



175 Fairgrounds Drive, Petaluma, CA 94952 • 707-283-3247

BOARD OF DIRECTORS MEETING

SONOMA - MARIN FAIRGROUNDS
ADMINISTRATION BOARD ROOM

March 15, 2017
3:00 PM

MISSION STATEMENT - The Sonoma-Marin Fair promotes and showcases agriculture, while displaying the diverse talents, interests and accomplishments of the citizens of California, especially the youth of Sonoma and Marin Counties. This is achieved by providing educational, entertainment and recreational opportunities for the general public, while continually striving towards enhancing the promotion and preservation of California's agricultural heritage.

AGENDA

I. CALL TO ORDER – President McClure

- A. Introduction of guests

II. ROLL CALL

III. EXCUSED ABSENCES

Motion: _____ Second: _____

IV. APPROVALS

- A. Approval of Agenda

Motion: _____ Second: _____

V. PUBLIC COMMENT - Limited to 5 minutes per person

Comments to the Board on issues and items not listed on the agenda. Presentations will be limited to 5 minutes. Please note that pursuant to California State Law, the Board is prohibited from taking action on any item not listed on the agenda.

VI. CONSENT AGENDA - Any item requiring lengthy discussion will be moved to New Business prior to approval of Agenda

- A. Minutes of February 15, 2017 Board Meeting
- B. Rental Agreements
- C. Standard Agreements

Motion: _____ Second: _____

VII. CORRESPONDENCE - Will be circulated

VIII. COMMITTEE REPORTS - The Board may take approval action of committee reports.

- A. Finance Directors Moore, James
 - 1. Expenditures – February 2017
 - 2. Trial Balance – February 2017
 - 3. Income Statement – February 2017
- B. Entertainment/Publicity Directors Marzo, Grossi
- C. Buildings & Grounds Directors Benedetti, Burleson
- D. Competitive & Commercial Exhibits Director McClure, Marzo
- E. Farmers’ Day Director Grossi
- F. Goals & Long Range Planning Directors Burleson, Grossi
- G. Legislative Directors Moore, Lim
- H. Milk Barn Committee Rep Director Benedetti
- I. Ad Hoc World’s Ugliest Dog® Committee Directors James, Lim
- J. Ad Hoc Friends of the Sonoma-Marin Fair Directors James, Lim

Motion: _____ Second: _____

IX. OLD BUSINESS

X. NEW BUSINESS

- A. Blue Ribbon Award – *Nominations & Procedures*
- B. Opening Day Reception & VIP Department(Catering)
- C. 2017 Credential Policy
- D. Sonoma-Marin Fair
 - 1. Commercial and Concession
 - 2. Entertainment
 - 3. Marketing
 - 4. Theme Development
 - 5. Sponsorship

XI. CEO REPORT - *Non action items*

- A. Interim & Permanent Rentals
- B. Industry Related Issues
- C. Staff Updates

XII. FOR YOUR INFORMATION

- A. Interim events calendar for upcoming months
- B. Next Board Meeting – April 19, 2017

XIII. CLOSED SESSION

- A. 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. Conference with property negotiator: Agency designated Representative Erin Post. Negotiating parties: John Brown and Ingrid Alverde. Under negotiation: Instruction to negotiators concerning terms, price and terms of payment.

XIV. ADJOURNMENT

Motion: _____ *Second:* _____

Time: _____