Marketing Committee Meeting

38TH DISTRICT AGRICULTURAL ASSOCIATION
September 15, 2026
9:30 AM

Administration Office
900 N Broadway, Turlock, CA 95380

Directors: Bill Mattos – President
Jill Bower - Chair
Ray Souza – Member
Jeremiah Williams – Member

Mission Statement

The 38th District Agricultural Association has as its mission to provide a family and community-oriented experience promoting agriculture, entertainment, and technology.

Public Participation

Members of the public are encouraged to provide comment to the Board and may suggest items to be placed on the agenda for discussion at the next Board meeting. While the Board values the participation of the public, the Board President reserves the right to limit the time for public comment to a maximum of five (5) minutes per speaker in order to proceed with the agenda. Public comment must be related to fair authority and jurisdiction and their placement on the agenda is within the discretion of the Board.

All meeting notices, agendas and materials considered by the Board during the meeting will be available to the public during the meeting and also on the Board's website at www.stancofair.com.

Americans With Disabilities Act

All Board meetings must be accessible to the physically disabled. Any person needing a disability-related accommodation or modification in order to attend or participate in any Board or Committee meetings, or other Stanislaus County Fair activities may request assistance by contacting CEO Kim Williams at the Stanislaus County Fair Office, 900 N. Broadway, Turlock, California or by calling (209) 668-1333 ext. 304.

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Items listed on this agenda may be considered in any order at the discretion of the President. 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.

I. Call to Order – Chair Jill Bower

II. 2026 Fair Marketing Recap

III. 2026-2027 Marketing Plan

IV. Sponsorships Update

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