

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

**August 21, 2024**

**Minutes**

Hosted in the Administration Office Board Room

**DIRECTORS PRESENT:** Directors Benedetti, Grossi, McClure, Burluson, Ghirardelli, and Parks

**DIRECTORS ON ZOOM** Director Moore

**DIRECTORS ABSENT (Excused)** Director James and Marzo

**DIRECTORS ABSENT** None

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

**GUESTS PRESENT:** None

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

**APPROVAL & ADOPTION**

**OF AGENDA:** M/s/c Directors McClure and Moore to approve the agenda as amended, consent agenda item C removed. The motion passed unanimously.

**PUBLIC COMMENT:** None.

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

- A. Minutes of July 2024 Board Meeting
- B. Standard Agreements

**CORRESPONDENCE:** Correspondence was distributed.

**PRESIDENT REPORT:** None.

**DIRECTOR REPORTS:** None

**CEO REPORT: Industry-Related Update:**

- CEO Clendenen reported that she attended the Napa Town & Country Fair and has some ideas that may be implemented at the Sonoma-Marin Fair. CEO Clendenen reported that the Napa Town and Country Fair has no ticket sellers at the gates. They use self-serve QR codes to refer fairgoers to the online platform to purchase tickets. They have ticket takers reclassified as hospitality ambassadors to assist in the new process and scan the purchased tickets. Security is also equipped with the ability to scan tickets. CEO Clendenen also reported that the Fair did quilting and crafting demos to grow the hobby for future fair entries.
- CEO Clendenen reported that she will apply for a scholarship to attend IAFE convention in Las Vegas in November.

**CEO Schedule:** The CEO reported she would be working at the Mendocino County Fair & Apple show in Boonville, September 11-15, 2024.

**COMMITTEE REPORTS:**

**FINANCE:** Director McClure reported that the committee reviewed the financial statements for June and July. McClure noted that the Fair should receive the State Allocation soon as all State training has been completed. Director McClure reported that the only revenue source for the remainder of the year is interest. Director McClure recommended that the financials be approved.

M/s by Directors Burleson and Ghirardelli to accept the June and July 2024 financial reports 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 – 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:**

- A. **Post-Fair Fundraising**—President Parks deferred the topic to September.
- B. **2024 Petaluma Youth Ag Day 9/27/24:** CEO Clendenen reported that, thus far, 300+ students have signed up to participate. The setup and number of spots shall remain the same as the previous year’s event. CEO Clendenen reported that the Ag partners for Herzog Hall are filling up nicely. CEO Clendenen reported that Amanda is doing a great job planning the event. Amanda will be tasked with inventorying the event bags and arranging the bag stuffing for the event.  
Director McClure inquired about extending the Ag Partners portion of the event to include local farmers for a “come meet your local farmer” event in the afternoon. A discussion occurred, but no action was taken.
- C. **Volunteer Appreciation Dinner 10/16/24:** CEO Clendenen reported that Amanda Houser is tasked with planning this event and is doing a great job. Amanda has sent out a “save the date” email. CEO Clendenen said she would contact Petaluma Poultry to inquire about donating chicken for the event.
- D. **2025 Sonoma-Marin Fair 6/19/22/25:**
  - 1. **Theme & Logo:** CEO Clendenen provided a list of possible themes-discussions occurred. M/s/c Directors McClure and Burleson to approve the theme as “Country Nights & Carnival Lights” for 2025. The motion passed unanimously.

**NEW BUSINESS:**

- A. **2024 Fair Report:** Director Parks deferred comments on the 2024 Fair Report to September. AGPA Gravelle briefly explained that the Fair Report is derived from the approved financials and explained attendance, revenue, and expenses for the 2024 Fair Report. The directors then discussed their thoughts about the 2024 Fair.
  - President Parks summarized conversations with CEO Clendenen about more focused advertising in 2025.
  - Discussions occurred about entertainment costs and strategies used in 2024 to limit them. Director Grossi noted the Board should visit admission pricing for 2025 at a future meeting.
  - Director Ghirardelli requested more communication regarding Livestock Area parking ahead of the Fair.

- Director Grossi noted that more attention should be given to the Awards Program. Director Ghirardelli added that a community member could volunteer to help with this task.
- Director McClure noted low attendance at the morning staff meetings and asked if Livestock and other departments were invited to attend.
- President Parks noted that the car shows were a great addition to the Fair and utilized areas not used during the car shows. He added that the livestock shows were well done. The VIP Reception went very well, and the VIP Lounge ran smoothly. He noted that the Carnival was clean, and the World’s Ugliest Dog Contest<sup>®</sup> went well. He added that having livestock shows on Wednesday and the Fair opening on Thursday worked well.
- Director Moore commended CEO Mandy and the team for doing a great job with the Fair.
- Director Grossi added he would like to see better attendance in the VIP Lounge. Discussions occurred about changing the lunch format to heavy appetizers in the evenings. President Parks noted that an improved entrance would increase visibility and that many judges had lunch backstage instead of the VIP Lounge.
- Director Burleson apologized for being called out of town and unable to attend the annual Fair.
- Director Benedetti concurred with Director Grossi that the VIP Lounge was poorly attended and agreed changes could help.

**B. Rental Equipment Policy:** CEO Clendenen presented a rental rate sheet, which was discussed.  
M/s/c Directors Grossi and Ghirardelli to approve the Rental Rates as amended. The motion passed unanimously.

**FOR YOUR INFORMATION:**

F2024-03 Portable Large Animal Livestock Pens.

**CLOSED SESSION:**

M/s/c Directors Burleson and Grossi moved to convene into Closed Session at 4:50 p.m. to discuss:  
DAA Real Estate Negotiations (Gov. Code § 11126(c)(7a)).property. Motion passed unanimously.

**RECONVENE INTO OPEN SESSION:**

M/s/c Directors Ghirardelli and McClure. The motion passed unanimously.

**The board reconvened in an open session at 5:10 p.m. President Parks reported that Director Burleson made a motion, seconded by Grossi, to reschedule the September Board meeting to Wednesday, September 25, 2024.**

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

**ADJOURNMENT:** M/s/c by Director Burleson and Moore to adjourn the meeting at 5:15 p.m. The motion passed unanimously.

Respectfully submitted,

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Michael Parks  
President

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Mandy Clendenen  
Chief Executive Officer