



**21st DISTRICT AGRICULTURAL ASSOCIATION
BIG FRESNO FAIR**

1121 S. Chance Avenue, Fresno CA 93702 (559) 650-3247
Email: info@fresnofair.com Website: www.fresnofair.com

AGENDA

The Board of Directors of the 21st District Agricultural Association will be holding a regular monthly Fair Board meeting on

TUESDAY, FEBRUARY 24, 2026, at 12 Noon

The Big Fresno Fair – Fresno County Historical Museum, 2nd Floor.

Zoom Option - to participate follow this link.

<https://us02web.zoom.us/j/7339943574?pwd=STljOEYzaUF6TzINb09sVVFYdM1dz09>

Meeting ID: 733 994 3574 - Password: 1121
One tap mobile
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MISSION STATEMENT

“TO PROVIDE QUALITY EXPERIENCES FOR THE COMMUNITY”
-CELEBRATE, EDUCATE AND HAVE FUN-

NOTE

Please be informed that any member of the public has a right and is invited to participate during this public meeting and may address the Board either during the “Public Comments” portion and/or during the discussion of any particular item listed on the agenda.

Items listed on this agenda may be considered in any order at the discretion of the Chair. All items so listed may be considered for action. Any item not listed on the agenda will not be discussed or considered by the Board.

AMERICANS WITH DISABILITIES ACT

Pursuant to the American with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any 21st District Agricultural Association Board meeting may request assistance at the Fair Office, 1121 S. Chance Ave., or by calling 559-650-3247, during normal business hours of 9:00 a.m. to 4:00 p.m. Monday through Thursday. Requests should be made one (1) week in advance whenever possible.

¹ Persons with disabilities who may require accommodation to attend the meeting are requested to contact the Fair office at (559) 650-3247.

² Questions regarding agenda items should be directed to the Fair office at (559) 650-3247.

³ Public notices required by Government Code – Section 11125(a) is available for viewing at www.fresnofair.com

The agenda for the regular meeting will consist of the following matters:

1. **CALL TO ORDER:**

2. **PLEDGE OF ALLEGIANCE:**

3. **INTRODUCTION OF STAFF AND GUESTS:**

4. **ROLL CALL OF DIRECTORS AND DECLARATION OF QUORUM:**

President Jerry Pacheco, Vice President Chuck Riojas, Secretary/Treasurer Terry Gonsalves, Linda Mae Balakian Hunsucker, Gary Chahil, Frank Flores, Annalisa Perea, and Larry Salinas.

5. **CLOSED SESSION:**

Pursuant to Government Code (GC) section 11126, the Board is authorized to meet in Closed Session for the purpose of considering matters involving:

a. Pending Litigation: - Govt. code 11126(e)(2)

6. **REPORT OUT ON ACTION TAKEN DURING CLOSED SESSION:**

a. Disclosure of any action taken place during the Closed Session Meeting

7. **PUBLIC COMMENT:**

Public comment is a right granted to the public. It is reserved for items that are not listed on the agenda, but under this Board's jurisdiction. Please be informed that public participation under public comment will be limited to five (5) minutes per speaker and in accordance with state law, the Board will not comment on or otherwise consider such public comment item for business until and unless such item has been properly listed on the agenda at a future meeting.

8. **MINUTES:** *(Action by the Board)*

a. Approve Board Minutes:

1. Regular Board Meeting 01/27/2026

9. **ACKNOWLEDGE CONSENT AGENDA:** (colored pages) Item #20 thru Item #46

10. **PROGRAM REPORT:** *(Informational)*

- a. Friends of the Fair, Nat DiBuduo & Elizabeth Laval-Native American Exhibit
- b. Maintenance Department, Chris Chatoian-Horse Barns
- c. Thoroughbred Racing at the Big Fresno Fair

11. **STAFF REPORT:** *(Informational)*
 - a. Report on Satellite Racing
 - b. Report on Interim Events
12. **COMMITTEE REPORTS:** *(Action by the Board)*
 - a. Finance Committee
 - Acknowledge Financial Reports from Price Paige & Company.
13. **OLD BUSINESS:** *(Informational/Action by the Board)*
14. **NEW BUSINESS:** *(Action by the Board)*
 - a. Approve Bank Authorization for 2026
 - b. Approve the exercise of the renewal option with Total Event Access Management for concessions auditing services for 2026 in the amount of \$11,500
 - c. Approve the exercise of the renewal option with Cohen Communications for Public Relations and Communications services for 2026 in the amount of \$95.00 per hour on a project-by-project basis
 - d. Approve the exercise of the renewal option with Romeo Entertainment Group, Inc. for entertainment booking service for 2026 in the amount of \$85,000
 - e. Approve a 5-year contract extension with Sunnyside Ventures, Inc. for the continued operation and management of the Retail Outdoor Swap Meet
 - f. Approve the 2026 Big Fresno Fair Savings Promotions
15. **CORRESPONDENCE:** *(Informational)*
16. **MANAGER'S UPDATE:** *(Informational)*
17. **BOARD RECOMMENDATION FOR FUTURE AGENDA ITEMS:**
18. **FOR YOUR INFORMATION:**

Next Board Meeting - March 24, 2026, 12 Noon
19. **ADJOURNMENT:**

Item #20 thru Item #21 **ACKNOWLEDGE THE FOLLOWING SPONSORSHIP AGREEMENT FOR 2026 FAIR: REVENUE AGREEMENTS**

Item #	20	26-901-S	10/01/26 to 12/31/28	Saekyu Oh, DMD, Dental Agrees to be an Official Sponsor of the Big Fresno Fair for a 3-year period, (2026, 2027, & 2028).	\$60,000.00 \$20,000 per year
Item #	21	26-902-S	10/05/26 to 10/19/26	SponsorSource on behalf of Signature Spas Agrees to be an Official Sponsor of the 2026 Big Fresno Fair.	\$18,000.00

