

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

October 16, 2024

Minutes

Hosted in the Administration Office Board Room

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

DIRECTORS ON ZOOM Director

DIRECTORS ABSENT (Excused) Director Grossi and Marzo

DIRECTORS ABSENT None

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

GUESTS PRESENT: Ingrid Alverde, Director Economic Development & Open Government, Megan Nakao, Staff Counsel Fairs & Expositions

President Parks called the meeting to order at 1:06 PM.

APPROVAL & ADOPTION

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

PUBLIC COMMENT: None.

CONSENT AGENDA: M/s/c Directors Moore and Ghirardelli to approve the Consent Agenda. The motion passed unanimously.

A. Minutes of September 2024 Board Meeting

CORRESPONDENCE: None.

PRESIDENT REPORT: None.

DIRECTOR REPORTS: None

CEO REPORT:

A. Industry-Related Update:

- CEO Clendenen reported that the administrative office has been vandalized. First, dog feces were found in early September, and broken beer bottles were found on the morning of Ag Day. She also reported that AGPA found a condom hanging from the door handle of the Admin office in mid-October

B. Fair Publicity

- CEO Clendenen reported she had conversations with Leasha LaBruzzi, Publicity Director, about the timing of placing ads next year. She reported having a list of available entertainers for the main stage and will begin that process.

C. State Rules Meeting

- CEO Clendenen joined the State Rules meeting and reported that most of the hot-button issues will not affect our Fair.
- CEO Clendenen reported that the Poultry Health Inspector (PHI) grant program is ceasing, and therefore, the Fair will no longer receive reimbursements for the PHI.
- CEO Clendenen reported that the State Rules Committee is suggesting that Youth Quality Care of Animals (YQCA) go from yearly to bi-annual.

D. WFA Convention

- CEO Clendenen reported that the WFA Convention in Reno is from January 19-22, 2025.

E. Ag Day:

- CEO Clendenen reported that Ag Day was Friday, September 27, 2024, from 9:00 a.m. to 11:30 a.m., and was a huge success. A discussion occurred about receiving sponsorships to provide transportation grants to the schools.

F. Fair Volunteer Appreciation Dinner:

- CEO Clendenen reported that the Fair Appreciation dinner is today, and the doors open at 5:00 PM.

G. CEO Schedule:

- CEO Clendenen reported that she will be at the Manager's Conference in Sacramento from November 5-9, 2024.

- CEO Clendenen reported that she received the scholarship to attend the IAFE convention in Phoenix, AZ in December.

COMMITTEE REPORTS:

FINANCE:

Director McClure reported that the committee reviewed the financial statements for September. McClure noted that the next CD matured today and the next CD will mature in November.

Director McClure also discussed Exchange Bank fees for the Fair’s accounts. The committee determined it was time to discuss the fee structure with Exchange Bank. Director McClure reported that the State Allocation was received and is now reflected in the financial reports. Director McClure noted that AGPA Gravelle had started the budget processes and provided the committee with a document showing the ending balances for calendar year 2024.

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 November.

B. 2025 Sonoma-Marín Fair 6/19/22/25:

1. **Logo:** CEO Clendenen provided the next draft of the Fair logo in partial color with the theme Country Nights & Carnival Lights. A discussion occurred, and no action was taken.

NEW BUSINESS: None to report

FOR YOUR INFORMATION: F2024-06 AB1499 Distribution Policy Framework_ADA.

CLOSED SESSION: M/s/c Directors Ghirardelli and McClure moved to convene into Closed Session at 1:33 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 Burleson. The motion passed unanimously.

The board reconvened in an open session at 3:04 p.m. President Parks reported that Director Ghirardelli made a motion, seconded by Burleson, to reschedule the November Board meeting to Wednesday, November 13, 2024. The motion passed unanimously.

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

ADJOURNMENT: M/s/c by Director McClure and Moore to adjourn the meeting at **3:08** p.m. The motion passed unanimously.

Respectfully submitted,

Michael Parks
President

Mandy Clendenen
Chief Executive Officer