



Notice of Meeting and Agenda

Humboldt County Fair Association
Executive Committee

Tuesday, April 21, 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 April 7, 2026

5. EXECUTIVE COMMITTEE BUSINESS ITEMS:

- a. Receive Stampede Production Updates, Make Recommendations to Staff as Appropriate.
- b. Discuss 2026 Fair Planning and Production Updates, Make Recommendations to Staff as Appropriate.
 - a. Free Admission Day Schedule, Make Recommendations to Staff as Appropriate.
 - b. Receive and Discuss 2026 Fair Poster Draft, Make Recommendations to Staff as Appropriate.
 - c. Sponsor List Sign Ups
 - d. Entertainment and Service Contract Status Update

6. EXECUTIVE COMMITTEE OLD BUSINESS ITEMS:

- a. Receive C.R. Rodeo at the Fair Updates, Make Recommendations to Staff and 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.
 - a. 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 ASSOCIATION
1250 5th Street, Ferndale, CA
EXECUTIVE COMMITTEE MEETING
Tuesday, April 7, 2026 8:30 AM

1. The meeting was called to order at 8:31 am by President Titus.
2. Roll Call: Directors present; Andy Titus, Lawrence Dwight, Clint Duey, Greg Gomes and Sandy Hanks. Staff present: Moira Kenny. Public present: Melissa Sanderson.
3. Public Comment on Non-Agenda Items: None
4. Administrative Items: Director Duey moved to approve the minutes of the March 10, 2026 and March 24, 2026 meetings as presented. Director Hanks 2nd. No discussion. No public comment. Motion passes.
5. Executive Committee New Business Items: None
6. Executive Committee Old Business items:
 - a. Receive and Discuss CR Rodeo at Fair Proposal: Moira has been talking with Kelly and Gianna O'Day about the ticket pricing for the Rodeo. She presented the committee with Alternative Ticket Model Options. After much discussion, the committee decided on \$15.00 admission at gate, the fair keeps this, an additional \$15.00 at grandstand admission gate for the rodeo and concert. The alcohol sales would be 100% the fairs. The grandstand admission and the box seat sales would be split 50/50 between the fair and CR. Moira will take this proposal back to Kelly and if CR accepts it then it will be recommended to the full board for approval.
 - b. Receive Update on Sponsorship RFP Development: Moira has been working on the RFP development. Compensation for this position was discussed. She has not posted the position yet. It was discussed the position being a contract job. The commission would be on a tier level. A list of past sponsors would be provided. If a sponsor was on the list the commission and returning but referenced the sales rep they would get 5%. If a sponsor had not sponsored in the last 2 years but returned the sales rep would receive 10%, if a new sponsor the commission would be 20%. Reference to the sales rep on the form is required for commission compensation. Public comment: None.
7. Receive CEO Report: Moira stated the sales for the Stampede Concert were live and moving forward. Advertisement for the event has been going out on social media. Sound protection was discussed. A possible Oyster event is being looked into to take the place of the Chilli Cook Off. The Ad-Hoc committee for the lease agreement with the County will be meeting soon. The brick walkway was discussed.

Kelly O'Day came in to the meeting and was told what the committee had decided on for the ticket pricing for the rodeo. He will take back to CR to get approval and get back to Moira.
8. The meeting was adjourned at 9:45 am.



Humboldt County Fair Association

Executive Committee Meeting – Staff Report

Date: April 21, 2026

Prepared by: Moira Kenny, CEO

AGENDA ITEM B.a

B. Discuss 2026 Fair Planning and Production Updates; Make Recommendations to Staff as Appropriate

a. Free Admission Day Schedule – 2026 Fair (Discussion and Direction to Staff)

Summary:

As part of 2026 Fair planning, staff is seeking Committee direction on the structure of Free Admission Days. With the transition to a 5-day fair (August 12–16, 2026), the objective is to:

- Increase attendance on historically lower-performing days
- Preserve revenue during peak periods
- Expand community access and participation

Staff analysis indicates that midweek, time-limited promotions generated the strongest attendance response in 2025.

2025 Free Admission Data Snapshot:

- Kids Day (Saturday): 567 attendees
- Free Day (Wednesday, until 3 PM): 1,424 attendees
- Veterans Day (Thursday): 280 attendees
- Seniors Day (Friday): 418 attendees
- Children 5 & Under (Full Fair): 1,565 attendees
- Additional Comp Admissions: 366 attendees

Context from 2025:

In 2025, Kids Day was scheduled on the first day of the fair; however, due to the 7-day calendar structure, this fell on the first Saturday. The “Free Until 3 PM” promotion held on Wednesday proved highly successful, generating the highest midweek attendance of any promotional day.

Staff proposes building on this success by shifting the “Free Until 3 PM” model to Thursday in 2026 to better balance attendance across the week and maximize midweek participation.

Option A: Preferred Model (Staff Recommendation – Based on 2025 Attendance Trends)

- Wednesday (Opening Day): Kids Free Day (12 and under)
- Thursday: Free Admission until 3:00 PM, incorporating Special Capabilities Day with reduced noise and slower rides until 2:00 PM. This approach also allows caregivers and support staff to attend at no cost, reducing barriers for families and individuals requiring assistance.
- Friday: Free Seniors and Veterans Day, aligned with prior-year Seniors Day and event programming (including the Oyster event and potential Coast Guard participation)

Free Admission Framework – Additional Options for Committee Consideration:

Options B and C are presented as alternatives to the staff-preferred model should it not align with the Committee’s preference.

Option B – Midweek Family Focus

- Kids Free: Wednesday & Thursday (until 5:00 PM), with Thursday including Special Capabilities Day
- Seniors: Thursday
- Veterans/First Responders: Friday

Option C – Traditional Structure (Seniors and Veterans Days Reassigned)

- Kids Day: Wednesday
- Seniors Day: Thursday, combined with Special Capabilities Day
- Veterans/First Responders: Friday (aligned with the Oyster event and potential Coast Guard participation)

Staff Request:

Staff requests Committee discussion and direction on a preferred framework. Based on feedback, staff will finalize the 2026 Free Admission schedule and return with a formal recommendation to the Board at the April 27 Board meeting.

Proudly
CELEBRATING 130 YEARS!

THE HUMBOLDT COUNTY FAIR

2026

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**WHERE THE TREES
MEET THE SEAS!**

AUGUST 12TH - 16TH

FOR ALL INFO VISIT:

HUMBOLDTCOUNTYFAIR.ORG