

FOURTH DISTRICT AGRICULTURAL ASSOCIATION
 175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952
 October 16, 2019

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

DIRECTORS PRESENT: Directors James, Benedetti, Ghirardelli, Grossi, McClure, Moore, Parks

DIRECTORS ABSENT (Unexcused):
 Director Burluson, Director Marzo

STAFF PRESENT: Allison Keaney, CEO

GUESTS PRESENT: none

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

APPROVAL & ADOPTION OF AGENDA:

M/s/c Directors McClure and Moore to approve the Agenda as presented.

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

PUBLIC COMMENT: None

CORRESPONDENCE: Correspondence was circulated for review and included:
 A.

- A. CONSENT AGENDA:** A. Minutes from September 2019 Board Meeting
 B. Rental Agreements
 C. Standard Agreements

M/s/c Directors Grossi and Parks to approve the Consent Agenda.

Director	Aye	Nay	Abstain
James, President			
Director Benedetti	X		
Director Burluson			
Director Ghirardelli	X		
Director Grossi	X		
Director Marzo			

Director McClure	X		
Director Moore	X		
Director Parks	X		

COMMITTEE REPORTS:**FINANCE:**

Director Moore presented the September financial report, highlighting the challenge of financial planning amidst the timing of receiving the actual pension expense (GASB 68), the review of the FDIC coverage for investment, income from interim rentals for the remainder of the year, the ATM cash flow process, and the aged receivables.

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

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

BUILDINGS & GROUNDS:

Director Parks reported that the carnival lawn improvements have taken well and made a marked improvement in the quality of the lawn, that the committee would be meeting soon with the Live Oak board representatives regarding project updates, that many tenants were up for lease renewals, that the main gate remodel project should also consider the quality of facilities in the area surrounding the new gate and the overall appeal.

EXHIBITS & LOCAL RULES:

No report

**COMMERCIAL &
CONCESSIONAIRE:**

No report

ENTERTAINMENT:

Director Ghirardelli reported that the committee was reviewing entertainment options for the 2020 Fair and will report when confirmations are received.

PUBLICITY:

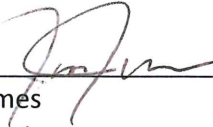
No report

**GOALS & LONG RANGE
PLANNING:**

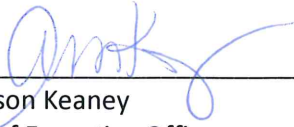
Director Parks reported that the committee met with Brian Sobel and thanked him for being a part of the ad hoc committee to work with the city on the process for deciding the future of the use of the Fairgrounds. The objectives of the limited purpose meeting with the city were reviewed. Due to the PG&E PSPS events, the City Manager has postponed the meeting from October 10th and 11th to mid-November.

- LEGISLATIVE:** No report
- POLICY:** President James reported that the policy committee is waiting for a clarification from CDFA on one aspect of the cannabis policy. A draft for Board review will be forthcoming at the November Board meeting.
- MILK BARN COMMITTEE:** No report
- FARMERS DAY:** No report
- OLD BUSINESS:**
- A. 2019 Sonoma-Marin Fair Report: distributed and reviewed by CEO Keaney covering attendance, revenue, marketing reach and scope, facility improvements, and staffing assignments. Feedback from the Board was reviewed. CEO Keaney reported that the buildings supervisors met to debrief the 2019 Fair and begin planning for 2020, and that the Livestock department and Farmers' Day committees would meet before the end of the year to do the same.
 - B. Strategic plan: President James reviewed the presentation of the strategic plan and asked board members to provide feedback to CEO Keaney.
 - C. Petaluma Youth Ag Day: CEO Keaney reported approximately 800 students attended Petaluma Youth Ag Day. Session rotations provided by ag partners were full and contest entries were up. CEO Keaney thanked Chamber of Commerce Ag Committee for assisting with check in and snack distribution.
 - D. Fair Appreciation Dinner: CEO Keaney reported that about 300 people have planned to attend, Steve Rustad is happy to be honored at the dinner, and plans are coming together well.
- NEW BUSINESS:**
- A. Elections: Director McClure presented the slate of officers for the 2020 year: President Jeff James, 1st Vice President Lois Moore, 2nd Vice President Dayna Ghirardelli. The Board will vote on the officer slate at the November meeting.
- CEO REPORT:**
- A. Interim & Permanent Rentals: CEO Keaney reviewed the upcoming large events and reported that several lease renewals would be started in the coming month.
 - B. Industry Related Issues: none reported.
 - C. Staff Updates: Iya had returned to oversee the Fair Appreciation Dinner.
 - D. CEO Schedule: CEO Keaney reported she would be attending the Fall Managers' Conference in Sacramento, November 5-7, 2019.
- FOR YOUR INFORMATION:**
- A. Interim events calendar was reviewed.
 - B. Next meeting will be November 20, 2019 at 3:00pm.
- ADJOURNMENT:** *M/s/c by Directors Ghirardelli and Benedetti to adjourn the Meeting at 4:20pm.*

Respectfully submitted,



 Jeff James
 President



 Allison Keaney
 Chief Executive Officer