluma Riding and Driving Club on May 11th was a huge success. There were fifteen riders, up from last year.
 - The VIP Reception invites have arrived. Board members should have the names and addresses of any new invitees by the end of the week.
 - Maintenance has increased the number of staff members and, as of May 1st, has started preparing the livestock.
 - Reese Renotti and Isebel Staples will start in the office next week. Reese will work in Exhibits and then transition to the Livestock office during the Fair. Isabel will be helping with signs and sponsorship needs and work in the Admin office.
 - Krystal Camp will return as the Concession Auditor for the 2024 Fair.
 - Fiona Ma and Brian Sobel have agreed to judge the World's Ugliest Dog contest. Other judges to be determined.
 - The ABC license for the Friends of the Fair has been submitted
 - Paint Night in the Wine Garden will be on Saturday again.

- Brandy Haupt has agreed to come for a few days pre-fair to help with the exhibits department.
- The City of Petaluma has offered to waive the cost of Petaluma PD’s officers being on grounds during the fair in exchange for being listed as a major sponsor of the fair as well as use of the electronic sign located on Washington St. CEO Clendenen stated that she informed them that they’ve had control of the sign since January 1, 2024.
- Leasha LaBruzzi and Payton Ryan each gave reports and outlines on their respective marketing and social media plans to promote the Sonoma-Marin Fair.

COMMITTEE REPORTS:

FINANCE: Director McClure reported the Association’s Poppy Bank CD matured on April 25, 2024, and that it rolled into the same term and rate of nine months at 4.88%. The Board reviewed and approved the 2024 budget and financials for April 2024. M/s by Directors Ghirardelli and James to accept the 2024 Budget and 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 Burleson and James – No report.

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 – CEO Clendenen reported the event is proceeding as planned.

FRIENDS OF THE FAIRGROUNDS: President Parks — No report.

OLD BUSINESS: **2024 Blue Ribbon Recipient**—Sharon Green was named as the recipient. M/s by Directors McClure and Ghirardelli to award Sharon Green with the 2024 Blue Ribbon Award. The motion passed unanimously.

2025 Sonoma-Marin Fair Dates—The Board discussed moving the 2025 Sonoma-Marin Fair to Father’s Day Weekend - June 12-15, 2025- no action taken.

Post-Fair Fundraising—Discussions were tabled to July 2024

NEW BUSINESS: **2024 Credential Policy**—The policy was reviewed, and the total number of tickets given in several categories was reduced due to the Fair being reduced to four days. M/s by Directors James and Benedetti to approve the amended 2024 Credential Policy. The motion passed unanimously.

FOR YOUR INFORMATION: None.

EXCUSED ABSENCES: M/s/c by Directors McClure and James to excuse Directors Moore’s absence.

ADJOURNMENT: M/s/c by Director Ghirardelli and McClure to adjourn the meeting at 4:56 pm. The motion passed unanimously.

Respectfully submitted,

Michael Parks
President

Mandy Clendenen
Chief Executive Officer