



Notice of Meeting and Agenda

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

Tuesday, January 6, 2026, 8:30 AM
In-Person - Board Room

AGENDA

I. CALL TO ORDER

II. ROLL CALL

___ Andy Titus ___ Clint Duey ___ 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. 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 December 9, 2025

V. EXECUTIVE COMMITTEE BUSINESS ITEMS:

- a. Discuss 2026 HCFA Race Date Allocation Request included in CHRB Meeting Agenda Item # 6

VI. EXECUTIVE COMMITTEE OLD BUSINESS ITEMS: (Discussion Only)

Only Executive Committee members may vote on these items.

- a. Discuss 2025/2026 Ice Rink/Winter Fair Program, Make Recommendation to Staff and Board as Appropriate.
- b. Discuss 2025/2026 Sponsor Dinner, Make Recommendations to Staff as Appropriate

VII. 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.

VIII. COMBINED INFORMATIONAL ITEMS: (Discussion Only)

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

IX. MARKETING & ENTERTAINMENT COMMITTEE BUSINESS ITEMS: (Discussion Only)

- a.** Marketing: Advertising Strategies, Media Outreach, Sponsorship Packages.
- b.** Entertainment: Fair Time and Extended Race Weekends Events Planning Discussion.

X. RECEIVE CEO STAFF REPORT

XI. 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.).