



## Notice of Meeting and Agenda

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

Tuesday, February 24, 2026, 8:30 AM  
In-Person - Board Room

### AGENDA

#### 1. CALL TO ORDER

#### 2. ROLL CALL

\_\_\_ Andy Titus \_\_\_ Clint Duey \_\_\_ Lawrence Dwight \_\_\_ Greg Gomes \_\_\_ Sandy Hanks

#### 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.

#### 5. EXECUTIVE COMMITTEE BUSINESS ITEMS:

- a. Review 2026 Rental Rates, Make Recommendations to Staff and Board as Appropriate; Take Action as Appropriate.
- b. Review 2026 Sponsor Packet, Make Recommendations to Staff as Appropriate; Take Action as Appropriate.
- c. Review 2026 Admissions Proposal, Make Recommendations to Staff and Board as Appropriate; Take Action as Appropriate.
- d. Receive 2026 Concert Series Proposal, Make Recommendations to Staff and Board as Appropriate; Take Action as Appropriate.

#### 6. EXECUTIVE COMMITTEE OLD BUSINESS ITEMS: (Discussion Only)

Only Executive Committee members may vote on these items.

- a. Discuss 2026 Race Meet/Date Allocation Request at February 26 CHRB Meeting, Make Recommendations to Staff as Appropriate; Take Action as Appropriate.

#### 7. EXECUTIVE COMMITTEE STANDING BUSINESS ITEMS:

- a. Review and Approve Agenda for the upcoming monthly HCFA Board of Directors Meeting.
- b. Financial Planning, Make Recommendations to Staff as Appropriate.
- c. Strategic Planning, Make Recommendations to Staff as Appropriate.
- d. By-Law Review and Development, Make Recommendations to Staff as Appropriate.

- i. Discuss Committee Roles and Responsibilities, Make Recommendations to Staff as Appropriate.
- e. Policy Review and Development, Make Recommendations to Staff as Appropriate.

## **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 Entertainment Proposal, Make Recommendations to Staff and Board as Appropriate.
- b. Receive 2026 Fair Poster Draft, 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.).



**STAFF REPORT**

**To: Executive Committee**

**From: Moira Kenny, CEO**

**Date: February 20, 2026**

**Re: 2026 Facilities Rental Rate Updates**

**RECOMMENDATION**

Approve the updated 2026 Facilities Rental Rate Schedule, effective January 1, 2026, or recommend approval to the full Board of Directors.

**BACKGROUND**

Staff annually reviews facility rental rates to ensure they remain competitive and reflect increasing operational costs, including utilities, insurance, staffing, and maintenance. Several buildings did not receive rate adjustments in recent years.

The proposed 2026 updates include targeted rate increases and fee clarifications to better align revenue with operational expenses.

**KEY UPDATES**

**Building Rental Rates**

Adjustments to daily for Belotti Hall and the Turf Building, consistent with prior direction to implement periodic increases for facilities that have been updated.

**Cleaning Deposits & Set-Up/Tear-Down Fees**

Increases for Belotti Hall and the Turf Building to reflect actual labor, supervision, and post-event work-up costs.

**Stall & Arena Fees**

Adjustments to monthly stall rentals and the addition of a monthly family arena riding pass.

**Administrative & Application Fees**

Clarifications and minor adjustments to event and vendor application fees to offset administrative processing time.

**Non-Profit Discount Adjustment**

The 20% non-profit discount will remain in place but will apply only to primary building rental fees. It will no longer apply to staffing, set-up days, or additional services.

**FINANCIAL IMPACT**

The proposed adjustments improve cost recovery, reduce the subsidy of private events, and support long-term facility maintenance and sustainability.

**CONCLUSION**

The 2026 rate updates are necessary to maintain fiscal responsibility while keeping the Fairgrounds competitive and accessible. Executive Committee approval or recommendation to the full Board is requested.

