



## Notice of Meeting and Agenda

Humboldt County Fair Association  
1250 5<sup>th</sup> Street, Ferndale, CA

### Executive Committee

#### HCFA Board Room

**Monday, March 17, 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. PUBLIC COMMENT ON CLOSED SESSION ITEMS:**

*This time is provided for members of the public to address the Board or to submit written communications on closed session matters.*

**5. 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 March 3, 2025, Executive Committee Minutes

**6. BUSINESS ITEMS:**

- A. Receive Draft College of Redwood MOU and Meet with Coaches, Make Recommendations to Staff and Board as Appropriate.
- B. Receive Welcome Garden and Sponsor Brick Proposal- Make Recommendations to Staff as Appropriate.
- C. Receive Museum Open House Initiative and Event Rental Guidebook Update; Make Recommendations to Staff as Appropriate.
- D. Receive Winter 2025 Ice Rink Funding Update, Make Recommendations to Staff as Appropriate.
- E. 2025 Race Meet Discussion
  - i. Discuss 2025 Race Meet Proposal Discussion Process, Make Recommendations to Board as Appropriate.

- F. Discuss 2025 Fair Ticket Pricing Strategy, Make Recommendations to Board as Appropriate.
- G. Discuss 2025 Fair Sponsor Program, Make Recommendations to Board as Appropriate.
- H. Review Draft Poster Concepts Proposal, Make Recommendations to Staff and Board as Appropriate.
- I. Receive Entertainment Options Presentation, Make Recommendations to Staff and Board as Appropriate.

## **7. 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
  - i. Discuss Committee Roles and Responsibilities, Make Recommendations to Staff as appropriate
- D. Policy Review and Development, Make Recommendations to Staff as Appropriate.

## **8. RECEIVE CEO STAFF REPORT**

## **9. NEXT MEETING: April 7, 2025**

## **10. 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.

HUMBOLDT COUNTY FAIR ASSOCIATION  
1250 5<sup>TH</sup> Street, Ferndale Ca  
EXECUTIVE COMMITTEE MEETING MINUTES  
Monday, March 3, 2025 9:00 AM

1. The meeting was called to order by President Titus at 9:00 am.
2. Roll Call: Directors present: Andy Titus, Lawrence Dwight, Jack Rice, Greg Gomes and Sandy Hanks.  
Staff Present: Moira Kenny  
Public Present: Ryan Plotz and Duane Martin.
3. Public Comment: None
4. Public Comment on Closed Session Items: None
5. Closed Session:  
Conference with Legal Council, Significant Exposure to Litigation. One Case. Existing facts and circumstances involve allegations that the Association violated the Brown Act at its February 18, 2025 meeting.
6. Report out of Closed Session: Nothing to report
7. Administrative Items:  
Director Dwight moved to approve the minutes of the February 17, 2025 Executive Committee meeting as presented. Director Gomes 2<sup>nd</sup>. No discussion. No public comment. Motion passes.
8. Business Items:
  - A. 2025 Race Meet Discussion:  
I Discuss 2025 Race Meet Proposal Process: Director Gomes stated we have put in for the dates we would like. Stacy Lapham is going to attend the racing committee meeting later this morning to discuss the information she sent up to us. Clarity is needed on expenses, staffing for the meet, manager position and obtaining contracts. It was discussed If we get the dates we can move forward and work on everything that needs to be done. Public comment: Duane Martin stated that getting the dates is the first step and we would need to start putting the financials together before the next step and applying for a license.  
ii. Discuss 2025 Race Meet Funding Source: Director Gomes has spoken to a gentleman who is interested in possibly funding the meet. No further update.
  - B Discuss the 2025 Fair Production: Moira stated that now we have our fair dates she has been reaching out to vendors, bar manager, the various supervisors, etc. The Livestock Superintendent, Jimmy Hutchinson, is willing to do both the Open and Junior shows this year. A discussion on parking and costs was held. Public comment: Duane Martin stated the off grounds parking is a problem.
  - C. Discuss 2025 Sponsor Program: Moira presented a draft Sponsor packet. She was looking for suggestions on moving forward with packets. Having the VIP room open all 7 days of fair or just on weekends was discussed. Moira will get a quote on costs for 7 days and 4 days before a decision is made. Director Gomes said he will make the Sponsor packet copies when ready for print.
9. Standing Business Items:
  - A. Financial Planning: Director Rice stated it is difficult to put the budget together with questions about horse racing. It was discussed having a budget without horse racing and one with horse racing. Public comment: Duane stated the expenses for racing were paid by CARF and then taken off our commissions. It will be a tremendous job to take on the racing expenses.

