



Notice of Meeting and Agenda

Humboldt County Fair Association
Meeting of the Governing Board
Executive Committee

Tuesday, November 18, 2025, 9:30am
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/M&E Joint Committee Meeting Minutes from November 5, 2025

V. NEW BUSINESS ITEMS

VI. Old BUSINESS ITEMS

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

VII. 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. Receive CEO Staff Report

IX. CLOSED EXECUTIVE SESSION

- a. Employee Evaluation
Title: Chief Executive Officer
Government Code § 54954.5

X. REPORT OUT OF CLOSED SESSION

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.

HUMBOLDT COUNTY FAIR ASSOCIATION
1250 5TH Street, Ferndale, CA
EXECUTIVE and MARKETING & ENTERTAINMENT
JOINT MEETING MINUTES
Wednesday, November 5, 2025 8:30 AM

1. The meeting was called to order at 8:30 am by President Titus.
2. Roll Call: Directors Present: Andy Titus, Clint Duey, Lawrence Dwight, Greg Gomes and Sandy Hanks.
Staff Present: Moira kenny
Public Present: Brett Vivyan, Jarred Sousa and Chris, with the City of Ferndale.
3. Public Comment: None
4. Administrative Items: Director Gomes moved to approve the minutes of the October 20, 2025 meeting. Director Duey 2nd. No discussion. No public comment. Motion passes.
5. Executive Committee Action Items:
 - A. Brett Vivyan gave an informational presentation on the updated plan for the City of Ferndale's water drainage flow plan. The flow path of the drainage has been modified to move the swale to the other side of the road. The cost of maintaining the swale and the drainage pond was discussed and it was asked if the City had the funds for maintenance. After much discussion it was decided to invite a County representative to the next meeting to give the County's feelings on the project.
6. Old Business:
 - A. Discuss 2025/2026 Ice Rink/Winter Fair Program: Tonde is working on the Ice Rink decorations and advertisement. It is set to open on November 15, 2025 and close January 11, 2026. The rink was delivered early and will start being set up on the 6th. There has been around 60 bookings so far. Set up for the Holiday Tree Bazaar will be starting.
 - B. Discuss 2025/2026 Sponsor dinner: The event will be held on January 10, 2026. Moira hasn't heard back from CC Catering regarding the food to be served. She will also check with other business to see if they would be interested. The invites are being worked on. Staff will continue to work on the event.
7. Standing Business Items:
 - A. Agenda Items for Next Board Meeting: Different Items were discussed.
 - B. Financial Planning: will be discussed at next meeting.
 - C. Strategic Planning: Nothing to discuss.
 - D. By-Law Review: Nothing to discuss
 - E. Policy Review: Discussed Junior Livestock Auction handling of funds.
8. Combined Informational Items:
 - A. Marketing: Focus will be on Winter Fair at this time. Advertising and Sponsorship and Brick sales. Emails will be sent out.
 - B. Entertainment Planning: Events that could be held during the off season and during fair were discussed. Some possibilities discussed were Midget wrestling during off season, a Circus, different types of competitions during fair and a concert during fair. Moira is going to talk with the Mexican Bull Riding managers to see if they want to come back and discuss the contract with them.
 - C. Prior Year Budget Overview: Tabled for now.
9. Marketing and Entertainment Committee items:
 - A. Different items were discussed. Having the Logging Conference in March at the fairgrounds, having a College Rodeo and Concerts. Working with the merchants of Ferndale was also discussed. Different ways to utilize the fairgrounds to increase revenues was discussed.
10. CEO Report: Everything was discussed during the meeting.
11. The meeting was adjourned at 10:28 am.