<b>2025 Facility Rental Fees</b>				
Effective January 1, 2025				
Non-Profits may receive a 20% discount - see non-profit column for final prices				
<b>Location</b>		<b>Daily Rate</b>	<b>Hourly Rate</b>	<b>Non-Profit Rate</b>
<b>Hindley Hall</b>	<i>Limited Availability</i>			
	Major Event- Building and Classrooms as available	<b>\$2,000.00</b>	<b>Major Events Price Structure Negotiable</b> <b>\$1,600.00</b>	
	Cleaning Deposit	<b>\$500.00</b>		
	Set Up or Tear Down Day Fee	<b>\$200.00</b>		
	Classroom Rental- Monthly Storage	<b>\$500.00</b>		
	Classroom Daily Event	<b>\$250.00</b>	<b>\$25.00</b>	<b>\$200.00</b>
<b>Belotti Hall</b>	<i>Includes 20 Tables &amp; 200 Chairs</i>			
9,600 ft <sup>2</sup>	Cleaning Deposit	<b>\$750.00</b>		
	Set Up or Tear Down Day Fee	<b>\$150.00</b>		
	Building & Kitchen	<b>\$1,500.00</b>	<b>\$150.00</b>	<b>\$1,200.00</b>
	Kitchen Only	<b>\$500.00</b>	<b>\$75.00</b>	<b>\$400.00</b>
	Major Event	<b>Major Events Price Structure Negotiable</b>		
<b>Turf Building</b>	<i>Includes 10 Tables and 100 Chairs</i>			
3,200 ft <sup>2</sup>	Cleaning Deposit - Entire Facility	<b>\$250.00</b>		
	Cleaning Deposit Fee - Kitchen Only	<b>\$100.00</b>		
	Set Up or Tear Down Day Fee	<b>\$100.00</b>		
	Building & Kitchen	<b>\$550.00</b>	<b>\$100.00</b>	<b>\$440.00</b>
	Building Only	<b>\$350.00</b>	<b>\$50.00</b>	<b>\$280.00</b>
	Kitchen Only	<b>\$350.00</b>	<b>\$50.00</b>	<b>\$280.00</b>
<b>Art Building</b>	<i>Includes 10 Tables and 100 Chairs</i>			
1,800 ft <sup>2</sup> (open)	Set Up or Tear Down Day Fee	<b>\$50.00</b>		
1,130 ft <sup>2</sup> (yth)	Cleaning Deposit	<b>\$200.00</b>		
1,224 ft <sup>2</sup> (jrd)	Building Daily Rate	<b>\$250.00</b>	<b>\$25.00</b>	<b>\$200.00</b>
<b>Friendship Square</b>	<i>Includes 10 Tables and 100 Chairs</i>			
940 ft <sup>2</sup> (banquet room)	Set Up or Tear Down Day Fee	<b>\$150.00</b>		
	Cleaning Deposit	<b>\$200.00</b>		
	Cleaning Deposit (Kitchen Only)	<b>\$100.00</b>		
	Stage, Yard, Banquet Room, & Kitchen	<b>\$680.00</b>		<b>\$640.00</b>
	Stage & Yard	<b>\$375.00</b>		<b>\$300.00</b>
	Banquet Room & Kitchen	<b>\$450.00</b>	<b>\$75.00</b>	<b>\$360.00</b>
	Banquet Room Only	<b>\$300.00</b>	<b>\$50.00</b>	<b>\$240.00</b>
	Kitchen Only	<b>\$300.00</b>	<b>\$50.00</b>	<b>\$240.00</b>

