

7<sup>th</sup> District Agricultural Association / Monterey County Fair  
2004 Fairground Road, Monterey, CA 93940  
(831) 372-5863

Website: [www.montereycountyfair.com](http://www.montereycountyfair.com)

Email: [info@montereycountyfair.com](mailto:info@montereycountyfair.com)

**FAIR COMMITTEE AGENDA**

Nicole Hollingsworth, Chair  
Vivien Lindley  
Dan Presser  
Ruth Thompson

Wednesday, October 21, 2026 11:00 AM  
Monterey County Fair Administration Office Board Room  
2004 Fairground Road, Monterey, CA 93940

1. **Roll Call**  
Acknowledgement of Visitors – Public opportunity to address Board and Special Presentation
2. **Approval of Agenda**
3. **2027 Fair Discussion:**
  - A. **Options to renew on multi year agreements:**
    - i. Helm Amusements Renewal (2022-2026 w/5 year 2027-2031)
    - ii. Miller Event Management Renewal (2025-2027)
    - iii. TEAM Event Management Renewal (2023-2027)
    - iv. PCE Sound & Lighting (2022-2031)
    - v. Studio Saje Marketing/PR (2025-2027)
  - B. **Entertainment**
    - i. Non renewal of Nine 13 Productions. New RFP will be released October, 2026
    - ii. Pattee Arena – motorcycles/rodeo
    - iii. Payton Stage
    - iv. Community Stage
    - v. Ground Acts
  - C. **Livestock**
    - i. Schedule Review
  - D. **Vendor Rates**
    - i. Increase 10 x 15 lawn/outdoor from \$975 to \$1,150
    - ii. Increase 10 x 20 lawn/outdoor from \$1,325 to \$1,500
    - iii. Increase upper arcade 10 x 20 from \$1,225 to \$1,350

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 Monterey County Fair activities may request assistance by contacting Kelly Violini at the Monterey County Fair Office, 2004 Fairground Road, Monterey, CA 93940 or by calling Kelly at (831) 372-5863.

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**E. 2027 Fair Theme 'Bounty of the County' Artwork Review/Approve**

- 4. 2027 Proposed Budget**
- 5. Other Fair Discussion & Updates**
- 6. Director's Comments**
- 7. Adjournment**

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