- B. Strategic Planning: The staff has been working on the posters with updated information. We have a sponsorship proposal to work on our front entrance. The staff is going forward with the museum tours and the tractor display. Moira is looking into an exception for the Poultry and Dairy heifers and will keep us informed. Also the sooner we decide on ticket prices she can get them on-line for pre-sale.
  - C. By-Law Review: Nothing to report.
  - D. Policy Review: Nothing to report.
10. CEO Staff Report: The Small animal supervisor suggested a poster board judging event if poultry isn't allowed on fairgrounds. Possibly an on-line auction for the dairy heifers.
  11. Next Meeting: March 17, 2025.
  12. The meeting was adjourned at 11:06 am by President Titus.





Agenda Item 6.A:  
Documentation to be  
Distributed



Agenda Item 6.B:  
Documentation to be Distributed



# Proposal for Humboldt County Fairgrounds Open House Initiative

## **Summary:**

The Humboldt County Fairgrounds Open House Initiative aims to create a new revenue stream by showcasing the historic School House Museum, Fairgrounds Museum and tractor displays to the public 1-2 days a month. This initiative, developed in partnership with the Ferndale Museum, seeks to strengthen community ties, preserve local history, and generate passive income through donations. The Open House days will be designed for flexibility, either coinciding with existing office hours or scheduled on dedicated days, and will operate with minimal staffing or volunteers. The funds collected will offset storage costs for tractors and support ongoing fairground operations.

## **Concept & Objective:**

To provide public access to the School House Museum, Fairgrounds Museum and tractor displays group gathering area in Friendship Square, celebrating local history and agriculture. Allowing the HCFA to generate passive income through voluntary donations. By partnering with the Ferndale Museum this would also strengthen community engagement within the community. The target audience would include local families, history enthusiasts, and agricultural supporters and visitors to the Humboldt County region seeking unique cultural experiences.

## **Features of the Initiative:**

1. **Historic School House & Museum:** A glimpse into the educational history of Humboldt County with artifacts and displays. Recently found film footage could also be played for guests to enjoy and gain a better understanding of the Fairgrounds rich history.
2. **Tractor Display:** Showcase tractors stored at the fairgrounds with the owners' permission.
3. **Group Gathering Area:** Open House could be offered at a group rate to schools or community groups as a day tour where they can also enjoy the day lunching on picnic tables in Friendship Square. (These tours would have to be staffed)
3. **Donation-Based Revenue Model:** Voluntary donations collected during Open House days. Optional Humboldt County Fairgrounds Merchandise could also be included in a "store" if the Open House is staffed.

## **Operational Details**

1. **Scheduling:** Open House days to coincide with existing office hours or occur on dedicated days (e.g., the second Sunday of each month). Flexibility to operate unmanned events with a single HCFA staff member opening and securing the facility.
2. **Staffing:** Existing staff or volunteers to host and assist visitors. Collaboration with the Ferndale Museum for staffing and expertise.
3. **Limited Security:** Secure facilities with doors or fencing to ensure tractors and museum displays are protected. Facilities opened and closed only during designated times.

### **Financial Projections:**

**Startup Costs:** Minor upgrades to secure facilities and signage. Marketing materials to promote Open House days.

**Revenue Projections:** Donations expected to cover storage costs, estimated at 2000.00 annually for tractors and contribute to operational expenses. Scheduled group tours will generate 1000-3000.00 annually.

### **Marketing and Promotion:**

1. **Community Outreach:** Leverage partnerships with the Ferndale Museum and local historical societies. Outreach to local groups and schools for group tours. Use social media, local newspapers, and community boards to advertise Open House days.
2. **Visitor Experience:** Offer guided or self-guided tours with informational signage. Provide an optional donation station prominently displayed.

