



Notice of Meeting and Agenda

Humboldt County Fair Association
Executive Committee

Tuesday, March 24, 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

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 March 10, 2026

5. EXECUTIVE COMMITTEE BUSINESS ITEMS:

- a. Receive and Discuss C.R. Rodeo at the Fair Proposal, Make Recommendations to Staff as Appropriate.
- b. Receive and Discuss 2026 Fair Poster Draft, Make Recommendations to Staff as Appropriate.
- c. Building and Grounds Walk Through, Make Recommendations to Staff as Appropriate.

6. EXECUTIVE COMMITTEE OLD BUSINESS ITEMS:

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. RECEIVE CEO STAFF REPORT

9. 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 Proposal for College of the Redwoods Rodeo, “Redwoods Outlaw Rodeo” – August 15th

Proposal for HCFA Executive Meeting March 24th, 2026

Key Area Summary

Key Area	Summary
Sponsorship Position	More than \$12,000 in sponsorship commitments have been identified to CR Rodeo, contingent upon HCFA Board approval of the Rodeo Event. On track for our “20 in 20” goal.
CR Rodeo Responsibilities	CR Rodeo will manage production, contestant coordination, setup and teardown excluding Fair-provided structures ie: grandstands/stages. CR is also responsible for their own sponsorship development.
Fair Responsibilities	The Fair will provide a “turn key” grandstands and track/arena area, stalling areas, sound, and parking, in addition to custodial preparation, ticketing support, bar operations, concessions, and Fair merchandise sales. CR proposes the Fair be responsible for all event insurance. Specialty acts and stock contractors carry their own insurance.
Potential Fair Revenue from Rodeo	ticket revenue (shared), concessions and alcohol sales 100% to Fair, box seats (share), merchandise sales, and all other fair sales due to foot traffic.

Risk Profile	The structure is intended to create limited financial risk to the Fair because CR Rodeo is responsible for production costs.
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Overall Vision:

College of the Redwoods (CR) sees an opportunity to collaborate with the Humboldt County Fair to host a college rodeo that would be beneficial for both the fair and the CR College Rodeo Team and even more importantly, the community as a whole. This event is meant to give the fair a new focus and community support since horse racing did not get approved. On a personal note, Kelly grew up on the Ferndale track attending races and owning his own race horses that have competed here. This is very close to our hearts and we want to see this multi-million dollar facility used to its full potential even without horse racing. Worse than not having horse racing is not having a purpose for the infrastructure and watching it fade away. In addition this event is meant to give CR the credibility of having a secure college rodeo program. Any and every successful college rodeo team hosts their own rodeo.

How will we get the contestants?

We agree we had concerns about getting the contestants with the original idea of having it as an open college rodeo that does not count for league standings. We are now proposing to have this as an Invitational College Rodeo. This means we intend to only invite a maximum of 15 people per event. This is for multiple reasons:

- An invitational makes it a prestigious event that is more plannable in the short time frame and guarantees us to get the contestants we want here.
- 8-15 people per event still guarantees 80 to 100 contestants. Making it so that we can offer things such as \$100 fuel cards to each contestant, contestant ball caps, free breakfast on Friday and free lunch on Saturday for contestants. All things that are offered at professional rodeo events.
- This also allows us to know we have enough stalling available on the backside of the track and trailer parking space available without having to get portables. Contestants would have the option to dry camp on the unused portion of the track.
- We plan to have \$1,000+ added in each event, making it more enticing for the contestants. They will have added money to compete for with only 14 maximum other people to compete against. Again, this makes it so we are drawing the most

competitive contestants. This will be the ONLY college rodeo offering added money, this is huge for the student-athlete.

- We have spoken to all of the major coaches in our region and they have verbally committed to send contestants and also attend themselves. This is huge.
- Additionally, there will be a \$2,500 scholarship awarded to the rodeo team that wins the most events, and the team's coach must be present to win.
- Limiting contestant entries also allows us to minimize cost for the stock contractor with a limited number of stock required.
- Note: limiting the number of contestants does NOT affect the quality of the rodeo show!!!! This NEEDS to be understood. All rodeo performances (the part the crowd actually sees) are always limited to 10-12 contestants per event.

