

## FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

February 15, 2017

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

**DIRECTORS PRESENT:** Dominic Grossi, Ruth McClure, Dr. Lois Moore, Herm Benedetti, Jeff James, Nicole Lim and James Burleson.

**DIRECTORS ABSENT:** M/s/c Directors James and Benedetti to excuse Director Nicole Marzo per *California Food and Agriculture code 3967*.

**STAFF PRESENT:** Erin Post, CEO and Exhibit Representative, Courtney Conkle

**GUESTS PRESENT:** Jaden Lim and Christy Gentry

### APPROVAL & ADOPTION OF AGENDA:

*M/s/c Directors Moore and Lim to approve Agenda with the correction to remove item X. New Business, C. Approval of Park and Ride Agreement.*

**PUBLIC COMMENT:** Jaden Lim provided the Board with a summary of her experience speaking at the White House. Christy Gentry, Fair Publicist, introduced herself to the Board.

**CORRESPONDENCE:** Correspondence was distributed.

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

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

### COMMITTEE REPORTS:

#### FINANCE:

Chair Moore, reported on the information from the February 2017 Finance Committee Meeting. There will be one CD expiring on February 17, 2017. Directors Moore and James requested that BA Gravelle review rates and send them to the committee for review. Directors Moore and James reviewed the year-end budget comparison, noting that the DAA had budgeted a year-end shortfall, but had actually come out in the black \$126,128. The committee reviewed the 2016 STOP. Figures were compared by the committee and BA Gravelle helped to clarify and explain the document as CEO Post and Director Moore has never reviewed a STOP for the 4<sup>th</sup> DAA. Directors reviewed the financials for January 2017.

*M/S/c Director's James and Grossi to approve all December 2016, 2016 STOP and January 2017 Financials as presented.*

**ENTERTAINMENT/PUBLICITY:** Director Grossi reported on the meeting held in January. He reported that there would changes made in the Kiwanis stage area to make the 'line of sight' better and to help drive more traffic to the area. He reported that they discussed the Sonoma-Marín Fair Logo. CEO Post added that the project was currently on hold. Director Grossi also noted that the Fair is moving forward with a wine tasting event to be held in the Wine Garden on Saturday of the Fair.

#### BUILDINGS & GROUNDS:

Chair Benedetti reported on the many topics that the committee discussed at their meeting in February. Matthew Morgan, Principal of the Live Oak Charter School joined the committee to discuss future options for the school. The Committee also reviewed a number of topics, including cannabis events on the Fairgrounds, the need for repairs

to the Main Entrance gate, the Park and Ride agreement progress as well as details and an update on the progress of the approval of the Washington Street Sign (Marquee) which has been delayed significantly while pending approval.

**COMPETITIVE &  
COMMERCIAL EXHIBITS:**

Chair McClure reported on the committee meeting held in January. The Committee and staff discussed the Steering Committee and the possibility of bringing the opportunity back for youth at the Fair. They discussed details of the Garden competition and options for the space in 2017. They also discussed the sponsorship program and the improvements that need to be made. Directors also noted that they would like to see that all awards listed in the book get sponsored in 2017. CEO Post suggested that she provide the Board with a list of unsponsored awards in May and the committee can determine at that time to sponsors those awards on the list.

**FARMERS DAY:**

Director Grossi reported that there is a meeting planned for February 21<sup>st</sup>.

**GOALS & LONG RANGE  
PLANNING:**

The committee report would be covered during closed session.

**LEGISLATIVE:**

None

**MILK BARN COMMITTEE:**

Director Benedetti reported that there is a meeting planned for February 21<sup>st</sup>.

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

None

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

None

**OLD BUSINESS:**

None

**NEW BUSINESS:**

**Approval to Request Fair Allocation from CDFA:**

*M/s/c Directors Grossi and Moore to approve authorization for the 4<sup>th</sup> DAA, Sonoma-Marin Fair to request the 2017 Funding allocation as stated in the Standard Agreement 213 dated 10/7/2016 and signed by CEO, Erin Post and Jennifer Crow, Acquisitions Manager, CDFA.*

**Approval of CFSA Revenue Protection Coverage:**

*M/s/c Directors Benedetti and James to approve the CFSA revenue protecting in the amount of \$150,000 for the cost of \$3,000.*

**CEO REPORT:**

CEO Post reported on a number of items including progress for planning for the 2017 Sonoma-Marin Fair. The upcoming changes in staffing and items of interest for the Directors.

**FOR YOUR  
INFORMATION:**

The Board reviewed the Interim Events Calendar for 2017.  
Next Board Meeting – Wednesday, March 15<sup>th</sup>, 2017

**CLOSED SESSION:**

Entered a 4:25 p.m. and concluded at 5:15 p.m.

**ADJOURNMENT:**

*M/s/c Directors James and Benedetti to adjourn the meeting at 5:15 PM*

Respectfully submitted,

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Ruth McClure  
Board President

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Erin Post  
Chief Executive Officer