



Notice of Meeting and Agenda

Humboldt County Fair Association
1250 5th Street, Ferndale, CA

Executive Committee

HCFA Board Room

Friday, January 24, 2025, 8:30 AM

How to Submit Public Comment:

State your name for the record before sharing comments. Speakers will be limited to three minutes.

Agenda:

1. CALL TO ORDER

2. ROLL CALL: ___ Andy Titus ___ Lawrence Dwight ___ Jack Rice ___ Greg Gomes
___ Sandy Hanks

3. PUBLIC COMMENTS ON NON-AGENDA ITEMS:

This time is provided for members of the public to address the Board or to submit written communications not on this agenda.

4. ADMINISTRATIVE ITEMS: *Matters under Administrative Items are considered routine by the Executive Committee and will be enacted by one motion, unless a specific request is received by a director or a member of the public. The Administrative Items will not be read. There will be no discussion of the items unless pulled for discussion.*

A. Approval of January 6, 2025, Executive Committee Minutes

5. BUSINESS ITEMS:

- A. Receive Director Dinner Planning Update; Make Recommendations to Staff as Appropriate.
- B. Review Sponsor Brochure for 2025; Make Recommendations to Staff as Appropriate.
- C. Review Annual Lighthouse Accounting Group Contract; Make Recommendations to Staff as Appropriate.
- D. Review Annual Marketing Plan Proposal; Make Recommendations to Staff as Appropriate.
- E. Receive Winter Event Report and 2nd Year Event Proposals; Make Recommendations to Staff as Appropriate.
- F. Receive History Museum, Little Red School House, and Tractor Display Open House Proposal; Make Recommendations to Staff as Appropriate.
- G. Receive HCFA Event Rental Guide Proposal, Make Recommendations to Staff as Appropriate.

- H. Review Revenue and Expense reports for 2025 Draft Calendar discussion; Make Recommendations to Board of Directors as Appropriate.
- I. Discuss 2025 Horse Race Meet; Make Recommendations to Staff as Appropriate.

6. STANDING BUSINESS ITEMS:

- A. Financial Planning, Make Recommendations to Staff as Appropriate.
- B. Strategic Planning, Make Recommendations to Staff as Appropriate.
- C. By-Law Review and Development, Make Recommendations to Staff as Appropriate
 - a. Discuss Committee Roles and Responsibilities, Make Recommendations to Staff as appropriate
- D. Policy Review and Development, Make Recommendations to Staff as Appropriate.

7. RECEIVE CEO STAFF REPORT

8. NEXT MEETING: February 3, 2025

9. ADJOURNMENT

All agenda items are subject to discussion and possible action.

Notice: This agenda has been posted at least seventy-two (72) hours prior to the meeting in a location freely accessible to members of the public, in accordance with the Brown Act. The full agenda packet is also available on the Fair Association's website at <https://www.humboldtcountyfair.org/>. For items appearing on the agenda, the public is invited to make comments at the time the item comes up for consideration by the Board or Committee. The Chair will call for public comment as each item is heard by the Board or Committee. For items not appearing on the agenda, the public is invited to make comments during the Public Comment period for non-agenda items. All speakers are invited to state their names but are not required to do so. If you wish to submit written material at the meeting, please supply 10 copies. Americans with Disabilities Act: Individuals requiring special accommodations to participate in this meeting are requested to contact the Fair Association Office at (707) 786-9511. Notification 48 hours prior to the meeting will enable the Fair Association to make reasonable arrangements to ensure accessibility to this meeting.

HUMBPLDT COUNTY FAIR ASSOCIATION
1250 5TH Street, Ferndale, CA
Executive Committee Meeting Minutes
Monday January 6, 2025 8:30 AM

1. The meeting was called to order at 8:38 am by President Titus.
2. Roll Call: Directors present: Andy Titus, Lawrence Dwight, Jack Rice, Greg Gomes and Sandy Hanks.
Staff present: Moira Kenny
Public present: Duane Martin.
3. Public Comment: None
4. Administrative Items: Director Dwight moved to approve the minutes of the December 23, 2024 Executive committee meeting. Director Rice 2nd.
No discussion. No public comment. Motion passes.
5. The committee went into Closed Session
 - A. Personnel Matters: CEO Evaluation
6. Report out of closed Session: A motion was made by Director Dwight to have Director's Titus and Rice be the representatives to discuss with Moira the CEO contract. Director Gomes 2nd. Motion passed. A motion was made by Director Gomes to approve the CEO Evaluation Process and Timeline. Director Rice 2nd. Motion passed.
7. New Business:
 - A. Discuss 2025 Draft Calendar: It was discussed to bring the 6 day fair proposal to the full board at the next meeting. Moira has spoken to the bar manager, livestock superintendent and admission and parking manager. They are all okay with the 6 day proposal. The financial aspect of having a 6 day comparing the savings on expenses to the the loss of revenue will be presented to board. Public Comment: Duane Martin thought we would gain from more people coming in the 6 days.
 - B. Discuss 2025 Horse Race Meet: There will be a meeting with Oscar Gonzales via zoom on 1/7/2025. A plan needs to be presented to the board regarding the race meet and our goals. Public comment: Duane Martin stated that CHRB needs to have a plan regarding where are horses going to earn revenue. The discussion was tabled until there is more information.
8. Standing Business Items:

- A. Financial Planning: Moira is meeting with Fed Van Vleck at 1:00 today to discuss financial planning and ways to cut expenses and increase revenues. She will also present a draft budget to the finance committee at their next meeting. There will be a draft budget with horse racing and one without horse racing.
 - B. Strategic Planning: Moira will send out a PDF to the committee.
 - C. By-Law Review: it was discussed to have the Executive committee do some business in between Board meetings if needed. It would be nice to let the Executive committee have more power to make decisions if needed. The roles and responsibilities of the other committees was also discussed. Public comment: Duane Martin stated the JLA committee runs the auction so it would be nice to have the race committee run the horse race meet.
 - D. Policy Review: Nothing to discuss.
9. CEO Report: Moira has met with the CR Rodeo team coaches to discuss the facility use for the rodeo team.. They have found areas they would like to make improvements to.
 10. Next Meeting: January 20, 2025
 11. The meeting was adjourned at 10:27 am.