



Notice of Meeting and Agenda

Humboldt County Fair Association
Joint Meeting: Executive Committee &
Marketing & Entertainment Committee

Tuesday, March 10, 2026, 9:30 AM
In-Person - Board Room

AGENDA

1. CALL TO ORDER

2. ROLL CALL

___ Andy Titus ___ Clint Duey ___ Lawrence Dwight ___ Greg Gomes ___ Sandy Hanks
___ Darren Hansen ___ Johanna Rodoni

3. PUBLIC COMMENT ON NON-AGENDA ITEMS:

This time is provided for members of the public to address the Committee or to submit written communications not on this agenda. Comments are restricted to three (3) minutes per speaker, and unused time shall not be transferred to other speakers. Board Members may respond to statements however the Committee cannot discuss or take action on a matter not listed on the 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. Review and Approve Executive Committee Meeting Minutes from February 24, 2026

5. EXECUTIVE COMMITTEE BUSINESS ITEMS:

- a. Discuss and Approve 2026 Sponsor Packet, Make Recommendations to Staff as Appropriate.
- b. Discuss 2026 Box Seat Program, Make Recommendations to Staff as Appropriate.

6. EXECUTIVE COMMITTEE OLD BUSINESS ITEMS:

Only Executive Committee members may vote on these items.

- a. Discuss C.R. Rodeo at the Fair Proposal, Make Recommendations to Staff as Appropriate.

7. EXECUTIVE COMMITTEE STANDING BUSINESS ITEMS:

8. COMBINED INFORMATIONAL ITEMS: (Discussion Only)

These items are of joint interest to both committees. No formal action will be taken unless separately agendized below.

9. MARKETING AND ENTERTAINMENT COMMITTEE NEW BUSINESS ITEMS

- a. Receive 2026 Fair Poster Draft, Make Recommendations to Staff as Appropriate.
- b. Discuss 2026 Fair Entertainment Updates, Make Recommendations to Staff as Appropriate.

10. RECEIVE CEO STAFF REPORT

11. ADJOURN

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.

This meeting is being conducted as a joint meeting of the Executive Committee and the Marketing & Entertainment Committee. Members of both committees may attend and participate.

Action may only be taken by members of each committee on items specifically listed under their committee's jurisdiction.

This meeting is open to the public and conducted in accordance with the Ralph M. Brown Act (California Government Code §54950 et seq.).

HUMBOLDT COUNTY FAIR ASSOCIATION
1250 5TH Street, Ferndale, CA
EXECUTIVE AND MARKETING AND ENTERTAINMENT
TUESDAY, FEBRUARY 24, 2026, 8:30 AM

