

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

**July 17, 2024**

**Minutes**

Hosted in the Administration Office Board Room

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

**DIRECTORS ON ZOOM** Director Burleson

**DIRECTORS ABSENT (Excused)** Director Ghirardelli

**DIRECTORS ABSENT** None

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

**GUESTS PRESENT:** Stephen Hales, Chief Operating Officer-Solano County Fair

**President Parks called the meeting to order at 3:09 PM.**

**APPROVAL & ADOPTION**

**OF AGENDA:** M/s/c Directors McClure and James to approve the agenda. The motion passed unanimously.

**PUBLIC COMMENT:** None.

**CONSENT AGENDA:** M/s/c Directors James and Benedetti to approve the Consent Agenda. The motion passed unanimously.

A. Minutes of May 2024 Board Meeting.

B. Standard Agreements

C. Sponsorship Agreements as presented and attached.

**CORRESPONDENCE:** Correspondence was distributed.

**PRESIDENT REPORT:** President Parks remarked on a public records request by the Press Democrat regarding tax dollars spent on the World's Ugliest Dog Contest<sup>®</sup>. President Parks read aloud the entire request list, and a discussion occurred. No action.

**DIRECTOR REPORTS:** It was noted that the Fair recap shall occur at the August Board Meeting.

**CEO REPORT:** **Industry-Related Update:** CEO Clendenen reported that now that the Fair is completed, she plans to attend industry events and other fairs in the area.

**CEO Schedule:** The CEO reported she will be taking Friday, July 19 off, and the week of the Sonoma County Fair while her son is showing at that Fair.

CEO Clendenen reported that the Association had surrendered the fairgrounds back to the City of Petaluma as of July 15 and that picnic benches and bleachers are the only items that need to be moved to storage.

**COMMITTEE REPORTS:**

**FINANCE:** Director McClure reported the Association's Poppy Bank CD account has changed its system and will not ACH the monthly interest to the Association's Exchange Bank account. CEO Clendenen will begin adding herself to the account and inquire about alternative methods to receive the monthly interest. Director McClure reported that the Fairs Allocation should be dispursed once CEO Clendenen completes her final training segment.

M/s by Directors Moore and Benedetti to accept the May 2024 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 Burtleson and James – Director James inquired if all concessions have been paid. AGPA Gravelle reported that only the Friends of the Fairgrounds’ concessions are outstanding.

**ENTERTAINMENT:** Directors 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: Post-Fair Fundraising**—President Parks recited several examples of fundraisers that the Fair and Friends of the Fairgrounds could partner with, but timing is of great concern. President Parks is concerned that organizing a significant fundraiser may pull community dollars away from the No on Measure J movement. The board discussed options and scheduled a special meeting on only one topic: Real Estate negotiations.

**NEW BUSINESS:**

- A. CDFA Training**—This topic was covered in other agenda items.
- B. Volunteer Appreciation Dinner**- Dates were discussed, and the dinner was scheduled for 10/16/24.
- C. 2024 Directors Choice Award Recipient**—Discussions took place on possible recipients. Wilco Farm Store was named as the recipient.  
M/s by Directors Benedetti and Moore to award Wilco Farm Store with the 2024 Directors Choice Award. The motion passed unanimously.
- D. Petaluma Youth Ag Day**— Dates were discussed, and Ag Day was scheduled for 9/27/24.
- E. 2025 Sonoma Marin Fair**
  - 1. Date for the 2025 Sonoma-Marin Fair**—Dates were discussed, and it was determined that the 2025 Sonoma-Marin Fair Dates would be June 19-22, 2025.  
M/s by Directors McClure and James to schedule the 2025 Sonoma-Marin Fair for June 19-22, 2025. The motion passed unanimously.
  - 2. Theme & Logo**- No action taken.

**FOR YOUR  
INFORMATION:** None.

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

**ADJOURNMENT:** M/s/c by Director Moore and Benedetti to adjourn the meeting at 5:07 p.m. The motion passed unanimously.

Respectfully submitted,

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Michael Parks  
President

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Mandy Clendenen  
Chief Executive Officer