

FOURTH DISTRICT AGRICULTURAL ASSOCIATION
175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952
August 16, 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, Jeff James, Mike Parks, Dayna Ghirardelli, Dominic Grossi, Dr. Lois Moore and Nicole Marzo.

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

STAFF PRESENT: Erin Post, CEO

GUESTS PRESENT: None

APPROVAL & ADOPTION OF AGENDA: *M/s/c Directors Moore and Parks to approve the Agenda as presented.*

PUBLIC COMMENT: None

CORRESPONDENCE: Correspondence was distributed.

CONSENT AGENDA: *M/s/c Directors Ghirardelli and James to approve the Consent Agenda.*

- A. Minutes from July 2017 Board Meeting
- B. Rental Agreements
- C. Standard Agreements

COMMITTEE REPORTS:

FINANCE: Finance Committee Chair, Director Moore, reported on behalf of the committee. The committee had no maturing CD's to review. The Committee plans to review all investments more thoroughly at the September Meeting. Director James sought more information about the 'Discounts Granted' and BA Gravelle clarified that this is where we must account for the value of discounts granted to the DAA per State Accounting Policy. Director James noted that we are beginning to see out 'Permanent Rental' revenue fall behind from 2016 actuals, due to the lack of tenant in the Main Exhibit Building. CEO Post noted she is hopeful that this will be recouped by the end of the year. Directors Moore and James asked for clarification regarding the Employee benefits expenses, noting that they're lower than in 2016. Directors Moore and James asked why the expenses are significantly higher in 2017 for the Exhibits Salaries. BA Gravelle clarified that the Permanent Exhibit Representative position is always accounted for in the Admin expenses. With the departure of Courtney Conkle, the wages of the temporary replacements for this work has been placed in the exhibits account. *M/S/c Director's James and Parks to approve all May 2017 Financials as presented.*

ENTERTAINMENT/PUBLICITY: None

BUILDINGS & GROUNDS: None

**COMPETITIVE &
COMMERCIAL EXHIBITS:** None

FARMERS DAY: None

**GOALS & LONG RANGE
PLANNING:** None

LEGISLATIVE: None

MILK BARN COMMITTEE: None

**AD HOC WORLD'S UGLIEST
DOG® COMMITTEE:** None

**AD HOC FRIENDS OF THE FAIR
COMMITTEE:** None

OLD BUSINESS: **Fair Wrap Up:** Directors had no additional comments regarding the 2017 Fair. CEO Post noted her discussion would take place during New Business as it pertains to the Fair Financial Report.

NEW BUSINESS: **Director's Choice Award:** Directors determined that the recipient of the 2017 Director's Choice Award would be Wilson Events. *M/S/c Director's Ghirardelli and Moore to approve Wilson Events at the recipient of the Director's Choice Award.*

Volunteer Appreciation Dinner: CEO Post reminded the group that the Fair Appreciation Dinner will take place on October 11th at Herzog Hall.

2017 Fair Financial Report: The Board and CEO Post reviewed the Fair Financial report noting that the attendance price increase provided an increase gate revenue even though there was a slight attendance decline.

2018 Theme: The Board confirmed the 2018 Sonoma-Marin Fair Theme.

Approval of Individual Project Agreement between the California Fair Financing Authority and the 4th DAA; Project Main Gate Repair Project. *M/S/c Directors Marzo and Moore to approve Individual Project Agreement between the California Fair Financing Authority and the 4th DAA; Project Main Gate Repair Project*

Approval of Individual Project Agreement between the California Fair Financing Authority and the 4th DAA; Emergency Electrical Project. *M/S/c Directors Parks and Ghirardelli to approve Individual Project Agreement between the California Fair Financing Authority and the 4th DAA; Emergency Electrical Project.*

Approval of Grant Agreement; CDFA and 4th DAA Deferred Maintenance Project NTE \$100,000. M/S/c Directors Ghirardelli and James to approve Grant Agreement; CDFA and 4th DAA Deferred Maintenance Project NTE \$100,000.

CEO REPORT:

CEO Post reported that she is still only in the office a few days per week but is working primarily on a few specific time sensitive items. She plans to do a thorough review of the Fair and any other items when she returns to the office full-time in September.

FOR YOUR INFORMATION:

The Board reviewed the Interim Events Calendar for 2017.
Next Board Meeting –September 20, 2017
Petaluma Youth Ag Day; September 29th, 2017
Fall Manager’s Conference; Sacramento: November 6-8, 2017
IAFE Convention; Las Vegas, NV: November 26-29, 2017
WFA Convention; Anaheim, CA: January 3-6. 2018

CLOSED SESSION

Real Property Negotiations Pursuant to California Government Code Section (§ 11126(c)(7) regarding fairgrounds lease of property at 175 Fairgrounds Drive (Assessor’s Parcel Numbers 007031004 and 007031005) from the City of Petaluma. Discussion with Board regarding the financial requests given to the 4th DAA from the City of Petaluma. Closed session was entered at 4:00 pm and ended at 4:20 pm.

ADJOURNMENT:

M/s/c Directors Marzo and Moore to adjourn the meeting at 4:20 PM

Respectfully submitted,

Ruth McClure
Board President

Erin Post
Chief Executive Officer