

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

March 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, Nicole Marzo and James Burleson.
- DIRECTORS ABSENT:** None
- STAFF PRESENT:** Erin Post, CEO
- GUESTS PRESENT:** None
- APPROVAL & ADOPTION OF AGENDA:** *M/s/c Directors James and Bendetti to approve the Agenda as presented.*
- PUBLIC COMMENT:** None
- CORRESPONDENCE:** Correspondence was distributed.
- CONSENT AGENDA:** *M/s/c Directors Benedetti and Grossi to approve the Consent Agenda..*
- A. Minutes from February 2017 Board Meeting
 - B. Rental Agreements
 - C. Standard Agreements
- COMMITTEE REPORTS:**
- FINANCE:** Chair Moore reported that there will be one CD maturing in the month of April and the committee would review interest rates at that time. Chair Moore also noted that the budget comparison now includes additional operating totals due to GASB 68. The comparison uses multiple calculations, some of which include depreciation and pension expense, others that include the State Funding allocations and at other times do not. Because of this, the comparison used may not always read sequentially as it would if GASB 68 and other state required entries were not in place. Director Moore noted that the income statement and cash disbursements journal were reviewed by the committee and that CEO Post and BA Gravelle provided clarification of all questions Directors had regarding expenses for the month of February.
- M/S/c Director's James and Grossi to approve all February 2017 Financials as presented.*
- ENTERTAINMENT/PUBLICITY:** None
- BUILDINGS & GROUNDS:** Directors Benedetti and Burleson reported that CEO Post had reached out to them regarding a possible additional tenant food truck in the main parking lot of the Fairgrounds. It was decided after additional insight from the City of Petaluma and after discussion among the group that an additional food truck would not be permitted at this time.
- COMPETITIVE & COMMERCIAL EXHIBITS:** None
- FARMERS DAY:** Director Grossi reported on the Farmer's Day meeting that was held on February 21st, 2017. He noted much of the meeting was spent ensuring that the committee and staff felt comfortable moving forward because Exhibit Representative Conkle would be resigning from her position. The committee plans to meet again soon to review progress made since the initial February planning meeting.

GOALS & LONG RANGE

PLANNING: The committee report would be covered during closed session.

LEGISLATIVE: None

MILK BARN COMMITTEE: Director Benedetti reported that Milk Barn meeting was held in February and the committee discussed making improvement to the milk barn as well as seeking a sponsor for payment of the exhibitors for their milk. CEO Post reported that Clover Sonoma plans to be the sponsor of this for 2017.

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

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

OLD BUSINESS: None

NEW BUSINESS: **Blue Ribbon Award – Nominations & Procedures** Director Moore requested that the Board agree to a rubric for nominating and selecting the recipient of the Blue Ribbon Award. Directors agreed that it would be helpful in reviewing the many deserving individuals for recognition. CEO Post and Director Moore agreed to work on the rubric as well as gathering the information need for the individuals discussed for the 2017 Award which will be presented at the April Board meeting.

Opening Day Reception & VIP Department (Catering) CEO Post sought input from the Board regarding the current catering bid information and the items that should or should not be included. It was decided that because the 'appetizers' in the Sponsorship/VIP room often went uneaten that they would be eliminated from the menu in 2017.

2017 Credential Policy CEO Post requested that the Directors review the current credentialing policy for any changes. Overall the Board was in agreement for the policy for the year.

Sonoma-Marin Fair Update CEO Post provided an update to the Directors regarding the current planning status of the 2017 Fair. She said that many things are becoming finalized as we get closer and that the staff and office is well ahead of last year, even with the recent change in staffing.

CEO REPORT: CEO Post reported that there are currently four temporary staff working the office, part-time. All are picking up tasks well. She noted that CFSA has viewed the main gate and she is working to get further information to make sure that the repairs are done by the Fair.

**FOR YOUR
INFORMATION:** The Board reviewed the Interim Events Calendar for 2017.
Next Board Meeting – Wednesday, April 19th, 2017

CLOSED SESSION: Entered a 4:15 p.m. and concluded at 4:30 p.m.

ADJOURNMENT: *M/s/c Directors Moore and Benedetti to adjourn the meeting at 4:30 PM*

Respectfully submitted,

Ruth McClure
Board President

Erin Post
Chief Executive Officer