<b>Boardroom</b>		<i>Includes TV with HDMI Cable, 4 Tables and 20 Chairs for meetings</i>		
483 ft <sup>2</sup>	Set Up or Tear Down Day Fee	\$50.00		
	Cleaning Deposit	\$100.00		
	Building	\$200.00	\$25.00	\$160.00
<b>Flower House</b>		<i>Includes 10 Tables and 100 Chairs</i>		
5,365 ft <sup>2</sup>	Set Up or Tear Down Day Fee	\$100.00		
	Cleaning Deposit	\$200.00		
	Flower House	\$660.00		\$528.00
	Access to Turf Room Kitchen	\$300.00		\$240.00
<b>Dairy Judging Barn</b>		<i>Includes bleachers that seat about 340</i>		
4,000 sq ft	Set Up or Tear Down Day Fee	\$50.00		
	Cleaning Deposit	\$100.00		
	Building Rate	\$200.00	\$25.00	\$160.00
<b>Grandstands</b>		<i>Association retains all food concession and alcohol beverage rights</i>		
Seats 2,350	Set Up or Tear Down Day Fee	\$250.00		
	Cleaning Deposit	\$1,000.00		
	Daily Rate	<b>Major Events Price Structure Negotiable - Daily Rate Minimum \$3,000.00 and 10% of gross ticket sales</b>		
<b>Racetrack</b>				
	Daily Labor Rate to Prepare Track to Event Specifications	\$400.00		
	Equipment & Fuel			<b>Bill Actual Cost</b>
	Daily Rate			<b>Major Events Price Structure Negotiable</b>
<b>Covered Livestock Barn</b>		\$300.00		\$240.00
<b>Arena</b>		<i>Includes Bleachers that seat about 255 and lights above the Arena included in daily during event time</i>		
18,644 ft <sup>2</sup>	Cleaning Deposit	\$200.00		
236' x 79'	Non Ticketed Events Daily Rate	\$400.00		\$320.00
	Ticketed Event Daily Rate	<b>Major Events Price Structure Negotiable</b>		
	Additional Hourly Lights per Light bank		\$20.00	
	After Hours Post-Event Day Work Up	\$165.00		
	Snack Shack Cleaning Deposit	\$50.00		
	Snack Shack Rental per Day	\$100.00		\$80.00
	(Multi -Event) Event Stalling per Night	\$20.00		
	Daily Labor to Prepare Arena to Event	\$400.00		
<b>Complete Grounds</b>		<b>Major Events Price Structure Negotiable</b>		
<b>Carnival Lot</b>		<b>Major Events Price Structure Negotiable</b>		
1.67 acres available (not including carnival bathroom)				

<b>2025 Arena Affiliated Rental Fees</b>		
Effective January 1, 2025		
<b>Monthly Horse Stall Rental</b>		<i>All required documents submitted prior to arrival.</i>
Cleaning Deposit <i>(1 to 3 horses, additional for more)</i>		<b>\$75.00</b>
<b>Arena Stall</b>		<b>\$100.00</b>
Arena Tack Stall		<b>\$90.00</b>
Quad Stall		<b>\$70.00</b>
Quad Tack Room <i>Availability)</i>	<i>(Limited</i>	<b>\$50.00</b>
Arena Riding Pass	<i>(Included)</i>	
<b>Daily Horse Stall Rental</b>		<i>4 Night Maximum, Owner MUST Feed</i>
Cleaning Deposit <i>horses, additional for more)</i>	<i>(1 to 3</i>	<b>\$20.00</b>
Nightly Rental		<b>\$20.00</b>
<b>Arena Riding Fees</b>		<i>All required documents submitted prior to arrival.</i>
Monthly Pass (Non-Boarder)		<b>\$60.00</b>
Daily Pass (Non-Boarder)		<b>\$15.00</b>
<b>Family Pass (4 Riders)</b>		<b>\$150.00</b>
<b>Horse Trailer Parking( Monthly)</b>		
Rate for Trailer 29' and Under		<b>\$40.00</b>
Rate for Trailer 30' and Over		<b>\$50.00</b>

**2025 Miscellaneous Fees**

Effective January 1, 2025

Location	Flat Fee	Monthly Rate	Daily Rate	Hourly Rate
<b>RV and Boat Storage</b>				
20' and Under in Length		\$85.00		
21' to 29' in Length		\$95.00		
30' and Over in Length		\$135.00		
<b>Facility and Event Application Processing</b>				
Special Event Application	\$25.00			
Fair Vendor Application	\$25.00			
Interim Vendor Application	\$25.00			
Third Party Vendor for Interim Private Event Application & Daily Fee	\$25.00			
<b>Event Administration Fee</b>	<b>\$50.00</b>			
<b>Copier Requests</b>				
<i>Limited to 20 copies</i>				
Black and White/page	\$0.20			
Color/page	\$0.25			
<b>Golf Cart Rental</b>				
<i>1 day is 6 hours for Golf Cart rentals</i>				
Deposit (Per Unit)	\$100.00			
Use During Event On Grounds (Per Unit)			\$60.00	\$15.00
<b>Equipment</b>				
Barricades			\$10.00	
Benches			\$10.00	
Bleachers- Seats 50 (Per Set Per Day)			\$50.00	
Cages (rabbit/ Poultry)			\$5.00	
Chairs, Folding Metal (each)			\$2.00	
Chairs, Velvet (each, Limited Inventory)			\$5.00	
Coffee Thermos / Maker (100 Cup)			\$30.00	
Coffee Thermos / Maker (60 Cup)			\$25.00	
Dividers			\$10.00	
Pens ( Goat/ Sheep/ Pig)			\$10.00	
Picnic Table			\$10.00	
Tables			\$5.00	
Tent, 10 x10 - Per Day			\$25.00	
Tent, 20 x 40 - 12 Hour Rental with Set-Up			\$400.00	
Ticket Booth - Portable			\$25.00	
Ticket Booth - Permanent			\$25.00	
Stage, Metal			\$250.00	
Stage, Wooden			\$150.00	