Proposed Breakdown of Tasks

College of the Redwoods is willing to take on the full risk of hosting the rodeo event both financially and socially/politically. Meaning through sponsorship and CR funds we intend to pay for the entire rodeo production including:

- Rodeo production
 - Stock contractor (holds their own insurance)
 - Announcer, DJ, and entertainers
 - Specialty acts (hold their own insurance)
 - Ambulance
 - Arena assembly
- Event setup and breakdown, excluding fair-provided stages and structures
- Contestant coordination, receiving, and stall assignments
- Program schedule and programs
- CR Rodeo Sponsorship sourcing
- Operation of CR Rodeo Merchandise booth
- Assembly of Rodeo VIP Tent/area

CR requests Humboldt County Fair be responsible for the following:

- Marketing the event as a collaborative “Fair and Frontier Days– A new legacy”
- Grandstand preparation, including cleaning and opening for guests (assumed already to be done as part of fair prep)
- Preparation for ABC barns stalls, parking areas, contestant receiving area, jockey quarters and paddock (just as was done for races). No additional barn stalls needed or portable stalls.
- Bar service management and bartenders

- Security Services with additional staffing requested for this event
- Ticketing Services
- Grandstand Attendance 1-2 to oversee box seating.
- Fair is responsible for full weekend and event insurance. This could be added on the already required fair insurance or purchased as a separate policy. This is estimated to cost \$2,000.
- Custodial Services for before, during, and after event
- Fair will provide sound production at no additional cost to CR
- Sound production collaboration with our Announcer and DJ
- Emergency sound and electrical technicians on call and on sight during event
- Shuttle for elderly and others from parking area to event entrance (assumed this will already be in order for other fair events)
- Collaboration on VIP area, splitting the cost of the VIP area based on how many VIP the Fair has admitted v. CR has admitted. Estimated \$40 per person. Historical costs include a gate attendant, bartender, food, and beverages.

Humboldt County Fair Facility Use Requested by CR:

- Grandstands-spectator seating, event viewing, and bathrooms
- Arena– Portion of track from grandstands to tote board
- Infield– grassy areas between baseball fields and tote board
- Entire track– for contestant trailer parking and horse “warm-up” exercise
- ABC Barns and grass field portion west of those barns (where portables were)
- Quad barn– for CR contestants, same as it will be used throughout the year
- Vendor and concession areas
- Water truck usage and fill up station
- Horse Racing Starting gate

Budgetary Considerations

Alcohol & Food Sales

CR proposes the Fair is responsible for all alcohol sales, alcohol licensing, staffing, etc. CR proposes Fair keeps **ALL** profit from alcohol sales and food and concessions.

Admissions

CR is proposing a \$30 Rodeo+ ticket, 5yr old & under free. The Rodeo+ will be an all-inclusive ticket which includes fair admission, rodeo admission, and live music admission. The Fair will also have a concert only ticket option.

CR proposes two different options:

CR will receive 100% of the \$30 Rodeo+ admissions, while the Fair will receive 100% of the concert-only admissions. Once 1,500 Rodeo+ tickets are sold, every ticket after that will be split \$20 to CR and \$10 to the Fair, exhibitor tickets excluded.

OR

CR will receive 100% of the \$30 Rodeo+ admissions, while the Fair will receive 100% of the concert-only admissions. In the event the Fair does NOT sell enough concert only tickets to recoup the \$15,000 estimated event expense, the difference will be made up for by the Rodeo+ ticket but only after 1500 Rodeo+ tickets have been sold.

In regard to the live music event only attendees, they would not be admitted to the grandstands area until approximately 5:45 PM or when the last rodeo event starts; whichever comes first. Again, CR Rodeo would not collect anything on the Live music only ticket and there will be no standalone rodeo ticket.

For the Exhibitors that have already been admitted to the fair, we propose a discounted price. A \$20 ticket for the rodeo and live music event, total ticket sale of \$20 going to CR.

Rational: CR understands that the Fair may be hesitant to release 100% of the first 1500 Rodeo+ admissions sold but this would be the only revenue source from the event for CR. While the Fair will see revenue from every ticket sold through vendor, concessions, alcohol, fair carnival, etc. Every admission for the Rodeo Event will benefit the Fair financially and socially.

Box Seating

All box seating sales will include admission to the fair, rodeo, and live music event. The fair will offer first right of refusal to existing box holders. If the fair sells the boxes, CR gets \$30

of admissions tickets per admission from the box sale. CR is allowed to sell the box seats once the fairgrounds' past box owners decline to repurchase. CR will get 100% profit from the boxes they sell. Prices for the boxes will be the same across the board.

