



Notice of Meeting and Agenda

Humboldt County Fair Association
Meeting of the Governing Board
Executive Committee

Monday April 7, 2025 at 8:30am
In-Person - Board Room

AGENDA

I. CALL TO ORDER

II. ROLL CALL

___ Andy Titus ___ Jack Rice ___ Lawrence Dwight ___ Greg Gomes ___ Sandy Hanks

III. 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.

IV. 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.

V. 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 17 2025, Executive Committee Minutes

VI. NEW BUSINESS ITEMS

VII. 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.
- e. Discuss 2025 Fair Production, Make Recommendations to Staff as Appropriate.

VIII. OLD BUSINESS ITEMS

IX. RECEIVE CEO STAFF REPORT

X. NEXT MEETING: April 21, 2025

XI. 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
Meeting of the Governing Board
Executive Committee
Meeting Minutes

March 17, 2025
Location: Board Room

1. Call to order: 8:30 am by Executive Committee Chair Andy Titus

2. Roll Call:

Committee Members Present: Committee Chair Andy Titus, Greg Gomes, Lawrence Dwight

Committee Members Absent: Sandy Hanks, Jack Rice

Staff Members Present: Moira Kenny, CEO, Madelyne Salmon, BOM

Minutes Taken By: Madelyne Salmon, BOM

Members of the Public in Attendance: Duane Martin, Ryan Bisio, Gianna O'Day, and Kelly O'Day

3. Public Comment on Non-Agenda Items:

No public comment on Non-Agenda Items was presented for the meeting.

4. Public Comment on Closed Session Items:

No public comment on Non-Agenda Items was presented for the meeting.

5. Administrative Items:

a. Approval of March 3, 2025, Executive Committee Minutes

Minutes were approved with a motion by Director Gomes and Seconded by Director Dwight, with no presented public comment the motion passed with all in favor.

6. New Business Items:

a. Receive Draft College of the Redwoods MOU and Meet with Coaches; Make Recommendations to Staff and Board as Appropriate.

The Committee reviewed the presented draft MOU as provided by the College of the Redwoods (CR) Rodeo coaches Kelly and Gianna O'Day and Athletics Vice Ryan Bisio. These improvements are presented both for what is necessary for work to be done to the facilities as well as to consider the monetary value of the students of CR completing this work in exchange for steeply discounted or waived fees for the first year of grounds use. CR would like to begin improvements as soon as next week. Logistics were discussed in detail, such as a preference for the quad, light replacement, a meter for electricity being installed so they can track what their light usage is to reimburse the fairgrounds, etc. Director Gomes made a motion to direct staff to move forward with finalizing this MOU for finalization and the motion was seconded by Director Lawrence. The motion passed with all in favor.

b. Receive Welcome Garden and Sponsor Brick Proposal; Make Recommendations to Staff as Appropriate.

A presentation was provided for the small grass section within the entrance to the Fair for a landscaping project to beautify the grounds. This would be a sponsored improvement by Eel Valley Landscape.

c. Receive Museum Open House Initiative and Event Rental Guidebook Update; Make Recommendations to Staff as Appropriate.

The committee was given a brief update about the progress of the Open House Initiative.

d. Receive Winter 2025 Ice Rink Funding Update; Make Recommendations to Staff as Appropriate.

Redwood Capital has given an unofficial letter that addresses an interest in financing up to 90% of the cost of the rink (quote based on an estimated cost of 133k). The Executive Committee discussed at length the need to pursue sponsored funding and the necessity of getting an ice rink as soon as possible. This item has been recommended to go to the full Board of Directors meeting for an update.

e. 2025 Race Meet Discussion

It was recommended by staff that the Executive Committee present establishing an Ad Hoc committee be assembled so that they can assist with the preparation and outreach for contract negotiation. Any contracting will be handled by staff and reviewed by the proper channels through the Board and it's committee. The Ad Hoc committee is temporary only to assist in the pursuit of the 2025 Horse Race Meet.

f. Discuss 2025 Fair Ticket Pricing; Make Recommendations to the Board as Appropriate.

The ticket pricing schedule presented by staff was reviewed for consideration based on the prices from last year's Fair as no increases were presented or recommended. The Executive Committee recommended including a presale rate for parking as well - \$7 for one day or \$45 for all 7 days while offering coupons valuing \$5 to ease the transition to \$10 a day parking.

g. Discuss 2025 Fair Sponsor Program; Make Recommendations to the Board as Appropriate.

After discussion it was decided to remove the superfluous horse racing language and that on a case-by-case basis, we can consider review for sponsors if their investment is based solely on the racing. The Packet may go out with these options.

h. Review Draft Poster Concepts Proposal; Make Recommendations to Staff and Board as Appropriate.

The Executive Committee made a few recommendations to take back to the contracted marketing firm and then directed it to go to the Marketing & Entertainment Committee for final approval.

i. Receive Entertainment Options Presentation; Make Recommendations to Staff and Board as Appropriate.

Due to time constraints, this topic was tabled to the Marketing & Entertainment Committee for discussion and possible action.

7. Meeting Adjourned: 10:50 am by Executive Committee Chair Andy Titus