



BOARD MEETING MINUTES

Thursday, October 2, 2025 • 10:00 AM
Zoom Meeting

DAVE DILLABO
CHAIR OF THE BOARD
Yuba-Sutter Fairgrounds & Event Center

LAURIE GIANNINI
VICE CHAIR
CEO, Calaveras County Fair

CLIFF MUNSON
VICE CHAIR
CEO, Siskiyou Golden Fair

PATRICIA CONKLIN
TREASURER
CEO, Dixon May Fair

ALAN PHILLIPS
SECRETARY
CEO, Imperial Valley Fair

NANCY SITES
CEO, Tulelake-Butte Valley Fair
Cascade Area

ALLISON KEANEY
CEO, Cow Palace
Central Coast Area

CINNAMON HOWELL
CEO, Merced County Spring Fair
San Joaquin Area

MATT REED
CEO, Butte County Fair
Sacramento Valley Area

MIC MOULTON
CEO, Redwood Acres Fair
North Coast Area

CARLENE MOORE
CEO, San Diego County Fair
Southern Area

ANDREW TRYGG
CEO, Nevada County Fair
Mother Lode Area

SARAH CUMMINGS
President & CEO

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- I. **Call to Order and Welcome** – CFA Board Chair Dave Dillabo called the meeting to order, welcoming board members and guests to the CFA Board Meeting.
- II. **Roll Call** - President & CEO Cummings called roll. Directors in attendance were: Dave Dillabo, Laurie Giannini, Cliff Munson, Nancy Sites, Cinnamon Howell, Matt Reed, Carlene Moore, Alan Phillips and Andrew Trygg. Directors Absent were: Patricia Conklin, Mic Moulton and Allison Keaney. Guests: Kim Helmbold and Tom Mitchell
- III. **Approval of Minutes** – Chair Dillabo called for a motion of the minutes, as amended to reflect the board meeting of October 2, 2025. Director Giannini made a motion to approve the amendment minutes; Director Munson seconded the motion. All board members were in favor; the motion carried.
- IV. **Committee Reports**
 - a. **Legislative Committee** – KSC team member Cody Boyles provided a legislative update, noting Governor Newsom has 2 weeks to sign any remaining bills, including ours, AB 258 (Connolly). KSC has had great conversations with the Governors office and authors office for AB 258. Boyles reported on Prop 50, noting the Prop is seen as California’s answer to redistricting, with a special election on November 4, 2025. The redistricting will have large changes specifically in Northern California and will make substantive changes to what Fairs are represented by whom in Congress. Early polling suggests a pass for Prop 50.
 - b. **Branding and Marketing Committee** – Chair Laurie Giannini has been continuing with website and social media updates/posting and collecting photos from various Fairs.
 - c. **Finance Committee** – CFA renewals were sent out and that will support the budget the CFA Board passed in August.
 - d. **Member Communication** – CEO Cummings presented on Director Phillips behalf, noting the first CFA Newsletter has been sent to the membership.
 - e. **Industry Relations Committee** – Chair Dillabo gave a report on a conversation with Dan Jacobs on their previous meeting in regards to the concept of reuniting CA Fair advocacy efforts. Dan, Dave and Sarah met as a follow up to the meeting with 5 CFA members and 5 CERRVF members, to bring Sarah into the conversation. Chair Dillabo emphasized that it is important that our President and CEO be involved in the communications and conversations, and reinforced, moving forward Sarah will be included.

- V. Area Reports – Southern Area** Fairs reported by Carlene Moore. Carlene reported the recent Southern Area Meeting was focused on industry relations; they were pleased to hear about the CFA and CERRV meeting to reunite “us” as an industry. Carlene expressed concern about CFA board approved dues increase, suggesting it may affect 2026 renewals.
Sacramento Valley reported by Matt Reed. Matt reported that the Sac Valley Area is considering hosting a booth at Western Fairs Association Convention. The Area plans to meet again at Managers Conference.
Cascade Area reported by Nancy Sites. Nancy reported the Area agreed to postpone until meeting at Managers Conference; Nancy will send an update to Cascade Area following the close of this CFA Board Meeting.
- VI. Industry Updates** – Tom Mitchell, Deputy Director of CFSA noted a significant change to their special events program that went into effect October 1, 2025, and they are no longer using an excess insurance carrier and is now combining with their general liability insurance provider. Noted CFSA excitement for their participation in the “2nd annual open house” during Managers Conference.
- VII. New Business** – No report
- VIII. Old Business** – CEO Cummings reminded the board of the upcoming Managers Conference November 5 – 6 , 2025. Cummings echoed Tom Mitchell’s note on the Open House at the California Fairs Services building during Managers Conference, inviting everyone to attend and mingle with the Fair Services providers on Tribute Road. Cummings noted that the conference schedule is online, the Keynote, Melissa Ortiz, is booked and Jacky Eschaby, Education Coordinator for Western Fairs Association will be joining for strategic planning chat. Cummings reminded the board that registration is live as well as hotel booking and we are currently at 20 registrations.
- IX. President & CEO’s Report** – President & CEO Sarah Cummings reported encouragement to board to be ambassadors for CFA, especially if discussions of dues and value is coming up; Cummings asked board members remind CFA members of the value of CFA, the decades of advocacy the CFA has provided, and the depth of industry knowledge that lies within CFA, through decades of industry commitment by the board, our advocacy team and our executive. Unity and supporting each other is imperative, we are stronger together.
- X. Next Board Meeting** – will be at the 2025 Managers Conference, on Thursday November 6. Chair Dillabo adjourned the board meeting at 10:30 AM.

