

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**  
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952  
**March 20, 2019**

The regular meeting of the Sonoma-Marin Fair Board of Directors was held in the Board Room on the Administration Office on the Fairgrounds of the 4<sup>th</sup> District Agricultural Association, Petaluma, California at 3:00 PM.

**DIRECTORS PRESENT:** Directors James, Benedetti, Burleson, Ghirardelli, Grossi, Moore, Parks

**DIRECTORS ABSENT (Excused):**

Director Marzo  
 Director McClure  
*M/s/c Directors Benedetti and Parks*

Director	Aye	Nay	Abstain
James, President			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director Marzo			
Director McClure			
Director Moore			X
Director Parks	X		

**STAFF PRESENT:** Allison Keaney, CEO

**GUESTS PRESENT:** John Quiroz

The meeting was called to order at 3:00 by Director James, President.

**APPROVAL & ADOPTION  
 OF AGENDA:**

*M/s/c Directors Benedetti and Parks to approve the Agenda as presented.*

Director	Aye	Nay	Abstain
James, President			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director Marzo			
Director McClure			
Director Moore	X		
Director Parks	X		

**PUBLIC COMMENT:**

John Quiroz gave a brief update on SB 1499 which will provide additional funding for fairgrounds who meet specific criteria to be determined, and an update on the Facility Condition Assessment Report given to CEOs for completion by March 31, 2019.

**CORRESPONDENCE:**

Correspondence was circulated for review and included:

A. CDFA Summary of the Implementation of SB1499

**A. CONSENT AGENDA:**

A. Minutes from February 2019 Board Meeting

B. Rental Agreements

C. Standard Agreements

*M/s/c Directors Benedetti and Moore to approve the Consent Agenda.*

Director	Aye	Nay	Abstain
James, President			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director Marzo			
Director McClure			
Director Moore	X		
Director Parks	X		

**COMMITTEE REPORTS:****FINANCE:**

Director Moore reported that the GASB 68 figures were finally received, enabling the committee to review the finalized financial statements for December 2018 and January 2019. Two CDs will mature in April and the committee will advise on the reinvestment of the funds based on current interest rates. The committee also reviewed the February 2019 financial statements and clarified food concessions income (the deposits made by vendors to secure their places at the fair), insurance expense (paid in one lump sum to receive the 1% discount), and awards expenditure (which are higher over 2018 year to date, due to an earlier ordering cycle in 2019).

*M/s/c Directors Grossi and Ghirardelli to approve the Finance Report.*

Director	Aye	Nay	Abstain
James, President			
Director Benedetti	X		
Director Burleson	X		
Director Ghirardelli	X		
Director Grossi	X		
Director Marzo			
Director McClure			
Director Moore	X		
Director Parks	X		

**BUILDINGS & GROUNDS:**

Live Oak has been experiencing challenges with leaking roofs and residual moisture. A professional analysis was done of the Community Building, and four buildings in the former S.R.J.C. cluster. The committee will meet with Matthew Morgan on March 21.

<b>EXHIBITS &amp; LOCAL RULES:</b>	The committee reviewed the upcoming YQCA trainings to be led by staff of UCCE Sonoma County. Animal activism response strategies were discussed and Director Ghirardelli will craft some statements that can be utilized by staff. Clo's 50 <sup>th</sup> Birthday exhibit will be showcased in BCW at the Fair. Modifications to the poultry competition were discussed in the event that the show needs to be cancelled. Online entries will be available this year. Scholarship and awards applications will add language clarifying the selection process as a function and responsibility of each awards committee, not the Fair. Livestock premium checks will be mailed or picked up at the Fair office after the close of Fair, NOT in the Livestock office upon move out.
<b>COMMERCIAL &amp; CONCESSIONAIRE:</b>	None
<b>ENTERTAINMENT:</b>	None
<b>PUBLICITY:</b>	None
<b>GOALS &amp; LONG RANGE PLANNING:</b>	The committee met with new City Manager Peggy Flynn and updated her on previous work with the Fairgrounds lease negotiation. A meeting and fairgrounds site tour is scheduled for March 22 <sup>nd</sup> .
<b>LEGISLATIVE:</b>	None
<b>POLICY:</b>	None
<b>MILK BARN COMMITTEE:</b>	None
<b>FARMERS DAY:</b>	CEO Keaney circulated a flyer announcing the Farmers' Day events for the 2019 Fair. The flyer will be distributed to local horse riding clubs.
<b>WORLD'S UGLIEST DOG®</b>	None
<b>OLD BUSINESS:</b>	<p>A. Strategic Planning: The Board agreed to hold a planning meeting before the Fair. John Quiroz recommended Becky Baily-Findley as a facilitator. CEO Keaney will reach out to schedule a call with President James and Ms. Baily-Findley to discuss Board needs and set a date for the planning meeting.</p> <p>B. "Telling Our Story" Informational Document: CEO Keaney requested the review of this document to be tabled until the April meeting.</p>
<b>NEW BUSINESS:</b>	<p>A. Bagley-Keene Act &amp; Board Communication: CEO Keaney reviewed the guidelines for email addresses and email management for Board members. New email addresses will be created for each Board member to be used specifically and exclusively for Fair Board business.</p> <p>B. Board Training &amp; Development: John Quiroz announced upcoming Board and CEO development opportunities in May and July. More information will be forthcoming via email.</p>

**CEO REPORT:**

A. Interim & Permanent Rentals: Black & White Ball is ready for March 30; REGA is Memorial Day weekend; 4<sup>th</sup> of July event will still take place in partnership with the City of Petaluma; permanent renters will begin receiving "move out" guidelines for Fair.

B. Industry Related Issues: Were covered in the presentation by John Quiroz.

C. Staff Updates: Still looking for a seasonal maintenance worker; interim maintenance staff will begin returning to work in early to mid-April.

D. 2019 Sonoma-Marin Fair: Sponsorships are on track to meet goal; staff and vendor contracts are being completed; pre-fair inspection and fair related training for safety have been scheduled; Board selected a burgundy polo; wine competition is ready for week of March 25.

E. CEO Schedule: Attended Job Fair at San Antonio H.S. with Sunrise Rotary.

**FOR YOUR  
INFORMATION:**

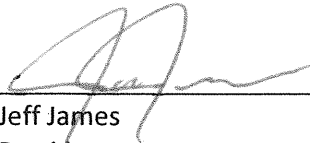
A. Interim events calendar was reviewed.

B. Next meeting will be April 17, 2019 at 3:00pm.

**ADJOURNMENT:**

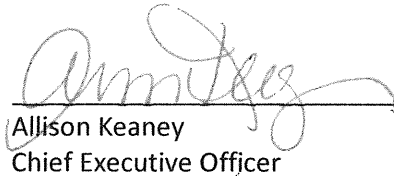
*M/s/c by Directors Ghirardelli and Benedetti to adjourn the Meeting at 4:25pm.*

Respectfully submitted,



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Jeff James  
President



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Allison Keaney  
Chief Executive Officer