**Benefits:** Community Members: Access to engaging and educational experiences. Tractor Owners: Opportunities to showcase their equipment to the public. Fairgrounds: Enhanced community reputation and supplemental income.

### **Actions for Implementation:**

1. Finalize permissions from tractor owners and secure partnership agreements with the Ferndale Museum.
2. Prepare facilities and promotional materials.
3. Announce and market the initiative.
4. Outreach to local groups and schools.
5. Schedule the first Open House day.
6. Host monthly Open House days and evaluate success through visitor feedback and donation totals.

### **Conclusion:**

The Humboldt County Fairgrounds Open House Initiative is a sustainable and community-centered approach to generating passive income while celebrating local history. By opening the School House Museum and tractor displays to the public, we aim to create a vibrant connection between the fairgrounds and the community, fostering appreciation for our shared heritage.









## Agenda Item 6.D:

Documentation to be Distributed



Agenda Item 6.E:

Discussion Only

No Documentation to be Distributed

# 2025 ADMISSION SALE SCHEDULE AND RATE

- 4/15/2025 Announcement of Presale Tickets Coming Soon
- 5/1/2025 Presale Live – Discount Tier 3 (Largest Discount)
- 5/26/2025 “Mother’s Day Magic” – 1 Child Ticket Free with 1 Adult Ticket Purchase
- 6/1/2025 Presale Adjustment Live – Discount Tier 2 (Mid Discount)
- 6/15/2025 “Father’s Day Goals” – 1 Child Ticket Free with 1 Adult Ticket Purchase
- 7/1/2025 Presale Adjustment Live – Discount Tier 1 (Smallest Discount)
- 7/4/2025 “4 for the 4th” – 2 Adult Tickets and 2 Child Tickets for \$30
- 7/31/2025 Presale Ends
- 8/1/2025 Full Price Tickets Live
- 8/10/2025 “Last Chance Grade” – Flash Sale for 3 hours with tickets at Discount Tier 3 for ONLY WEDNESDAY 8/20/2025





# 2025 ADMISSION SALE SCHEDULE AND RATE

## APRIL

- 4/15/2025  
"COMING  
SOON" FIRST  
MEDIA POST
- 4/30/2025  
"LIVE  
TOMORROW"  
POST

## MAY

- 5/1/2025 "LIVE  
NOW!" POST AT  
3rd DISCOUNT  
TIER
- 5/20/2025  
"PRICE  
INCREASE  
SOON" POST  
2nd TIER
- 5/26/2025  
"MOTHERS DAY  
MAGIC" Buy 1  
Adult get 1  
Child Free

## JUNE

- 6/1/2025  
"PRESALE  
TICKETS" POST  
AT 2nd TIER
- 6/15/2025  
"FATHER'S DAY  
GOALS" Buy 1  
Adult get 1  
Child Free
- 6/25/2025  
"PRICE  
INCREASE  
SOON" POST  
1st TIER

## JULY

- 7/1/2025  
"PRESALE  
TICKETS" POST  
AT 1st TIER
- 7/4/2025 "4  
for the 4th"  
Get 2 adult  
and 2 Child's  
Tickets for \$30
- 7/27/2025  
"Sale's End  
Sale" Removal  
of Discount  
Post

## AUGUST

- 8/1/2025  
Tickets are now  
full price  
without  
discount
- 8/10/2025  
"Last Chance  
Grade" Flash  
3 hour sale for  
Wednesday  
8/20/2025