2026 Sponsorship Packet  
To Be Distributed



## **Staff Report**

**To:** HCFA Executive Committee

**From:** Moira Kenny, CEO

**Re:** 2026 Fair Admission, Season Pass & Parking Pricing Structure – Approval Request

**Date:** February 20, 2026

## **Recommendation**

Staff respectfully recommends Committee approval of the 2026 Fair admission sales schedule and associated pricing adjustments, including:

- \$2 increase to the Child admission ticket
- \$5 increase in daily parking
- Introduction of a 5-Day Season Pass option for Adults and Children

These adjustments are designed to maintain competitive regional pricing, enhance family value offerings, and strengthen cost recovery to support the long-term financial sustainability of the Fair.

## **Summary of Proposed Changes**

### **Streamlined Promotional Schedule**

The 2026 sales calendar has been streamlined to focus on high-impact, clearly defined promotional windows that drive early purchasing and reinforce the Fair’s family-centered brand.

- Early Bird Discount Launch (May 1)
- Mother’s Day “Mom & Me” Promotion – Buy 1 Adult, Get 1 Child Free
- Father’s Day “Dad & Me” Promotion – Buy 1 Adult, Get 1 Child Free
- “4 for the 4th” Flash Sale (July 4 only) – One-day offer of 2 Adult + 2 Child tickets for \$25 in recognition of the 250th Anniversary of the United States

This focused promotional structure creates urgency, improves marketing clarity, and preserves strong value opportunities for families.

### **Admission Pricing – Regional Comparison**

To ensure continued regional competitiveness, staff reviewed pricing at comparable Northern California rural fairs.

**Redwood Acres Fair (Eureka)**

- All Ages Admission: \$10
- Children under 5: Free

**Del Norte County Fair (Crescent City)**

- Adult Admission: \$10
- Child Admission (ages 6–12): \$7
- Children under 6: Free

Child admission at comparable fairs ranges approximately from \$7 to \$10. Even with the proposed \$2 increase, Humboldt County Fair child admission remains within this regional range, preserving affordability while supporting operational sustainability.

**Proposed 5-Day Season Pass**

Staff recommends introducing a 5-Day Season Pass to encourage repeat attendance and generate early revenue while providing meaningful savings to families.

- Child Season Pass (5 Days): \$20 – Regular daily total: \$35 | Savings: \$15 per child
- Adult Season Pass (5 Days): \$45 – Regular daily total: \$75 | Savings: \$30 per adult

The Season Pass option incentivizes multi-day attendance, increases upfront cash flow, and supports enhanced per-capita spending across concessions, carnival, and vendor operations.

**Parking Revenue & Cost Analysis**

In 2025, parking operations reflected the following:

- Total Parking Revenue: Approximately \$33,000
- Parking Contract Cost: Approximately \$24,000
- Additional costs: Signage, paint, and operational materials

Before accounting for additional operational expenses, this equates to an estimated 27% gross margin (\$9,000 net on \$33,000 revenue). When full operational costs are included, the effective margin declines further.

Industry standards for ancillary event revenue streams typically target a 20%–40% net margin to ensure cost recovery, mitigate risk related to attendance variability, and allow for reinvestment in infrastructure and guest services. Current parking performance places the Fair at or near the lower threshold of this range.

**Rationale for \$5 Parking Increase**

A modest \$5 parking increase will better align revenue with operating costs, move margins toward sustainable benchmarks, and protect the Fair against continued cost escalation while remaining reasonable within the regional event market.

