

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

May 21st, 2025

Minutes

Hosted in the Administration Office Board Room

DIRECTORS PRESENT: Directors Ghirardelli, Grossi, James, Marzo, McClure, Moore, and Parks.

DIRECTORS ON ZOOM None

DIRECTORS ABSENT (Excused) Director Benedetti.

DIRECTORS ABSENT None

STAFF PRESENT: Mandy Clendenen, CEO & Amanda Houser, Office Assistant.

GUESTS PRESENT: None

President Ghirardelli called the meeting to order at 3:12 PM.

APPROVAL & ADOPTION

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

PUBLIC COMMENT: None

CONSENT AGENDA: M/s/c Directors James and Grossi 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:

- CEO Clendenen reported she was unable to attend Fair Appreciation Day in Sacramento, but that it was reported to have been a successful day.

B. Marin County Fair Update:

- CEO Clendenen reported that the judges have been hired and contracts are being signed.
- CEO Clendenen reported that more exhibitors have signed up for the livestock shows.
- CEO Clendenen reported that the educational banners and displays are being designed and will be ordered soon.
- CEO Clendenen reported the awards have been ordered.
- Discussions followed.

C. Petaluma Still Exhibits and Livestock Show:

- CEO Clendenen reported that exhibitor entries will be closing soon.
- CEO Clendenen reported that the number of exhibitors is similar to previous years.
- CEO Clendenen reported that the judges' contracts are all finalized.
- CEO Clendenen reported that the horse show went well and had 15 participants.
- CEO Clendenen reported that the sponsorships coming in are going well, and we are expecting to get more.
- CEO Clendenen reported that the banners and awards have been ordered and will arrive soon.
- CEO Clendenen reported that the paintball/back lot, arena area, and pickleball courts in Bianchin will be cleared out and available for our use soon.
- CEO Clendenen reported that the move into the livestock office is complete.
- CEO Clendenen reported that the storage container has been placed at the fairgrounds in Santa Rosa.
- CEO Clendenen reported that the records kept for permanent storage have been moved to the CDFA offices in Sacramento.

D. World's Ugliest Dog Contest® (WUD)

- CEO Clendenen reported that we have received a few entries.
- CEO Clendenen reported that Jon Provost (who played young Timmy Martin in Lassie) is local and may be available to be a judge.

E. CEO Schedule: No report.

COMMITTEE REPORTS:

A. Finance:

- Director McClure reported that the committee will conduct a mid-year review of the budget and will report on any changes at the July meeting.
- Director McClure reported that the postage machine contract will continue until 2028.
- Director Moore had questions regarding the postage machine contract.

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

B. Exhibits & Local Rules:

- Director McClure reported that the City of Petaluma will charge the DAA \$15 per person/exhibitor and require that each person/exhibitor wear a specific wristband issued by the City.
- Director McClure reported that the cost for an exhibitor's RV space changed from \$110 to \$75.
- Director McClure reported that there will be a charge for "Leader" wristbands this year, which is different than in years past.
- Discussions followed.

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

D. Legislative: Director Moore – No Report

E. Marketing and Branding:

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

G. Farmer's Day: Director Grossi – No Report

H. "Friends of the Fairgrounds" Report:

- Director Parks reported that the group is ready to get more involved and bring in new members.

- Director Parks reported that there are some concerns about how the previously raised money to save the fairgrounds will be used going forward.
- Director Parks reported that there will be a name change to the group to reflect the new name of the association.
- Discussions followed.

OLD BUSINESS:

A. **Logo and rebranding:**

Discussion and approval of new logo design.

- CEO Clendenen presented the board members with two options for the new logo design.
- Discussions followed.

M/s/c by Directors Parks and McClure approve the new logo design. The motion passed unanimously.

NEW BUSINESS: No Report

FOR YOUR INFORMATION: No Report

CLOSED SESSION: M/s/c Directors Marzo 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))
- C. The Board is authorized to enter a closed session to discuss DAA Real Estate Negotiations (Gov. Code Section 11126(e)(2))

RECONVENE INTO OPEN SESSION:

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

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

EXCUSED ABSENCES: M/s/c Directors McClure and Moore moved to excuse Director Benedetti. The motion passed unanimously.

ADJOURNMENT: M/s/c by Director Parks and Marzo to adjourn the meeting at **4:26** p.m. The motion passed unanimously.

Respectfully submitted,

Dayna Ghirardelli
President

Mandy Clendenen
Chief Executive Officer