# 2025 ADMISSION SALE SCHEDULE AND RATE

**APRIL**

NO LIVE TICKET  
SALES

**MAY**

5/1 to 5/31  
Adult \$10.00  
Senior \$7.00  
Child \$2.00

5/26/2025  
Mother's Day  
1 Adult at \$10.00  
includes 1 Free  
Child Ticket

**JUNE**

6/1 to 6/30  
Adult \$11.00  
Senior \$8.00  
Child \$3.00

5/26/2025  
Father's Day  
1 Adult at \$11.00  
includes 1 Free  
Child Ticket

**JULY**

7/1 to 7/31  
Adult \$12.00  
Senior \$9.00  
Child \$4.00

7/4/2025  
4th of July Sale  
2 Adults and 2  
Child tickets are  
\$30.00

**AUGUST**

8/1 to 8/24  
Adult \$15.00  
Senior \$10.00  
Child \$5.00

8/10/2025  
Last Chance  
Flash sale of  
Adult \$10.00  
Senior \$7.00  
Child \$2.00

only valid for 3  
hours then full  
price resumes

# 2025 HUMBOLDT COUNTY FAIR

## SPONSORSHIP OPPORTUNITIES



*"Your County Fair with a Redwood Flair"*

HUMBOLDT COUNTY FAIR ASSOCIATION  
1250 FIFTH STREET  
FERNDALE, CA 95536

CALL OR EMAIL  
(O) 707-786-9511, (F) 707-786-9450  
[OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG](mailto:OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG)



# 2025 SPONSORSHIP OPPORTUNITIES

## Sponsorship Level I - Minimum Investment: \$15,000

*These packages are customized to the needs of the Sponsor, we will work together to develop the best package for you!*

## Sponsorship Level II - Minimum Investment: \$10,000

*In appreciation, the Sponsor receives:*

- Two 8' x 10' full-color banners, Sponsor Provided  
*In premium location(s) on the fairgrounds*
- Special parking
- 40 individual single-day admission passes
- 8 invitations to the Annual Director's Dinner
- 8 VIP Season passes that entitle the bearer to:

*Entrance to the Fair, horse racing, and the VIP hospitality suite*

*Advertising and Promotional Opportunities INCLUDE:*

- Business Name/Logo prominently displayed in:  
*HCFA affiliated print advertising, social media marketing, and the HCFA website*
- Merchandise distribution opportunities

## Sponsorship Level III- Minimum Investment: \$7,500

*In appreciation, the Sponsor receives:*

- One 8' x 10' full-color banner, Sponsor Provided  
*In premium location(s) on the fairgrounds*
- Special parking
- 20 individual single-day admission passes
- 4 invitations to the Annual Director's Dinner
- 4 VIP Season passes that entitle the bearer to:

*Entrance to the Fair, horse racing, and the VIP hospitality suite*

*Advertising and Promotional Opportunities INCLUDE:*

- Business Name/Logo prominently displayed in:  
*HCFA affiliated print advertising, social media marketing, and the HCFA website*
- Merchandise distribution opportunities

## **Sponsorship Level IV - Minimum Investment: \$5,000**

*In appreciation, the Sponsor receives:*

- One 3' x 6' full-color banner, Sponsor Provided  
*In premium location(s) on the fairgrounds*
- Special parking    - 4 invitations to the Annual Director's Dinner
- 4 VIP Season passes that entitle the bearer to:  
*Entrance to the Fair, horse racing, and the VIP hospitality suite*
- Business Name/Logo prominently displayed in HCFA affiliated print advertising, social media marketing, and the HCFA website

## **Sponsorship Level V - Minimum Investment: \$2,500**

*In appreciation, the Sponsor receives:*

- One 3' x 6' full-color banner, Sponsor Provided  
*In premium location(s) on the fairgrounds*
- Special parking    - 2 invitations to the Annual Director's Dinner
- 2 VIP Season passes that entitle the bearer to:  
*Entrance to the Fair, horse racing, and the VIP hospitality suite*
- Business Name/Logo prominently displayed in HCFA affiliated print advertising, social media marketing, and the HCFA website

## **Sponsorship Level VI - Minimum Investment: \$1,000**

*In appreciation, the Sponsor receives:*

- One 3' x 3' full-color banner, Sponsor Provided  
*In premium location(s) on the fairgrounds*
- Special parking    - 8 individual single-day admission passes
- 2 invitations to the Annual Director's Dinner
- 1 VIP Season pass that entitle the bearer to:  
*Entrance to the Fair, horse racing, and the VIP hospitality suite*
- Business Name/Logo prominently displayed in HCFA affiliated print advertising, social media marketing, and the HCFA website

## **Sponsorship Level VII - Minimum Investment: \$500**

*In appreciation, the Sponsor receives:*

- 6 Individual single-pay passes
- Business Name/Logo prominently displayed in HCFA affiliated print advertising, social media marketing, and the HCFA website



# "Your Country Fair with a Redwood Flair..."



The Humboldt County Fair Association offers its deepest gratitude for your continued support of the Humboldt County Fair. Your generous contribution has played a vital role in ensuring the success of our event, which remains an important tradition in our community. We are incredibly grateful for your partnership.

