

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

April 16th, 2025

Minutes

Hosted in the Administration Office Board Room

DIRECTORS PRESENT: Directors Benedetti, Grossi, James, McClure, Marzo, and Parks.
DIRECTORS ON ZOOM None
DIRECTORS ABSENT (Excused) Directors Ghirardelli & Moore
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

1ST Vice President Grossi called the meeting to order at 3:05 PM.

APPROVAL & ADOPTION

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

PUBLIC COMMENT: None

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

- A. Minutes of March 2025 Board Meeting
- B. Contract List

CORRESPONDENCE: No Report

PRESIDENT REPORT: No Report

DIRECTOR REPORTS: No Report

CEO REPORT:

A. Industry-Related Update: No Report

B. Marin County Fair Update:

- CEO Clendenen reported entries have opened and we have received our first entries.
- CEO Clendenen reported she is still working on getting judges and Ag Partners for the livestock area.
- CEO Clendenen reported the awards have been ordered.
- Discussions followed.

C. Petaluma Still Exhibits and Livestock Show:

- CEO Clendenen reported she is working on getting the staffing and judges taken care of. There are still a few judges needed.
- CEO Clendenen reported that award sponsorships and corporate sponsorships are continuing to come in and asked the board members to continue to assist in bringing in additional new sponsors.
- CEO Clendenen reported that the horse show is coming up and will take place before their next board meeting. 15-18 participants are expected.
- CEO Clendenen reported that Martin has been cleaning up the maintenance area and will continue to get items ready for storage.
- CEO Clendenen reported that there will not be a live poultry Show at this year's fair.

- CEO Clendenen reported that she is waiting to hear back from the state about holding a dairy show on June 1st.
 - CEO Clendenen reported she met with Ingrid (City of Petaluma) and Ryan (Playland) to discuss contract dates and access to the property.
 - CEO Clendenen reported she did a walk-through of the maintenance area with the City of Petaluma.
 - CEO Clendenen reported the Parks & Recreation department for the City of Petaluma will be moving into the maintenance area after the fair is over.
 - Director Benedetti wanted clarification on the meeting with Ingrid and Ryan. Wants to stick to the original contract dates.
 - Director Marzo wanted to know about insurance coverage and how it is being handled moving forward with the move to a new office.
 - Discussions followed.
- D. World's Ugliest Dog Contest ® (WUD)**
- CEO Clendenen reported that the contracts have been finalized and signed.
 - CEO Clendenen reported the World's Ugliest Dog Contest applications have started to come in.
- E. CEO Schedule:**
- CEO Clendenen reported she will be out of the state April 30th – May 5th.

COMMITTEE REPORTS:

A. Finance:

- Director McClure reported they reviewed the 2025 budget and might make adjustments to it due to all of the recent changes.
- Director McClure reported they have received the first payment from Solano County for Rich.
- Director McClure reported that there has been equipment that has been sold or traded and that the sales have been recorded as income to the DAA. Discussions followed.

M/s/c by Directors Marzo and Parks to accept the March 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 – No Report

D. Legislative: Director Moore – No Report

E. Marketing and Branding:

- CEO Clendenen reported that she met with Lemonstrike, the company redesigning the website. The process is moving forward, and we should have the new website up and running prior to the June Fair.
- CEO Clendenen reported that we should have new logo designs for approval at the next meeting.
- Discussions followed.

F. Milk Barn Committee Rep: Director Ghirardelli – No Report

G. Farmer's Day:

- CEO Clendenen reported meeting with Charlie from the Farmers Day Committee. They would like to start preparing the arena on June 1st.
- CEO Clendenen reported that the committee wants to hold an exhibitors' breakfast on the morning of June 21st (as has been done in years past) and that they will handle the logistics.
- CEO Clendenen reported working on getting a food vendor for the livestock area.
- Discussions followed.

H. "Friends of the Fairgrounds" Report:

- Director Parks reported they had a small meeting to go over the name change.
- Director Parks reported needing to talk about the importance of finding a new focus for the Friends of the Fairgrounds instead of the fair.

- Director Parks reported wanting to put together an event to help get new members.
- Discussions followed.

OLD BUSINESS:

Fundraising Event: Discussion about a possible event in the fall; no action taken.

NEW BUSINESS:

New Office/Warehouse Space:

- CEO Clendenen presented three office/warehouse spaces as a possible new location.
- Discussions followed.

M/s/c by Directors Parks and Marzo approve the lease of the office and warehouse location at the Sonoma County Fairgrounds for the amount of \$1500 per month plus \$300 for storage. The motion passed unanimously.

**FOR YOUR
INFORMATION:**

No Report

CLOSED SESSION:

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

The Board reconvened in an open session at 4:20 p.m. 1st Vice President Grossi reported no action was taken.

EXCUSED ABSENCES:

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

ADJOURNMENT:

M/s/c by Director Parks and Benedetti to adjourn the meeting at **4:23** p.m.
The motion passed unanimously.

Respectfully submitted,

Dominic Grossi
1st Vice President

Mandy Clendenen
Chief Executive Officer