

FOURTH DISTRICT AGRICULTURAL ASSOCIATION
175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952
May 17, 2017

The regular meeting of the Sonoma-Marin Fair Board of Directors was held in the Administration Board Room, Petaluma, California at 3:00 PM.

DIRECTORS PRESENT: Ruth McClure, Herm Benedetti, Jeff James, Mike Parks and Dayna Ghirardelli.

DIRECTORS ABSENT: *M/s/c Directors James and Benedetti to excuse Directors Moore, Burlison, Marzo and Grossi per CA Food & Agriculture code section 3967.*

STAFF PRESENT: Erin Post, CEO

GUESTS PRESENT: None

APPROVAL & ADOPTION OF AGENDA: *M/s/c Directors James and Benedetti to approve the Agenda as corrected.*

PUBLIC COMMENT: None

CORRESPONDENCE: Correspondence was distributed.

CONSENT AGENDA: *M/s/c Directors Benedetti and Parks to approve the Consent Agenda..*
A. Minutes from April 2017 Board Meeting
B. Rental Agreements
C. Standard Agreements

COMMITTEE REPORTS:

FINANCE: Director James reported on behalf of the committee. The committee will review one maturing CD on June 19th. Director James sought clarification on a few items on the Operating Budget Revenue. These were accounts primarily related to admission sales through the Exhibits Department and the revenue generated from the Wine Garden, Farmer's Day and the Fair Breakfast. Director James sought clarification on the increase in the year-to-date expenditures for the Publicity Contractual Services as well as the Publicity Printing. BA Gravelle clarified that the contracts for these accounts remain the same as in year's past and the higher expenditure so far in 2017 is primarily due to timing.

M/S/c Director's Benedetti and Parks to approve all April 2017 Financials as presented.

ENTERTAINMENT/PUBLICITY: None

BUILDINGS & GROUNDS: Director Benedetti reported that the committee had met with the primary intent of identifying a realtor to assist with the rental of the Main

Exhibit Building on the grounds. Bob Lipman is the realtor that we 4th DAA is working with and a potential tenant has already been identified.

**COMPETITIVE &
COMMERCIAL EXHIBITS:**

None

FARMERS DAY:

CEO Post reported on the meeting that the Committee had. She noted that all items are in place and ready for the 2017 Fair.

**GOALS & LONG RANGE
PLANNING:**

CEO Post reported that her monthly meetings with the City have been going well.

LEGISLATIVE:

None

MILK BARN COMMITTEE:

None

**AD HOC WORLD'S UGLIEST
DOG® COMMITTEE:**

None

**AD HOC FRIENDS OF THE FAIR
COMMITTEE:**

None

OLD BUSINESS:

Blue Ribbon Award – Nominations & Procedures CEO Post reviewed the Blue Ribbon Award Nomination for 2017 with the Directors. It was determined that Mary Sanchez would be the recipient of the award for 2017.

NEW BUSINESS:

Fairgrounds Memorial Policy: The Board reviewed the Memorial Policy as presented. This would identify the policy of the 4th DAA as it pertains to the establishment of memorials on the grounds of the 4th DAA. *M/S/c Director's Benedetti and Ghirardelli to approve the policy as presented.*

Addition of Memorial Bench at the Chicken Pete Statue: The Board approved for the addition of a bench memorial and plaque commemorating the construction of 'Pete the Chicken' on the fairgrounds.

CDFA Grant Agreement: CEO Post Presented the Board with the Grant Agreement from CDFA regarding the Deferred Maintenance project, Sewer Lift Station for the 4th DAA. The Board requested CEO Post seek some clarification from CDFA regarding the project before signing the agreement. The Board requested she seek initial approval from the Buildings and Grounds Committee and bring to the Board at the subsequent meeting.

Exhibits Awards Sponsorship Vacancies: The Fair Board reviewed the remaining Exhibit Award vacancies. *M/S/c Director's Benedetti and Parks to approve the sponsorship of the remaining award vacancies.*

2017 Fair: CEO Post reported that the VIP Reception is scheduled to open at 5:30 and the program would begin at 6:00pm. She also noted the opportunities that Directors have to participate in the Fair and to provide help during the five days. She asked that Director's review the list and send her their RSVP's for the various events and activities.

CEO REPORT:

CEO Post reported that the rental outlook for the remainder of 2017 looks excellent, there are only a few dates available in Herzog for the remainder of the year. CEO Post reported that the Fair is in 'full-swing' and the 119 day staff is doing an excellent job picking up tasks. The Fair has sold out of nearly all of their vendor spaces for the Fair, marketing is in full effect and the Board can expect to begin seeing much more as we enter the month of June. Sponsorships are above budget for Exhibits and Corporate. The Temporary CEO, Courtney Conkle is ready to step in when CEO Post must leave for maternity leave.

**FOR YOUR
INFORMATION:**

The Board reviewed the Interim Events Calendar for 2017.
Next Board Meeting – Wednesday, July 19th, 2017

ADJOURNMENT:

M/s/c Directors James and Benedetti to adjourn the meeting at 3:55 PM

Respectfully submitted,

Ruth McClure
Board President

Erin Post
Chief Executive Officer