**Action Requested**

Staff respectfully requests Committee approval of the proposed 2026 Admission, Season Pass, and Parking Pricing Structure.

# 2026 Admission Sale Schedule and Rate Proposal

## April

4/15/2026  
 "COMING SOON"  
 First Social Media  
 Post

4/30/2026  
 "LIVE TOMORROW"  
 Post

## May, June, July

5/01/2026  
 "LIVE NOW!" Post Early Bird  
 Discount  
 (& Carnival Pass)

5/10/2026  
 "Mom & Me" Mother's Day  
 Deal  
 Buy 1 Adult get 1 Child Free

6/21/2026  
 "Dad and Me" Father's Day  
 Deal  
 Buy 1 Adult get 1 Child Free

7/04/2026  
 "4 for the 4th"  
 Get 2 Adult and 2 Child  
 Tickets for \$25.00

7/27/2026  
 "Sales End"  
 Post on Discount Ending

Early Bird Discount  
 Senior: \$8.00  
 Adult: \$10.00  
 Child: \$5.00  
 Carnival: \$40.00

Mothers Day  
 Discount  
 Adult: \$10.00  
 Child: Free

Fathers Day  
 Discount  
 Adult: \$10.00  
 Child: Free

## August

8/01/2026  
 Tickets are now full  
 price without  
 discount

Senior: \$10.00  
 Adult: \$15.00  
 Child: \$7.00

8/12/2026  
 Presale Carnival  
 Passes End  
 Carnival: \$45.00

Season Pass  
 Child 5 Days:  
 \$20.00  
 Adult 5 Days:  
 \$45.00

General Parking:  
 \$10.00

Priority Parking:  
 \$25.00



## **Staff Report**

**To:** Marketing & Entertainment Committee

**From:** Moira Kenny, CEO

**Date:** February 20, 2026

**Re:** HCFA 2026 Fair Entertainment Lineup Proposal

## **Recommendation**

Staff requests that the Marketing & Entertainment Committee review the 2026 Fair Entertainment Lineup proposal as presented in the accompanying PowerPoint and recommend preferred acts for approval to the Board.

## **Background**

Staff has developed a proposed 2026 Entertainment Lineup designed to:

- Drive attendance across multiple demographic groups.
- Balance ticketed headline acts with free community entertainment.
- Support sponsorship opportunities and revenue generation.
- Maintain consistency with the Fair's brand and long-term entertainment strategy.

The proposal reflects artist availability which is subject to change, budget considerations, and projected market demand.

## **Fiscal Impact**

All proposed entertainment bookings are structured to remain within the preliminary 2026 entertainment budget framework. Final contracts will be contingent upon Board approval of the 2026 annual budget and will be executed within authorized limits.

## **Alternatives**

1. Recommend approval of the entertainment lineup as presented.
2. Recommend approval with modifications.
3. Provide direction for additional revisions prior to Board consideration.

Staff seeks Committee recommendation to forward the 2026 Fair Entertainment Lineup proposal to the Board for final approval.



## **Staff Report**

**To:** Marketing & Entertainment Committee

**From:** Moira Kenny, CEO

**Date:** February 20, 2026

**Re:** 2026 Fair Poster Draft – Recommendation to the Board

## **Recommendation**

Staff requests that the Marketing & Entertainment Committee review the 2026 Fair poster draft as presented and recommend that the Board approve the design, either:

1. Without horse racing.
2. Including horse racing.

## **Background**

Staff has developed a draft poster design intended to anchor the 2026 Fair marketing campaign across print, digital, sponsorship, and merchandise applications.

Given the current status and timing considerations surrounding horse racing, two versions of the poster have been prepared:

- A version that highlights the broader Fair attractions and theme.
- A version that prominently features horse racing as part of the Fair experience.

Timely approval is needed to maintain production and distribution schedules. Approval will allow marketing production to proceed within the approved 2026 marketing budget. Delays may impact printing timelines and early promotional opportunities.

## **Alternatives**

3. Recommend approval of both the poster draft with and without horse racing included.
4. Provide direction for revisions prior to Board consideration.

Staff seeks Committee recommendation to forward to the Board for final approval at the March 2, 2026 Board of Directors meeting.



2026 Saddle, Sip & Strum Country Music  
Beer and Wine Spring Festival Proposal  
To Be Distributed