



BOARD MEETING MINUTES

Thursday, February 6, 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

CALIFORNIA FAIRS ALLIANCE
1776 Tribute Road, Suite 210
Sacramento, CA 95815
P: 916.927.3100
E: CFA@fairsnet.org
W: fairsnet.org

- 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. Dave spoke on his goals as the CFA Chair, with specific emphasis on unity; among Fairs and industry leadership. Chair Dillabo's goal is to lead with the desired outcome of industry unity. Chair Dillabo also discussed the importance of supporting our organization and our Executive and staff; reminding board members, if they choose to participate on the board, it is important to stand with CFA. President & CEO Cummings called roll. Directors present were: Dave Dillabo, Laurie Giannini, Nancy Sites, Allison Keaney, Cinnamon Howell, Matt Reed, and Andrew Trygg
Directors Absent were: Cliff Munson, Patricia Conklin, Alan Phillips, Mic Moulton, and Carlene Moore.
- II. **Approval of Minutes** – Chairman Dillabo called for a motion of the minutes. Director Giannini made a motion to approve the minutes; Director Trygg seconded the motion. All board members were in favor; the motion carried.
- III. **Area Reports**
Central Coast Area: Director Keaney reported that the Central Coast Area members have paid their Central Coast Area Dues for the year. The Central Coast Area elected to collect dues from each WFA/CFA Central Coast Area member to raise funds to support industry functions such as WFA Convention and Maintenance Mania.
Mother Lode Area: Director Trygg reported that the Mother Lode Area had a great meeting at the WFA Convention. The Area discussed topics such as the State Fire Marshal. Andrew mentioned the IAFE Economic Impact report and encouraged all fairs to participate.

Cascade Area: Director Sites reported on the Cascade area, noting they had met at convention and plan to meet again soon. The area plans to meet monthly, the week before the monthly CFA Board meetings, to encourage strong area engagement leading into the board meetings.

San Joaquin Area: Director Howell noted the area met at convention and discussed a variety of topics, including how to reduce security costs at events.

Sacramento Valley Area: the Sacramento Valley Area also met at Convention, and discussed how there would be more interaction and info sharing. It was noted that WFA Super school could be a great platform.

Chair Dillabo wrapped up committee reports by emphasizing the importance of the role of the Area Director; their responsibility is to be the liaison between the board and their area. Dillabo expressed his appreciation for each of the board members for stepping up and serving in this very important role.

IV. **Committee Reports**

a. **Legislative Committee** - Louie Brown provided the Board with a Legislative report, noting that the Legislative Committee continues to have it biweekly committee meetings. Brown noted we are in the Bill introduction period of the legislative cycle. His firm is watching all bills that are being introduced on our behalf; all pertinent bills will be brought to the legislative committee for review. The Committee will also discuss action plans for a CFA day at the Capitol, in conjunction with Fairgrounds Appreciation Month. A draft letter will be sent for Fairs to circulate and submit letters of support for our bill. Brown is in contact with Assembly Ag Committee, the first committee where our bill will be heard. We continue to seek bi-partisan support for our bill.

CFA Day at the Capitol will be in May. Plan for a full day for engagement with Legislators.

b. **Branding and Marketing Committee** - Chair, Laire Giannini reported that the committee is exploring options for a stand alone website. The estimate provided by Saffire was \$7500 for the initial website. CEO Cummings and team continue to update and build out the CFA portion of the website in the meantime. The board requested the committee seek other quotes for web service. The domain CaliforniaFairsAlliance.com has been purchased for future use.

The committee is working on a brochure, Sarah set up a google drive folder as is asking Fairs to drop photos for CFA to use in the google drive folder.

c. **Finance Committee** - Chair, Patricia Conklin, Treasurer was absent, Cummings reported on he behalf noting that the Finance committee will review dues revenue to date, the committee will review and if needed make recommendations for a budget amendment based on actual revenue.

d. **Member Communication** – no report.

e. **CDFA Liaison Committee** – Chair Dillabo noted that the executive committee will serve in this capacity, and the committee will be expanded to all industry relations, including State Fair Marshal, and other industry entities, as needed.

V. **2025/2026 Committee Charters, review and action** - Chair Dillabo called for motion to approve charters for the 2025/2026 board committees. Director of Giannini made a motion to approve the committee charters. Director

Howell seconded the motion. All board members were in favor. Motion carried.

VI. **New Business**

- a. **Capitol Ag Day Booth** - President and CEO Cummings reported that California Fairs Alliance has reserved a booth for Act day. California Ag Day will be Wednesday, March 19. National day is Tuesday, March 18. Cummings asked for individual board members to reach out and let her know if they're interested in participating in the Ag Day, noting Ag Day is a great way to get face time with legislators, and represent the board in person; board participation is strongly encouraged.
- b. **Fairgrounds Appreciation Month – May** - President and CEO Cummings acknowledged the tradition of fairgrounds appreciation month, celebrated in the month of May. Cummings noted that with the newly created marketing committee, the marketing committee can produce a plan for marketing Fairgrounds Appreciation Month, noting the staff has previous campaigns that can be utilized; staff are here to support the roll-out of Fairgrounds appreciation month once again.
- c. **Fairgrounds Day at the Capitol** – will be in conjunction with Fairgrounds Appreciation Month. The date will be selected soon.

VII. **Old Business** – none to report

VIII. **President & CEO's Report** - President and CEO Cummings echoed Chair Dillabo's desire for industry unity moving forward. She is very excited to be working with Chair Dillabo and with the 25/26 CFA Board of Directors. Cummings is inspired by the direction of each of the committees and looks forward to a very successful legislative session. Cummings noted she is accessible and reminded the board and members to please reach out anytime.

IX. Next Board MeetingMarch 6, 2025, 10:00 AM via Zoom

