7th District Agricultural Association / Monterey County Fair
2004 Fairground Road, Monterey, CA 93940
(831) 372-5863
Website: www.montereycountyfair.com
Email: info@montereycountyfair.com

FAIR COMMITTEE AGENDA
Nicole Hollingsworth, Chair
Vivien Lindley
Dan Presser
Ruth Thompson

Monday, November 16, 2026 at 12:30 PM
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 November, 2026**
     - **ii. Pattee Arena – motorcycles/rodeo**
     - **iii. Payton Stage**
     - **iv. Community Stage**
     - **v. Ground Acts**
   - **C. Livestock**
     - **i. Review/approve proposed revised schedule**
     - **ii. Review/approve Independent Exhibitor Rule**
   - **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**

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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iii. Increase upper arcade 10 x 20 from $1,225 to $1,350

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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