

FOURTH DISTRICT AGRICULTURAL ASSOCIATION

175 FAIRGROUNDS DRIVE, PETALUMA, CALIFORNIA 94952

July 16th, 2025

Minutes

Hosted in the Petaluma Creamery

DIRECTORS PRESENT: Directors Ghirardelli, Grossi, James, Benedetti, 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: None

President Ghirardelli called the meeting to order at 3:07 PM.

APPROVAL & ADOPTION

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

PUBLIC COMMENT: None

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

A. Minutes of May 2025 Board Meeting

CORRESPONDENCE: No Report

PRESIDENT REPORT: No Report

DIRECTOR REPORTS:

- Director Grossi reported that the 4th DAA was accused of harassment on social media. When asked to show proof of harassment, none could be presented.
- Director Grossi reported being told the 4th DAA was not eligible for Resiliency Grants or Community Resiliency Funds. After further investigation, the 4th DAA is eligible for these funds.
- Director Moore wanted clarification about the conversations that had taken place regarding the accusation of harassment and funding.
- Discussions followed.

CEO REPORT:

A. Industry-Related Update:

- CEO Clendenen reported projects starting to slow down with the ending of the Petaluma Fair and Marin County Fair.

B. World's Ugliest Dog Contest Update:

- CEO Clendenen reported that the sponsor, Mug Rootbeer, has been designing merchandise packages for the contest.

- CEO Clendenen reported that the judges have been taken care of and contracts are ready.
- CEO Clendenen reported that we have received seven (7) entries for the contest and are expected to get a few more before entries close.
- CEO Clendenen reported that the partnership with the Sonoma County Fair has been going well.
- Discussions followed.

C. CEO Schedule:

- CEO Clendenen reported that she will be taking a few days off during the Sonoma County Fair.

COMMITTEE REPORTS:

A. Finance:

- Director McClure reported that there were changes made to the budget to reflect the office move and employee adjustments. Adjustments to benefits were not made at this time.
- Director McClure had questions regarding the World’s Ugliest Dog Contest costs.
- Director McClure reported that the budget for 2026 will be different due to the move and office expenses this year.
- Director McClure reported that the finance committee met with the new accountant. The new accounting program is simpler and will change the look of the reports.
- Director James expressed he was impressed with the new accountant and programming.
- Director Grossi had questions about the state funds.
- Director Moore had questions about the financial reports and the previous accounting program vs. the new one.
- Discussions followed.

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

B. Exhibits & Local Rules: - No Report

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

D. Legislative: Director Moore – No Report

E. Marketing and Branding:

- CEO Clendenen reports the new website is being built and is coming along well.

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

G. Farmer’s Day:

- Director Grossi reported that Farmer’s Day at the 2025 Petaluma Fair went well and had a good turnout.

H. “Friends of the Fairgrounds” Report: - No Report

OLD BUSINESS:

A. 2025 Petaluma and Marin County Fair Recap.

1. Marin County Fair:

- CEO Clendenen reported that the Marin County Fair went very well. Lots of fairgoers came to the Barnyard Area.
- CEO Clendenen reported that the number of livestock entries for the Marin County Fair were high for it being the first large livestock show there since 2019.

- CEO Clendened reported that the livestock shows at the Marin County Fair went well and smoothly.
- Director Grossi suggested that more speakers/audio be added for future shows at the Marin County Fair. It was hard to hear the judges over the other events happening in the Barnyard Area.
- Discussions followed.

2. Petaluma Fair:

- CEO Clendenen reported that the City of Petaluma tore down a barn (sheep and swine barn) at the beginning of the Petaluma Fair. Construction was still underway the day livestock was scheduled to arrive on the grounds. Participants in the livestock area expressed their unhappiness with the situation, and many said the construction should have waited until after the fair ended.
- CEO Clendenen expressed that it did not feel like working with the City of Petaluma was an easy process.
- CEO Clendenen reported that exhibitors were happy with how the livestock and still exhibit areas were handled.
- CEO Clendenen reported having a few miscommunications with security during the Petaluma Fair.
- CEO Clendenen reported that the Alvin Hanson Foundation donations covered the cost of the fur and feathers tent as well as the purchase of new livestock scales.
- CEO Clendenen reported that all the large corporate fair sponsors went to the City of Petaluma.
- Discussions followed.

B. Website and Rebranding Update: - No Report

C. Fundraiser Update:

- Director Parks reported the Friends of the Fairgrounds would like to have a larger venue to accommodate more guests with smaller admission rates vs. a smaller venue with fewer guests and larger admission rates. Looking to host 250 – 300 guests for the event.
- Directors discussed possible entertainment options for the event.
- Discussions followed.
- No motion was made for the fundraiser date.

NEW BUSINESS:

A. Volunteer Appreciation Dinner:

- Directors discussed possible dates for the appreciation dinner. The date decided is October 15th, 2025.
- CEO Clendenen reported that she would like to include this year's sponsors in the dinner as well.
- CEO Clendenen reported there would be 50 – 60 volunteers invited.
- Discussions followed.

B. 2025 Ag Day:

- Directors determined that the date for the Petaluma Youth Ag Day will be Friday, September 26th, 2025.

C. 2025 Directors' Choice Award Recipient:

- Directors discussed possible options and previous recipients for the 2025 Directors' Choice Award.

- Directors decided the recipient of the 2025 Directors' Choice Award is the Petaluma Riding & Driving Club.
- Discussions followed.
M/s/c Directors Parks and James to accept the recipient of the 2025 Directors' Choice Award. The motion passed unanimously.

FOR YOUR

INFORMATION: No Report

CLOSED SESSION: M/s/c Directors Grossi and McClure moved to convene into Closed Session to discuss:

- A. Personnel Matter: (Government code section 11126 (a))**
- B. The Board is authorized to enter a closed session to discuss DAA Real Estate Negotiations (Gov. Code Section 11126(e)(2))**
- C. Pending litigation: (Gov. Code Section 11126(e)(2))**

RECONVENE INTO

OPEN SESSION: M/s/c Directors James and McClure moved to reconvene into open session.
The motion passed unanimously.

The Board reconvened in an open session at 5:21 p.m. President Ghirardelli reported that no action was taken.

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

ADJOURNMENT: M/s/c by Director Moore and Grossi to adjourn the meeting at 5:35 p.m.
The motion passed unanimously.

Respectfully submitted,

Dayna Ghirardelli
President

Mandy Clendenen
Chief Executive Officer