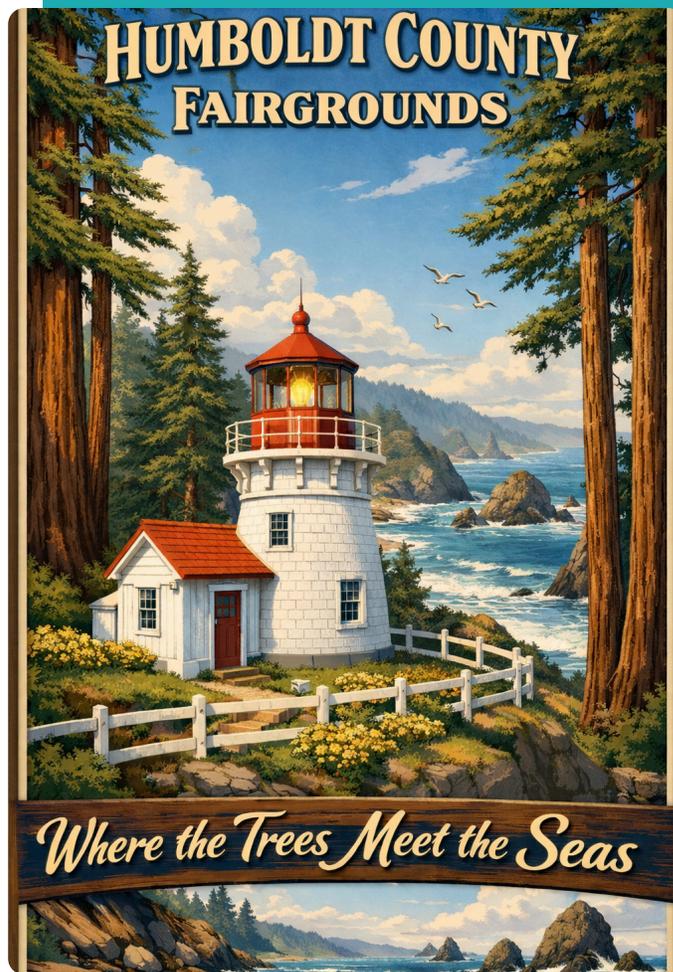
1. The meeting was called to order at 8:30 am by President Titus.
2. Roll Call: Directors present: Andy Titus, Clint Duey, Lawrence Dwight, Greg Gomes and Sandy Hanks. Staff present: Moira Kenny. Public present: Melissa
3. Public Comment on Non Agenda Items: None
4. Administrative Items: None
5. Executive Committee Business Items:
 - a. Review 2026 Rental Rates: The rental rates were reviewed. Moira discussed the rates she felt needed to be increased. Social media seems to be working on marketing. Director Duey moved to approve the increase in rental rates as proposed. Director Gomes 2nd. No discussion. No public comment. Motion passes.
 - b. Sponsorship Packets for 2026: This item was tabled.
 - c. Admission Proposal: Moira presented a proposal for the 2026 fair admission sales with pricing adjustments. A 5 day season pass option would be added for children and adults, a \$5.00 increase to daily parking and a \$2.00 increase in Child admission ticket. The sales calendar was also adjusted. Director Duey moved to approve the proposal. Director Gomes 2nd. No discussion. No public comment. Motion passes.
 - d. Receive 2026 Concert Series Proposal: It is proposed we have a spring concert with country singers on May 30 and 31, 2026. It would also include beer and wine tasting. There would be 4 entertainers each day. Camping would be available for those that wanted to spend the weekend at the fairgrounds at an additional charge. Director Duey moved to take this proposal to the full board for approval. Director Dwight 2nd. No discussion. No Public comment. Motion passes.
6. Executive Committee Old Business:
 - a. Discuss the 2026 Race Date Allocation Request at CHRB February 26 meeting: Director Titus, Director Gomes and Moira will be attending the meeting.
7. Executive Committee Standing Business Items:
 - a. Agenda Items for upcoming Board Meeting: Concert proposal, committee reports, entertainment acts for fair time and CHRB meeting results.
 - b. Financial Planning: Discussed if the Board is doing their due diligence regarding new employees and our finances. There are now background checks on new hires. Financials have been outsourced to an accounting company.
 - c. Strategic Planning: Nothing
 - d. By-Law Review: Nothing
 - e. Policy Review: Nothing
8. Marketing and Entertainment New Business Items:
 - a. Receive 2026 Fair Entertainment Proposal: Moira had a power point presentation on possible entertainment acts for fair time. We have a \$70,000 budget for entertainment. The favorite acts were the Sea Lion Splash, Captain Tall tale and The Fryegod. Moira will look into booking these acts following full board approval. The Chili Cookoff will be on August 14th and the Flat River Band will perform on August 15th.

- b. Receive 2026 Fair Poster Draft: Two possible posters were presented. It was decided to table this until the status of horse racing is known.
- 9. The next meeting will be on March 10, 2026.
- 10. The meeting was adjourned at 10:03 am.

2026 HUMBOLDT COUNTY FAIR

"Where the Trees Meet the Seas"

130TH ANNIVERSARY YEAR



SPONSORSHIP OPPORTUNITIES

HUMBOLDT COUNTY FAIR ASSOCIATION
1250 FIFTH STREET
FERNDALE, CA 95536

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



2026 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 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

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 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

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 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 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 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



2026 WINTER FAIR SPONSORSHIP

Ice Legacy Sponsorship - Gift of \$5000

Each Winter Fair sponsorship is thoughtfully tailored to reflect your vision. As we build out a season filled with ice skating, Sparkling Lights, holiday gatherings, themed nights, and new winter traditions still to come, we will work closely with you to craft a package that fits your organization perfectly. Together, we can create a partnership that shines throughout the season!

