

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

January 15, 2025

Minutes

Hosted in the Administration Office Board Room

DIRECTORS PRESENT: Directors McClure, James, Ghirardelli, Moore, Grossi, and Parks
DIRECTORS ON ZOOM None
DIRECTORS ABSENT (Excused) Director Marzo, Benedetti
DIRECTORS ABSENT None
STAFF PRESENT: Mandy Clendenen, CEO, Rich Gravelle, AGP Analyst,
GUESTS PRESENT: Megan Nakao, Staff Counsel Fairs & Expositions, Charles Southwick, CDFA Resource Coordinator

President Ghirardelli called the meeting to order at 3:04 PM.

APPROVAL & ADOPTION

OF AGENDA: M/s/c Directors McClure and Moore approved the agenda. The motion passed unanimously.

PUBLIC COMMENT: None.

CONSENT AGENDA: M/s/c Directors James and Grossi approved the Consent Agenda. The motion passed unanimously.

A. Minutes of December 2024 Board Meeting

B. Contract List

CORRESPONDENCE: None.

PRESIDENT REPORT: President Ghirardelli deferred the report to closed session and moved the discussion regarding committee assignments to New Business.

DIRECTOR REPORTS: Director Moore reported that she attended the Heart of Marin Awards and said there is also a Heart of Sonoma Award. She noted that the Heart of Sonoma Awards deadline has been extended to January 21, 2025. CEO Clendenen remarked that the DAA could not nominate someone as we are not a non-profit, but perhaps the Friends of Sonoma-Marin Fair could; the timing of the deadline may not work for this year, but definitely next year.

CEO REPORT:

A. Industry-Related Update:

- CEO Clendenen reported on a letter received from CDFA F2025-01 announcing that CDFA Veterinarian Dr. Annette Jones has implemented a ban on California Poultry and Dairy shows until further notice. She noted that a meeting will be held on January 16, 2025, to discuss the ramifications and timeline for the ban.
- CEO Clendenen reported receiving a second letter regarding Horse Shows and Auctions requiring health checks. She noted that the Fair must hire a veterinarian for the Horse Show health checks.
- CEO Clendenen reported that she has begun drafting the Corporate and Exhibit Sponsorship letters. She noted that her plan is to combine both types of sponsorships into one letter. She understands the need to rethink the benefit structure for the sponsors, as there won't be tickets or parking to give away to entice them. She noted that she previously reached out to Clover and Wilco.

B. Marin County Fair Update

- CEO Clendenen reported she sent the breakdown of costs and scope of work to produce the livestock shows for the Marin County Fair. She noted she would meet the team from Marin during the WFA Convention to discuss this further.
- Director Parks noted that MALT, which previously sponsored the Marin County Fair's livestock show, will sponsor both livestock shows produced by the 4th DAA. No dollar amounts have been discussed.

C. Fairgrounds

- CEO Clendenen noted that she has begun drafting a letter to the Fair’s entertainers and vendors. She reported that she has already spoken to a few vendors regarding the future of the Sonoma-Marin Fair
- CEO Clendenen reported that parking continues to be an issue, but as noted by Daniel with CIRE, our license agreement with the City of Petaluma does not include parking rights, meaning anyone can park in any of the spots in the administration parking lot.
- Director Grossi inquired if Kiwanis was informed that the Association would not produce a Fair. CEO Clendenen responded that the same applies to the Sea Scouts and others and that she’ll refer them to the City of Petaluma Parks & Recreation Department.

D. Sonoma-Marin Livestock Show

- CEO Clendenen reported that the guidebook is completed and has started recruiting the judges.

E. CEO Schedule:

- CEO Clendenen reported that she has been invited to speak at the Sunrise Rotary and expressed that the scope of her discussion will be recruiting sponsors to support the exhibits department and report on the DAA's future.
- CEO Clendenen reported that she will attend a Business Network International (BNI) meeting, the scope of which will be sponsorships for the two livestock Fairs.
- CEO Clendenen reported she’ll be attending the WFA Convention in Reno from January 19th to the 22nd. Director Moore inquired if the office would be open. CEO Clendenen reported that AGPA Gravelle will be in the office until 5:00 p.m. If, for some reason, AGPA Gravelle is not in the office, a note will be posted on the door.
- CEO Clendenen reported that she’d be taking Friday, January 17th, and Thursday, January 23rd, off.

COMMITTEE REPORTS:

FINANCE: Directors McClure and James

- A.** Director McClure reported that the committee reviewed the December draft financial statements. McClure noted that a CD will mature on January 24th. AGPA Gravelle will research rates for the committee to take action. Director McClure reported that the annual adjustments occur in December, like GASB 68 & 75 for Pension and OPEB expenses, Depreciation, and Compensated Abenese Expenses. She noted that currently, the most significant cost is labor. Director McClure stated that the Fair had two financial reviews completed in 2024, totaling \$18000, and noted that a Financial Audit would need to be conducted for the calendar year 2024.

No action taken.

BUILDINGS & GROUNDS: Directors James and Benedetti – No report.

EXHIBITS & LOCAL RULES: Directors Marzo and McClure - No report.

COMMERCIAL & CONCESSIONAIRE: Director James – No report.

ENTERTAINMENT: Directors Ghirardelli and Marzo – No report.

GOALS & LONG RANGEPLANNING: 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: Director Parks – No report.

OLD BUSINESS: Marin County Fair Update – No Action Taken

NEW BUSINESS:

- A.** 2025 Nominating Committee Re-Structure

President Ghirardelli expressed the need to remove unnecessary committees and add new ones. The Buildings & Grounds, Commercial & Concession, and Entertainment committees were removed. The new committee adds are:

Goals and Logistics
Marketing and Branding

**FOR YOUR
INFORMATION:**

None to report.

CLOSED SESSION:

M/s/c Directors Parks and Moore moved to convene into Closed Session at 3:44 p.m. to discuss:
A. DAA Real Estate Negotiations (Gov. Code § 11126(c)(7a))
B. Personnel Matter: (Government code section 11126 (a))

Motion passed unanimously.

**RECONVENE INTO
OPEN SESSION:**

M/s/c Directors James and Moore. The motion passed unanimously.

The Board reconvened in an open session at 4:38 p.m. President Ghirardelli reported no action was taken.

EXCUSED ABSENCES:

M/s/c Directors Grossi and McClure moved to excuse Directors Benedetti and Marzo. The motion passed unanimously.

ADJOURNMENT:

M/s/c by Director James and McClure to adjourn the meeting at 4:51 p.m. The motion passed unanimously.

Respectfully submitted,

Dayna Ghirardelli
President

Mandy Clendenen
Chief Executive Officer