As we prepare for this year's fair, we invite you to join us once again and make a lasting impact. Your sponsorship has not only helped us provide a memorable experience for attendees, but it has also contributed to the improvement of our grounds, which are integral to our mission of preserving and enhancing the fair's rich legacy.

This year marks the 129th anniversary of the Humboldt County Fair, and we are committed to furthering our efforts to improve the fairgrounds and continue this time-honored tradition. Your continued support will allow us to make necessary upgrades, expand educational programs, and provide opportunities for local youth and families to connect with one another through agriculture, entertainment, and education.

We kindly ask that you consider renewing your sponsorship this year. For those who have not yet had the opportunity to support the fair, we encourage you to consider joining us as a first-time sponsor. Your involvement helps ensure that the Humboldt County Fair will continue to thrive for generations to come.

Sincerely,

Moira Kenny, *Chief Executive Officer*

Andy Titus, *President*

Greg Gomes, *1st Vice President*

Lawrence Dwight, *2nd Vice President*

Jack Rice, *Treasurer*

Sandy Hanks, *Secretary*

Clint Duey, *Director*

Darren Hansen, *Director*

Robert Prior, *Director*

Johanna Rodoni, *Director*

Wayne Wilson, *Director*

# "...Come Celebrate Your Hometown Roots!"

# 2025 HUMBOLDT COUNTY FAIR

## SPONSORSHIP AGREEMENT



**In order to be included  
in all sponsorship opportunities,  
the submission deadline to  
respond is July 15, 2025**

Please select the level of Sponsorship you or your company wish to contribute.

- ☐ Sponsorship Level I - \$15,000 Contribution or More
- ☐ Sponsorship Level II - \$10,000 Contribution or More
- ☐ Sponsorship Level III - \$7,500 Contribution or More
- ☐ Sponsorship Level IV - \$5,000 Contribution or More
- ☐ Sponsorship Level V - \$2,500 Contribution or More
- ☐ Sponsorship Level VI - \$1,000 Contribution or More
- ☐ Sponsorship Level VII - \$500 Contribution or More

We welcome In-Kind Sponsorships as well,  
if you'd like to provide goods and services  
in lieu of or in addition to cash, please  
provide a list of items and the total cost.  
A credit memo reflecting the total value  
where applicable is also welcome.

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Business Name: \_\_\_\_\_

PLEASE WRITE EXACTLY AS YOU PREFER YOUR NAME TO BE USED IN ADVERTISING

Business Physical Address: \_\_\_\_\_

Authorized Contact Name: \_\_\_\_\_

Contact Mailing Address: \_\_\_\_\_

Contact Phone Number(s): \_\_\_\_\_

Contact Email: \_\_\_\_\_

PLEASE INCLUDE A VALID EMAIL FOR COMMUNICATIONS - TO HAVE SPONSOR'S LOGO ON WEBSITE, PLEASE SEND IT TO [OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG](mailto:OFFICEMANAGER@HUMBOLDTCOUNTYFAIR.ORG)

Authorized Contact Signature and Date: \_\_\_\_\_

SIGNATURE

DATE

**The Humboldt County Fair Association is a 501(c)(3) non-profit organization: EIN 94-6000770**

Please make checks out to Humboldt County Fair Association. If you choose, you can be invoiced.

Please contact the Fair Business Office at 707-786-9511 or  
[officemanager@humboldtcountyfair.org](mailto:officemanager@humboldtcountyfair.org) for any questions you may have.



Agenda Item 6.H:  
Documentation to be Distributed





Agenda Item 6.I:  
View Screen Presentation