



## 30<sup>th</sup> DISTRICT AGRICULTURAL ASSOCIATION

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### NEW EVENTS COMMITTEE MEETING

February 16, 2010

The 30<sup>th</sup> District Agricultural Association New Events Committee met at 1:00 p.m. in the Tehama Room on the Fairgrounds to discuss new event proposals.

**PRESENT** - Committee Chair Director Tonya Redamonti, Committee Members Directors Don Crain and Gerald Sanders, and Manager Mark Eidman.

**ABSENCES** - None

**INTRODUCTION OF STAFF/GUESTS** - Jacque Brown, Office Assistant, Ali Abbassi

**PUBLIC COMMENT** - None

#### NEW EVENTS PROPOSAL

**a. Moto Cross Event** - Director Redamonti thought moto cross could be a featured attraction at the Big Bike Event.

**b. Big Bike Event** - Director Redamonti reported she had been researching the idea of the Fair promoting a Big Bike Event. She had called upon the experience of former promoter Ali Abbassi, to advise the direction the Committee would need to take to make this type of event work for the Fair. Director Redamonti said the event could feature Arlen Ness or Paul Tolley, both of California, both are renowned bike designers and builder. Director Redamonti's idea is to make this event a big bike showcase not a big bike rally. Director Redamonti thought this event could also include a poker run which would benefit one of the local charities. Director Redamonti said the possibilities are limitless. Although this is a Fair event; the Fair would include the whole county in the activities. Director Redamonti has been in contact with Mesa Productions and they are very interested in promoting a big name concert. A possible scenario might be:

- Wednesday - Rolling Hills Casino Big Bike Display
- Thursday - Downtown Red Bluff Big Bike Parade
- Friday and Saturday - Fairgrounds Events
- Saturday Night - Mesa Productions Concert
- Sunday - Poker Run

After looking at the calendar the only available dates for a three day event are July 16 through 18 and July 23 through 25 of this year. In the past, Director Redamonti reported, there was a huge bike event in Holster but Holster has decided not to promote the event any longer which leaves a great opportunity for the Fair to take over the July dates. Director Sanders suggested if the Fair was going to proceed researching this event, the Committee needs to contact the Tehama County Sheriff's Department and Red Bluff Police Department to invite them to be components in the initial planning stage. Director Redamonti shared the success of an event is to also involve the larger sponsors in the very beginning. When asked Mr. Abbassi said the problem at Holster was security; it just got to big to handle even with the added security from neighboring cities. Mr. Abbassi said the security problems were in keeping it organized, traffic congestion, and crowd control, not destructive behavior. Director Redamonti said the Fair's event would attempt to attract the higher end of bikers, the elite. The idea of a soft event in July 2010 to acquaint the bikers and the Community with the event as well as promote a bigger, more developed event for 2011. Mr. Abbassi said one of the key factors to the event success will be advertizing, getting the word out as soon as possible. It would be imperative to get an ad in Thunder magazine. Director Redamonti said the Fair will generate revenue from vendor fees; the Committee's idea is to invite the same vendors from the Holster event. Director Sanders suggested, for this first year, combining with the 4<sup>th</sup> of July Celebration. Director Redamonti said she had hoped to make the date a permanent one from the start. Director Sanders

**b. Big Bike Event - continued:** said the event sounds like it could be great but the Fair doesn't have money to loose. Director Redamonti said it was important to go into the event knowing what the Fair can handle then grow with the event as needed; this year the Fair might only break even but will be laying a foundation for later growth. The goal for this year is to securing the date, to get the vendors here and promote the possibilities for next year. It was decided the Committee is not ready to give a presentation before the full Board although advertizing timing is crucial.

**c. Coordination with Downtown Business Association** - There was no discussion.

**d. Logging Competition** - Director Redamonti reported she had been approached by a logging group from Humbolt State. They are seeking venues to hold their logging competitions. Director Redamonti said she was considering having them do a demonstration at the 4<sup>th</sup> of July Celebration and then hold a competition at the September Fair.

**COMMITTEE RECOMMENDATIONS** - It was decided to request a Board meeting be called for Friday, February 26, 2010 at 1:00 p.m. to discuss the Big Bike event. Director Redamonti will explain the New Events Committee has a critically time sensitive idea but needs a little more time to gather information to present to the Board for input and approval.

**ADJOURN** - The meeting was adjourned at 1:00 p.m.

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Chief Executive Officer

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Committee Chair