Item #22 thru Item #30 **ACKNOWLEDGE THE FOLLOWING RENTAL AGREEMENT FOR 2026: REVENUE AGREEMENTS**

Item #	22	Cornerstone Church Jim Franklin	6/28/26	Celebrating America Grandstand & Carnival Lot	\$10,434.00
Item #	23	Tami Barreras	12/12/26 to 12/13/26	Holiday Shopping Pop-Up Commerce Bldg.	\$8,590.00
Item #	24	Grupo La Montaña Leonel Diaz	11/21/26	AA Meeting Industrial Education	\$3,255.00
Item #	25	Deaf & Hard of Hearing Service Center Susan Coulter	11/21/26	Valley Deaf Festival Junior Exhibits	\$4,395.00
Item #	26	Peregrine White Inc. Sanjay Singh	2/28/26 - 3/1/26	Dirt Autocross Infield Lot	\$2,750.00

Item #	27	Peregrine White Inc. Sanjay Singh	12/12/26 to 12/13/26	Dirt Autocross Infield Lot	\$2,750.00
Item #	28	Alberto Lopez	12/8/26	Church Event Industrial Education	\$3,170.00
Item #	29	David Perez	4/24/26	Sports & Collectibles Show Commerce Bldg.	\$5,835.00
Item #	30	Cirq Entertainment III LLC. Mark Landon	3/20/26 to 3/23/26	Haunted Circus Maple/Butler Lot	\$7,950.00

Item #31 thru Item #44 **ACKNOWLEDGE THE FOLLOWING INTERIM CONCESSION AGREEMENTS FOR 2026: REVENUE AGREEMENTS**

Item #	31	Mad Mountain Concessions William Madaus	3/6/26 to 3/8/26	Home Show Cinnamon Rolls	25% Commission
Item #	32	SAP BBQ Jerry Phanthamany	3/6/26 to 3/8/26	Home Show Lao Texas Fusion	25% Commission
Item #	33	JLQ Concessions Lola Ramirez	3/6/26 to 3/8/26	Home Show Authentic Mexican Cuisine	25% Commission
Item #	34	West Coast Concessions Fairs Nathan Marcus	3/6/26 to 3/8/26	Home Show BBQ	25% Commission

Item #	35	The Original Soft Taco, LLC. Benny Martinez	3/6/26 to 3/8/26	Home Show Tacos	25% Commission
Item #	36	Lauck's Bakery Hector Garcia	3/6/26 to 3/8/26	Home Show Bierocks	25% Commission
Item #	37	Fury Marcel McAlister	3/6/26 to 3/8/26	Home Show Hot Chicken	25% Commission
Item #	38	Benito's Tacos Joseph Alvarez	3/6/26 to 3/8/26	Home Show Authentic Mexican Cuisine	25% Commission
Item #	39	Spicy Birdz Sergey Muradyan	3/6/26 to 3/8/26	Home Show Hot Chicken	25% Commission
Item #	40	Xtreme Shawarma Ahmad Hussein	3/6/26 to 3/8/26	Home Show Mediterranean Food	25% Commission
Item #	41	RM Concessions Monica Jackson	3/6/26 to 3/8/26	Home Show Asian Fusion Cuisine	25% Commission
Item #	42	Richard's Concessions Jamie Richards	3/6/26 to 3/8/26	Home Show Dip N Dots	25% Commission
Item #	43	Texas Twister Drink Scott Sanders	3/6/26 to 3/8/26	Home Show Iced Tea	25% Commission

Item #	44	Lawson Concessions	3/6/26	Home Show	25%
		Scott Lawson	to	Colossal Dog	Commission
			3/8/26		

Item #45 thru Item #46 **ACKNOWLEDGE THE FOLLOWING RENTAL AGREEMENT FOR 2026: REVENUE AGREEMENTS**

Item #	45	Fresno Home & Garden Show	3/5/27	Home Show	\$74,280.00
		Julie Geistlinger	to		
			3/7/27		

				Commerce, Agriculture, Industrial Commerce, Industrial Education, Armory, Gem & Mineral, Greenhouse, Kid's Town, Junior Exhibits, Wine Garden, Grounds	
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Item #	46	Golden Future Expos Inc.	1/30/27	Senior's Expo	\$4,730.00
		Toyia Moore Borrelli		Junior Exhibits	

On a motion of Director _____, seconded by Director _____and carried, the Board of Directors authorizes management authority to perform services regarding the Bank Authorization and Delegation of Authority:

Bank Authorization

The following individuals shall be authorized, individually, to deposit and withdraw funds of the 21st District Agricultural Association in an amount of \$10,000 or less or any two of the following individuals may deposit and withdraw funds of the 21st District Agricultural Association in an amount in excess of \$10,000, said funds being held with Community West Bank, for the Payroll, Operating, Premium, and Jr. Auction Accounts during 2026:

Payroll, Operating, Premiums, and Jr. Auction Accounts

Christina Estrada, Chief Executive Officer
Terry Gonsalves, Secretary/Treasurer

The following individuals shall be authorized to make wire transfer deposits to Community West Bank and telephone transfer deposits from the Fair's Operating Account of Payroll, Premiums, and Jr. Auction Accounts at Community West Bank during 2026:

Christina Estrada, Chief Executive Officer
Terry Gonsalves, Secretary/Treasurer

And each of the above-mentioned individuals must be bonded in an amount consistent with policy set for same by the Division of Fairs & Expositions.