

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

February 19, 2025

Minutes

Hosted in the Administration Office Board Room

DIRECTORS PRESENT: Directors McClure, James, Moore, Grossi, Marzo, Benedetti, and Parks.
DIRECTORS ON ZOOM None
DIRECTORS ABSENT (Excused) Director Ghirardelli
DIRECTORS ABSENT None
STAFF PRESENT: Mandy Clendenen, CEO; Rich Gravelle, AGP Analyst; Amanda Houser, Office Assistant.
GUESTS PRESENT: Megan Nakao, Staff Counsel Fairs & Expositions, Brandi Lynn Gragg, Staff Counsel Fairs & Expositions

1st Vice President Grossi called the meeting to order at 3:10 PM.

APPROVAL & ADOPTION

OF AGENDA: M/s/c Directors James and McClure approved the agenda. The motion passed unanimously.

PUBLIC COMMENT: None.

CONSENT AGENDA: M/s/c Directors McClure and Parks approved the Consent Agenda. The motion passed unanimously.

A. Minutes of January 2025 Board Meeting

B. Contract List

CORRESPONDENCE: None.

1ST VICE PRESIDENT REPORT: 1st Vice President Grossi deferred to CEO Clendenen to present outgoing Board President Parks with a plaque for his services to the Board.

DIRECTOR REPORTS: Director Parks reported that he and Director Ghirardelli attended the WFA convention along with CEO Clendenen and were unexpectedly very thankful for the enormous support from the vendors they met with at the convention to inform them about the changes occurring with the DAA.

CEO REPORT:

A. Industry-Related Update:

- CEO Clendenen reported on the newly announced CEOs in the industry: Matt Daly is the new CEO of the Sonoma County Fair & Event Center. At the same time, Drew Jacoby was named CEO of the Lake County Fair. Clendenen also mentioned that the new CEO for the Marin County Fair will be announced soon.
- CEO Clendenen reported that attending the WFA Convention was a fantastic event. It involved meetings with many of the DAA's vendors to update them on the changes occurring within the DAA.
- CEO Clendenen presented the Board with a news article regarding the City of Petaluma's role in producing the annual Fair.
- CEO Clendenen reported that she spoke at the monthly meetings for the Rotary and Kiwanis clubs. She noted that both organizations expressed strong support for the ongoing changes.
- CEO Clendenen mentioned that the Sales Tax percentage awarded under AB 1499 is being reintroduced through AB258 to increase the percentage to 5%, up from 0.75%.
- CEO Clendenen reported that she attended the WFA North Coast Area meetings.

- B. CEO Clendenen announced that the DAA is meeting with other fairs in the area to sell off equipment that the DAA will no longer be able to store after the move from the property in July.
- C. **Marin County Fair Update**
- CEO Clendenen reported that she had a Marin County Fair property walkthrough with Marin County Fair Manager Jennifer Olvera to develop a preliminary layout.
 - CEO Clendenen reported that they are figuring out how to run two events using Blue Ribbon software. She has decided to use the same book produced for the Petaluma Livestock Show since all classes are identical.
 - CEO Clendenen reported that they are still developing the draft contract, which should be finalized soon. Once the two fairs finalize the agreement, it must go to the County of Marin for final approval.
- D. **CEO Schedule:**
- CEO Clendenen shared that her son is in wrestling season, with only a few meets remaining. She must leave the office at 3:30 p.m. on meet days to take him to the matches. She will also be out of the office to attend meetings in Sacramento on 3/5 and 3/18-19. Director Lois requested that her schedule be printed on the agenda.
- E. **Sonoma-Marin Still Exhibits and Livestock Show**
- CEO Clendenen announced that Amanda Houser has returned to work two days a week to assist with the upcoming events organized by the DAA.
 - CEO Clendenen reported that while dairy cows and poultry are banned, she believes the CDFA will allow fairs to have heifer shows. She is awaiting confirmation.
 - CEO Clendenen reported she has begun the judging contracts, and Amanda Houser will assist in finalizing them.
 - CEO Clendenen reported that the payment structure for the premiums would be unchanged from previous years.
 - CEO Clendenen reported that she met with Katie Lundy to discuss the guidebook and Blue Ribbon usage for 2025.
 - CEO Clendenen reported on a meeting with Kat Reusinger from the Parks & Recreation Department to discuss the 2025 livestock and exhibit schedules.
 - CEO Clendenen announced that Jennifer Corriea will return to assist with the Livestock.
- F. **World's Ugliest Dog Contest® (WUD)**
- CEO Clendenen reported preliminary discussions regarding holding the WUD contest at the Sonoma County Fair on August 8, 2025. She noted that Matt Daly from the Sonoma County Fair is excited about hosting the contests. The entire schedule and layout will remain the same as in Petaluma.
 - CEO Clendenen reported that NBC and MUGG Rootbeer, have been notified of the changes to the 2025 location and format.