Additional Considerations:

- *CR staff has a deadline for a minimum of \$45,000 in sponsorships by June 1st in order to continue with the production of this event. This sponsorship is to cover the additional expenses of a non-basic rodeo. The proposed \$45,000 of the event cost is just the basic cost of the event. The total event cost is estimated to be \$80,000 that is where the sponsorship requirements are needed. If CR does not secure \$45,000 by June 1st, 2026, then CR has the right to retract this proposal and void any potential agreement. Again, CR has already received verbal confirmation for \$12,000 from word of mouth and minimal outreach in a 10 day window.*
- CR does not intend on charging for stalls. The estimated profit on stalling would be \$3,000. We know this is not \$0 but this is a nonnegotiable for us to provide this as a benefit for the contestants. Many professional events do not charge for stalling as a benefit for their contestants. CR is open to negotiating this for future Fair & Frontier Days events, as the rodeo grows.
- CR does not intend on charging for dry camping. This is standard practice in any professional event. No amateur, professional, or other college rodeo event charges for dry camping. CR does not see this ever changing, there is just NO strong precedent for it.
- Any contestants that would like electrical or water hookups will be directed to the Fair and CR proposes the Fair keep all the profit from these.
- The Fair may sell official Fair merchandise within the event grounds. CR Rodeo may operate its own merchandise booth staffed by CR Rodeo representatives. No revenue share will be paid to the Fair on CR Rodeo merchandise sales.
- CR Rodeo will pursue sponsorships to cover rodeo production, event infrastructure, and marketing costs. It will be made very clear that this is not a cross over for fair sponsorship.
- No later than July 15th CR Production Team will provide staff with a total of gate admissions and parking passes needed for contestants and rodeo production team. Fair staff will provide those tickets to the production team for distribution within 5 business days. Sponsorship tiers will be coordinated with the fair so free admission qty expectations can be managed.
- All financial settlements, including ticket revenue share, bar revenue share, and any POS-based bar concession percentage, will be reconciled and paid within 5 days of the event closing.

Conclusion:

The *Redwoods' Outlaw Rodeo* provides the Fair Association with a new featured event during the Fair and could grow to be an Annual partnership with Fair & Frontier Days being the marketing tagline for all future years, additional ticket revenue, increased concession and alcohol sales, expanded sponsorship opportunities, and a coordinated transition into the evening concert program. This is a model that has proven to be very successful in rural communities our size and culture.

The partnership structure is designed to create minimal financial risk for the Fair while using Fair facilities and services to produce a high-quality event.

We believe this is a great place to start and are excited to see what opportunities it can grow into which will lead to opportunities for additional revenue streams for both CR and the Fair.

Rodeo Timeline	
Event	Start
Mutton Buston	2:00 PM
Flag Drop & National Anthem	2:30 PM
Buzz Over with Jets	2:35 PM
Match Race	2:35 PM
Event Flag	
Buck the first Bareback	2:42 PM
Event Flag	
Steer Wrestling	2:57 AM
Entertainer Act	3:12 PM
Event Flag	
Breakaway	3:22 PM
Event Flag	
Saddle Bronc	3:37 PM
Event Flag	
Goat Tying	3:52 PM
Event Flag	
Team Roping	4:07 PM
CR'/Entertainer Act	4:22 PM
Event Flag	
Tie Down Roping	4:32 PM
Event Flag & Barrel Set (50/50 drawing announcement or t-shirt gun)	4:47 PM
Barrel Racing	4:52 PM
Event Flag	
Bull Riding	5:02:00 PM
Closing Ceremonies (Walk through with all sponsor flags)	5:17:00 PM
Rodeo Ends	5:27:00 PM

CR Rodeo Budget Breakdown

Item	Estimate
Stock Contractor	\$ 17,000.00
Rodeo Secretary	\$ 1,100.00
Judges	\$ 1,000.00
Arena Rental	\$ 10,000.00
Announcer	\$ 4,000.00
Ambulance	\$ 2,000.00
Costs of Basic Rodeo	\$ 35,100.00
American Flag Sky jumper	\$ 3,100.00
Buzz over (helicopter)	FREE
Entertainer	\$ 4,000.00
Video screen displays	
Added Money	\$ 10,000.00
School with most money won scholarship	\$2,500
Awards	sponsored - no additional cost
VIP General (CR's estimated share)	\$ 5,200.00
VIP Tent & tables/chairs	\$ 2,000.00
Rodeo Program Estimate	\$2,000
Sponsor and CR Banners	\$4,000
Sponsor and CR Flags	\$3,000
Advertising SM Adds and Media Run	\$1,500
Sponsor Swag	\$2,800
Subtotal for Rodeo Add Ons/Sponsorship Benefits	\$ 40,100.00
Total for Kick Ass Rodeo Event Plus 10% Contingency	\$ 82,720.00