

**FOURTH DISTRICT AGRICULTURAL ASSOCIATION**

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

**March 19<sup>th</sup>, 2025**

**Minutes**

Hosted in the Administration Office Board Room

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

**President Ghiradelli called the meeting to order at 3:10 PM.**

**APPROVAL & ADOPTION**

**OF AGENDA:** M/s/c Directors McClure and James approved the agenda as amended, moving closed session to follow Consent Agenda. The motion passed unanimously.

**PUBLIC COMMENT:** None

**CONSENT AGENDA:** M/s/c Directors James and Parks approved the Consent Agenda. The motion passed unanimously.  
A. Minutes of February 2025 Board Meeting  
B. Contract List

**CORRESPONDENCE:** None

**PRESIDENT REPORT:** President Ghirardelli apologized for missing the last board meeting and thanked 1st Vice President Grossi for conducting the meeting.

**DIRECTOR REPORTS:**

- Director Moore reported the Corinthian Yacht Club invited the 4<sup>th</sup> DAA to the Annual “Blessing of the Pleasure Craft”.
- Director James reported attending the Sonoma-Marin Cattlemen’s Association Corned Beef Fundraiser and reported a number of people asked about the fair.
- Discussions followed.

**CEO REPORT:**

- A. Industry-Related Update:**
- CEO Clendenen presented Newspaper articles regarding recent changes to the 2025 Petaluma Fair.
- B. Marin County Fair Update:**
- CEO Clendenen reported that she has been working with the Marin County Fair manager with weekly check-ins.
  - CEO Clendenen reported the 2025 Guide Book and judging contracts are being finalized.
- C. Petaluma Still Exhibits and Livestock Show:**
- CEO Clendenen reported that while dairy cows and poultry are banned, she believes that CDFA will allow fairs to have heifer shows. She is awaiting confirmation.
  - CEO Clendenen reported the 2025 Guide Book and judging contracts are being finalized.

- CEO Clendenen reported award sponsorships and corporate sponsorships are continuing to come in and asked the board members to assist in bringing in additional new sponsors.
- CEO Clendenen reported putting together a small meeting for a few volunteers who help organize groups of volunteers to let them know of the changes to this year's fair.

**D. World's Ugliest Dog Contest ® (WUD)**

- CEO Clendenen reported the World's Ugliest Dog Contest application is finalized entries have opened. Entry forms are available through the website.

**COMMITTEE REPORTS:**

**A. Finance:** Directors McClure and James

- Director McClure reported that they are waiting for the final contracts, and a new office space has been added to the budget. Discussions followed.

M/s/c by Directors James and Moore to accept the February 2025 financial reports as given. The motion passed unanimously.

**B. Exhibits & Local Rules:**

- CEO Clendenen reported on changes to the 2025 Guidebook.
- CEO Clendenen reported working with the City of Petaluma regarding wristband entry for livestock exhibitors.
- Director McClure wanted clarification on dairy shows for 2025 fairs.
- Discussions followed.

**C. Goals and Logistics:** Directors Grossi and Parks – No Report

**D. Legislative:** Director Moore – No Report

**E. Marketing and Branding:** Directors Benedetti and Marzo – No Report

**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 reported the "Friends of the Fairgrounds" will take care of the cost for the Starlink internet equipment.
- Director Parks proposed putting together an event for the "Friends of the Fairgrounds" to help promote new members.
- Discussions followed.

**OLD BUSINESS:**

**A. Rebranding/Marketing:**

- Director Park presented a few examples of a new logo.
- Discussions followed.

M/s/c by Directors McClure and James to accept the name change to Sonoma-Marin Agricultural Association. The motion passed unanimously.

**B. Fundraising Event:** - No action taken.

**NEW BUSINESS:**

**A. Board Resolutions:**

- Check signing resolution – Authorize check signing authority to Mandey Clendenen, CEO; Ruth McClure, Director; Nicole Marzo, Director; and Dayna Ghirardelli, President, from January 1<sup>st</sup>, 2025, through December 31<sup>st</sup>, 2025. Checks in excess of \$10,000.00 require a 2<sup>nd</sup> signature. All such executed checks, which are listed on the Cash Disbursement records, are to be submitted to the Board of Directors for review at the subsequent meeting.

M/s/c by Directors Grossi and James to approve check signing resolution. The motion passed unanimously.

**B. 2025 Blue Ribbon Recipient:**

- The Board of Directors discussed potential nominees.

M/s/c by Directors McClure and Parks to award the 2025 Blue Ribbon Award to Katie Lundy and Jennifer Corriea.

The motion passed unanimously.

**FOR YOUR INFORMATION:**

No Report

**CLOSED SESSION:**

M/s/c Directors Benedetti and Grossi 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 Benedetti moved to reconvene into open session. The motion passed unanimously.

**The Board reconvened in an open session at 4:40 p.m. President Ghirardelli reported no action was taken.**

**EXCUSED ABSENCES:**

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

**ADJOURNMENT:**

M/s/c by Director James and Parks to adjourn the meeting at **4:58** p.m. The motion passed unanimously.

Respectfully submitted,

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Dayna Ghirardelli  
President

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Mandy Clendenen  
Chief Executive Officer