Evergreen Legacy Sponsorship - Gift of \$3,000

In appreciation, the Sponsor receives:

- Logo on ice rink wall

2-hour Private Party Space at the Ice Rink ,20 individual ice rink admission passes

And the eternal gratitude from the Humboldt County Fairgrounds

Advertising and Promotional Opportunities INCLUDE:

- Business Name/Logo prominently displayed in:

HCFA-affiliated print advertising, social media marketing, and the HCFA website

- Advertising distribution opportunities

Winter Wonderland Landmark Sponsor - Gift: \$1000

In appreciation, the Sponsor receives:

Become a part of the magic! Order a custom building cut-out featuring your business name and represent your place in the Humboldt County community. Your branded display will shine within our transformed Sparkling Light Spectacular Winter Wonderland, becoming a glowing piece of this immersive holiday experience.

Advertising and Promotional Opportunities INCLUDE:

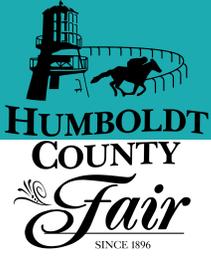
- Business Name/Logo prominently displayed in:

HCFA affiliated print advertising, social media marketing, and the HCFA website

Snowflake Family - Gift of \$500.00

**2-hour Bungalow Space at the Ice Rink,
10 individual ice rink admission passes**

And the eternal gratitude from the Humboldt County Fairgrounds



"Where the Trees Meet the Seas"

Dear Friends and Family of the Humboldt County Fair,

As we look ahead to an extraordinary year at the Humboldt County Fairgrounds, we are excited to invite you to be part of a truly historic celebration. Our 2026 annual County Fair marks our 130th Anniversary, a remarkable milestone that honors our legacy as one of the longest-running fairgrounds in California. For more than a century, our grounds have served as a gathering place for agriculture, community celebration, youth development, and shared traditions. This anniversary year promises to be one of the most memorable yet.

In addition to commemorating 130 years of continuous operation, we are proud to expand Winter Fair events, a new annual chapter that brings year-round energy and entertainment opportunities to the fairgrounds.

As we celebrate this milestone year, we remain deeply committed to improving and preserving our historic grounds, expanded youth opportunities, and innovative, NEW exciting events that ensure the fairgrounds will remain a vibrant community centerpiece for generations to come. Our 130th year is not simply a celebration of our past; it is a launch point for an even stronger future.

Your sponsorship has always played a vital role in making these efforts possible. As we step into this landmark anniversary year, your partnership is more important than ever.

We respectfully invite you to renew your sponsorship for this historic 130th celebration. Together, we can honor 130 years of tradition while building an inspiring future at the Humboldt County Fairgrounds, a place where community continues to gather, celebrate, and thrive.

Sincerely,

Moira Kenny

Moira Kenny, *Chief Executive Officer*

Andy Titus, *President*

Greg Gomes, *1st Vice President*

Lawrence Dwight, *2nd Vice President*

Clint Duey, *Treasurer*

Sandy Hanks, *Secretary*

Darren Hansen, *Director*

Ben Hawk, *Director*

Johanna Rodoni, *Director*

Wayne Wilson, *Director*

"...Come Celebrate Our 130th Anniversary!"

2026 HUMBOLDT COUNTY FAIR

SPONSORSHIP AGREEMENT

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



130th Anniversary Fair

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

2026 Winter Fair

- Ice Legacy Sponsorship - Investment: \$5000
- Evergreen Legacy Sponsorship - Investment: \$3,000
- Winter Wonderland Landmark Sponsor- Investment: \$1000
- Snowflake Family - Gift of \$500.00

In order to be included in all sponsorship opportunities, the submission deadline to respond is July 1st, 2026

We welcome In-Kind Sponsorships as well. If you'd like to provide goods and services in place of or in addition to cash, please provide a list of items and the total cost.

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

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 for any questions you may have.