



MONTHLY BOARD MEETING

Thursday, March 5, 2026 • 10:00 AM

Zoom Meeting

MINUTES

LAURIE GIANNINI

CHAIR OF THE BOARD

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

KIM FLOYD

CEO, Del Norte County Fair

North Coast Area

VACANT

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 Laurie Giannini called the meeting to order, welcoming Board Members, members, and guests.
- II. CFA Board Chair Laurie Giannini called roll and established a quorum.
Board members present: Chair Laurie Giannini; Vice Chair Cliff Munson; Treasurer Patricia Conklin; Board Members: Nancy Sites, Allison Keaney, Cinnamon Howell, Kim Floyd, Matt Reed and Andrew Trygg.
Board Members absent: Secretary Alan Phillips.
- III. Approval of Minutes – Director Floyd made a motion to approve the February 2026 minutes. Director Munson seconded the motion. All board members were in favor.
- IV. Board Vacancies -
 - a. Nominations and elections for Southern California Area – CEO Cummings reported that there were no nominations for the Southern California Area Board of Directors seat; the seat remains vacant to date. Cummings will work with Chair Giannini to proceed in filling the vacancy.
- V. Committee Reports -
 - a. Legislative Committee - Chair, Cliff Munson reported on the biweekly committee meetings, one of which took place the day prior. Munson noted light attendance at the Legislative Committee meeting due to an overlap with the CDFA Collaborative Exchange meeting. Cliff turned the report to Louie Brown. Brown began by addressing some behind-the-scenes chatter that caused an issue; Brown reminded the board of the importance of the way information is translated from his reports and our meetings to others. Brown then reported on the review of the list of bills the committee is currently watching, including some spot bills we are currently watching. Brown noted we needed to clean up the language of AB 1711 with Asm. Connolly, to ensure the language is clearly written as intended. We will work clarifying language. Brown provided recaps on AB 2069, AB 2264, AB 2588 and SB 1223. Brown noted he has coordinated Meet and Greets for Cummings with Gubernatorial Candidates, noting that Cummings has already met with candidate Mayor Matt Mahan, and she will meet next with Congressman Swalwell on CFA's behalf. Chair Giannini asked about legislative information that can be shared with our membership. Brown will provide fact sheets for the bills we are tracking, to share with the membership. When Brown called for questions, Director Trygg asked about AB 1711, noting that it appears to put handcuffs on the Fairs "motherhood", CDFA. Trygg additionally noted frustration in the mention of discussing AB 1711 over the past several meetings, and further noted the absence of record related to AB 1711 in the past several meeting minutes. Brown noted he would reach out to Trygg to further discuss.
 - b. Branding and Marketing Committee - Chair, Laurie Giannini reported on continuing to update the CFA Website, and that she plans to include legislative updates, so the members stay informed on our legislative engagement. The committee continues with a robust social media campaign. Chair Giannini called for questions, there were none.
 - c. Finance Committee - Chair, Patricia Conklin - no report

- d. Member Communication - Chair, Alan Phillips, Secretary – CEO Cummings reminded the board the monthly CFA newsletter will be sent out the following week; if there is anything to be included in the newsletter, please send to Cummings or team member Jordan Solario. Cummings invited board members to send in testimonials of CFA, or a comment about their role on the board to include in future newsletters.
- e. Industry Relations Committee - Executive Committee – Chair Giannini reported that she personally engaged in a “we want you back” campaign for CFA, personally inviting recently dropped CFA Members to rejoin CFA. Chair Giannini also reported that she invited industry partners to again join our meetings and provide industry updates. Those invitations were extended to CDFA, CFSA, and CERRVF.
- f. CFA Evolution & Strategic Development Committee – Directors Keaney and Conklin reported on their work with Katie Bielen, Deputy Manager, Nevada County Fair, regarding the CFA Membership Survey. The three individuals reported they came to the same conclusion after analyzing the data. They will continue to discuss and will plan to present the results to the CFA Board at the next meeting.

VI. Area Reports – no reports

VII. Industry Updates

CDFA -Mike Francesconi reported on behalf of CDFA, noting that training requirements are due April 1, including the form 700 and required CDFA trainings; the Statement of Operations is due March 30; Nuts & Bolts Training will be March 25 and 26.

CFSA – John Quiroz reported that Mario Castagnola has left CFSA; Jerome Coelho is stepping into that position, and CFSA will then fill the risk control position. Quiroz also announced an upcoming CFSA hosted webinar for April, with details forthcoming. CFSA’s next board meeting will be April 1.

CERRVF – Chair Giannini reported that she reached out to Dana Stoehr, Chair of CERRVF, for a report. Stoehr provided Chair Giannini with some CERRVF updates including a recap of their recent legislative day; CERRVF will not be sponsoring any legislation this year; they recently met with CDFA and CalHR about SB 493; and they are beginning to formulate their legislative priorities for next session.

Director Trygg reported on the CDFA Collaborative Exchange that took place the day prior. Trygg reported that 16 Fairs were in attendance, and encouraged Fairs to attend to support the work CDFA is doing to produce the monthly meetings, including finding speakers and catering lunch, etc. Trygg concluded that it would be really neat to have more people there to collaborate with.

WFA Service Member Report – Cummings reported on the previous day’s WFA Service Member Council meeting, updating the CFA board on initiatives that came to WFA from the Service Membership, including an emphasis on the visa worker programs.

VIII. New Business – CEO Cummings presented the opportunity to again sponsor and/or participate in Capitol Ag Day on Tuesday, April 21. Cummings shared with the board a sponsorship would cost \$2000 and includes a booth at Capitol Ag Day; the booth alone is \$700. Director Munson made a motion to sponsor and participate in Capitol Ag Day at the \$2000 sponsorship level; Director Keaney seconded the motion. All members were in favor; the motion carried. Munson offered the help of the CFA Legislative committee at the event.

IX. Old Business – Chair Giannini noted we will be revisiting the CFA Membership survey from the end of 2025, to guide future CFA actions. Director Trygg asked for a status update on the WFA/CFA joint meeting to discuss the WFA/CFA relationship. Cummings noted that the WFA Board has their two-day planning meeting the following week, where Chair Giannini serves as the CFA Liaison. Cummings encouraged Chair Giannini to bring information to that meeting, and begin the conversation. Chair Giannini noted that her Fair is in May, and realistically, this conversation will really take off after her fair, hopefully in June. Director Trygg appreciated the update and that the meeting remains on the radar.

X. President & CEO’s Report – President & CEO Cummings reminded the board of our upcoming CFA advocacy day on May 19 and Capitol Ag Day on April 21. Cummings shared she would add the board to a virtual Legislative Committee Drive, morphing into a virtual CFA Drive that is accessible not only to the committee, but now the full board, that also includes the Legislative Committee files. Cummings noted that Chair Giannini’s membership outreach paid off, with OC Fair renewing in response to her outreach, Cummings thanked Laurie for her good work. Cummings reminded the board that Fairgrounds Appreciation Month is the month of May. Cummings reported that in addition to meeting with Gubernatorial candidates, she is also meeting with individuals who are running for legislative seats, to ensure that should they get elected, they have an early introduction to the Fair industry.

XI. Next Board Meeting - Chair Giannini reminded the board the next CFA Board meeting will be April 2, 10:00 AM via Zoom.

XII. The meeting adjourned at 10:54 AM.