COMMITTEE REPORTS:

- A. **FINANCE:** Directors McClure and James
- Director McClure reported that the committee reviewed the financial statements for December and January. McClure noted that the next CD is set to mature in April.
 - Director McClure stated that the \$425,000 in the budget for exhibit revenue represents the total payments from the City of Petaluma and Marin County Fair for producing the Still Exhibits & Livestock Shows.
 - Director McClure reported that the majority of activity for January 2025 is salaries, dues, and subscriptions.

M/s by Directors Moore and Parks to accept the December 2024 and January 2025 financial reports as given. The motion passed unanimously.

- B. **Exhibits & Local Rules** Director McClure – No Report
- C. **Goals and Logistics** Directors Grossi and Parks –
 - The Committee reported that they met to discuss the agreements between the city of Petaluma, Marin County Fair contract and event.
 - The committee also discussed possible locations for the DAA offices after the license agreement expires.
 - They discussed new branding, fundraising, and the need for a new business name and deferred to Item “A” under New Business.
- D. **Legislative** Director Moore – No Report
- E. **Marketing and Branding** Directors Benedetti and Marzo
 - Director Benedetti reported on the meeting. The committee shared ideas for a new name and logo and deferred to Item “A” under New Business.
- F. **Milk Barn Committee Rep** Director Ghiridelli – No Report
- G. **Farmer’s Day** Director Grossi – No Report
- H. **“Friends of the Fairgrounds” Report** Director Parks –
 - Director Parks indicated that the DAA is asking the Friends of the Fairgrounds to purchase a Starlink satellite for mobile internet, enabling the DAA to produce the Still Exhibits and Livestock shows in their designated locations.

OLD BUSINESS:

- A. Service Agreement with the City of Petaluma to produce the Still Exhibits and Livestock Show for the Petaluma Fair.
 - CEO Clendenen reported on meetings with Megan Nakao, CDFA Counsel, Brandi Lynn Bragg, CDFA Counsel, and the City of Petaluma about the draft version of the Service Agreement. CEO Clendenen and CDFA Council members offered suggestions to the Board regarding possible revisions or removal of specific language in the agreement before its approval.
 - Discussions followed.

M/s by Directors James and Moore to authorize CEO Clendenen to request the discussed changes to the Service Agreement and to make any necessary concessions to finalize the agreement.
- B. Termination of existing Lease Agreement with the City of Petaluma.

M/s by Directors Marzo and Parlss to terminate the Licence Agreement with the City of Petaluma on July 15, 2025. The motion passed with a majority vote; Director Moore abstained.

NEW BUSINESS:

A. Rebranding/Marketing

- The Marketing and Branding Committee initiated the discussion about potential “aka” names that the DAA could adopt.
- CEO Clendenen emphasized the need to finalize the name this evening so she could proceed with completing the guidebook and other public materials. A logo could then be developed over the following weeks. Discussions took place.

M/s by Directors Parks and Moore to approve “Sonoma-Marin Agricultural Alliance” as the DAA’s new “aka” name. The motion passed unanimously.

B. Fundraising Event

- A brief discussion was held regarding the need to plan a fundraising event in the Fall. No Action Taken.

FOR YOUR INFORMATION:

None to report.

CLOSED SESSION:

M/s/c Directors McClure and James moved to convene into Closed Session to discuss:

- A. Personnel Matter: (Government code section 11126 (a))
- B. Pending litigation: (Gov. Code Section 11126(e)(2))

RECONVENE INTO OPEN SESSION:

M/s/c Directors McClure and Parks. The motion passed unanimously.

The Board reconvened in an open session at 5:35 p.m. 1st Vice President Grossi reported no action was taken.

EXCUSED ABSENCES:

M/s/c Directors James and Parks moved to excuse Director Ghirardelli. The motion passed unanimously.

ADJOURNMENT:

M/s/c by Director McClure and James to adjourn the meeting at **5:42** p.m. The motion passed unanimously.

Respectfully submitted,

Dominic Grossi
1st Vice President

Mandy Clendenen
Chief Executive Officer