Contact: Mark Eidman, CEO
                (530) 527-5920
                Mark@tehamadistrictfair.com

Fair friendly group forming in Tehama County

Tehama District Fairboard member Tonya Redamonti said plans are moving forward to create a Joint Powers Authority (JPA) with the county.

We're putting together a draft plan and we should be submitting it within 45 days or sooner, Redamonti said at Tuesday's meeting.

The Tehama District Fairboard is looking into a JPA as an alternative governance structure resulting from Gov. Jerry Brown's elimination of all state funding for fairs, a cut equivalent to $200,000 or 25 percent of theTehama District Fairground budget.

Over the next few weeks, Tehama County Counsel Arthur Wylene will be meeting with a member of the Department of Agriculture General Counsel office to work on details, Redamonti said.

The board received its first letter of support to be sent in with the draft from the Red Bluff Bull and Gelding Sale, but would welcome more, Redamonti said. We'll take letters from big groups and small, Redamonti said. They show the government that the community is behind us and will really make the package look good.

Another group who has shown its support for the JPA is the Tehama Fairground Community Alliance, which is in the process of forming a non-profit.

Chris Ochoa, a marketing intern who started in May, gave a report on the group.

The organization has submitted its articles of incorporation and hopes to have that part of the process completed within a week and will be meeting tonight to adopt its bylaws and elect officers, he said.

Ochoa and Mary Jayne Eidman, wife of Fair CEO Mark Eidman, gave a presentation on the group at the June 26 meeting.

We're not reinventing the wheel, Mary Jayne said. We're an organization that's here to support the fairgrounds by getting volunteers and encouraging members to make the fair grounds their own.

The Tehama Fairground Community Alliance formed three years ago in the forms of the Tehama Marketplace, which showcases local products at the Tehama District Fair, and the Drop in the Bucket fund, Mary Jayne said.

The Tehama Marketplace, which will be beef-themed for the 2012 fair, is holding a bake sale and silent auction using fair exhibitor items from the baked foods and confections and preserved foods categories, Ochoa said.

Blue ribbon winners are being asked to donate an extra jar or two that will be a part of the silent auction portion, he said.

Items will be in the marketplace during the Tehama District Fair, Sept. 27-30, with results announced during the hospitality night dinner, which will be 6 to 8 p.m. on Friday,
Sept. 28

The goal of the group is to create an organization that supports the fairground through fundraising, bringing in new events, and in obtaining grants and memberships, Ochoa said.

We don't want to lose the 92 years of history, Mary Jayne said.

We're really looking to move forward with a long term vision of fostering volunteerism to accomplish our goals.

The group hopes to start helping with a marketing campaign that includes overnight stall and RV rentals and to use volunteers to increasing community involvement and reducing the number of temporary employees used, Ochoa said.

Long term the group hopes to provide a 10 percent annual contribution to the operating revenue and a 5 percent decrease in operating expenses within three years.

The 10 percent contribution would be equal to about $60,000, coming from new events, memberships, grants and fundraising and the 5 percent decrease would be about $40,000 saved by using volunteers, Ochoa said.

The group is working on a multicultural event and bringing back an Antique Christmas Fair in 2012 and hopes to have a Small Farm and Food Producers Commercial Show in 2013, Mary Jayne said.

The show would be a way to help small farm and food producers get their products on a store shelf, she said.

The group still has room for members on its board and would like to have a junior advisory board for those ages 16-27, Mary Jayne said.

Interested parties can call Mary
Jayne at 530-528-0568.