

Alameda County Agricultural Fair Association Ad Hoc Committee Meeting

Monday, December 8, 2025
2:00 p.m.

Location: Susan S. Muranishi Administration Bldg.
Board Conference Room, 5th Floor
1221 Oak Street
Oakland, CA 94612

SUMMARY/ACTION MINUTES

CALL TO ORDER

[Attachment](#)

Supervisor David Haubert called the meeting to order at 2:00 p.m.

Roll Call

Present: Nate Miley, David Haubert, Jerome Hoban, Rose Johnson, Chuck Moore, John Smith
Gordn Galvan

Excused: Susan S. Muranishi, Frank Imhof

Others present: Alameda County Agricultural Fair Association staff: Vivian Wu, Chief Financial Officer, Angel Moore, Chief Operating Officer, Steve Senner, Legal Counsel
County Staff: Kimberly Gasaway, Director, General Services Agency, Andrew Massey, County Counsel, Shawn Wilson, Chief of Staff, Office of Supervisor David Haubert, Lori Cox, Chief Deputy County Administrator, Joni Pattillo, Special Assistant to the County Administrator

John Smith, President, Alameda County Agricultural Fair Association Board, presented opening remarks. Mr. Smith stated that the mission of the Fair Board is to ensure long-term viability of the Alameda County Fair, celebrate county heritage and diversity, and provide year-round facility use.

The Fair Association is a 501(c)(3) with a 21-member board with annual revenue approximately \$30 million; operating revenue approx. \$5.5 million. Over \$20 million invested in fairgrounds over the past decade. The business model relies on facility rentals, parking, and food & beverage revenue.

He raised concerns regarding communication breakdowns between the Fair Association and County staff regarding capital projects and other issues.

Supervisor Haubert acknowledged Member Smith's concerns and noted that his concerns would be taken up later in the agenda on item 6.

1. Hotel, Land Surplus Act – Informational

Gordan Galvan, member, Alameda County Agricultural Fair Association Board, and Kimberly Gasaway, Director, Alameda County General Services Agency provided an update on the Hotel, Land Surplus Act.

The history of the prior hotel proposal from 2018 was reviewed. That project halted due to Surplus Land Act requirements, labor issues, and COVID impacts. There has been new developer interest though revenue expectations are lower due to market conditions.

The Surplus Land Act applicability remains a major hurdle as County ownership of land requires Board approval for long-term leases. In addition, there are housing advocacy concerns and potential litigation risks noted.

County staff outlined possible paths forward, including:

- Parcelization options
- Engage with State Housing and Community Development (HCD)
- Use of “safe harbor” discussions with regulators.

This item was informational only and no action was taken. It was the consensus of the Committee to continue evaluation.

2. Futsal Complex update – Informational

Chuck Moore, Chair, Alameda County Fair Association Board, provided an update on the Futsal Complex.

In May of 2024, the Fair Board approved the Ballistics United Soccer Club (BUSC) to install a soccer field in an area of the fairgrounds parking lot.

The BUSC was granted a Conditional Use Permit (CUP) by the City of Pleasanton. The City of Pleasanton included in the CUP that the field set up needed to be inspected by the County, as would any other event.

The County requested information to determine if the site required any permits. The BUSC engaged engineers to prepare the requested information, which was very expensive and created delays. There was no building permit required.

The Ballistics United Soccer Club will be up and running in January 2026.

This item was informational only and required no Committee action.

3. 2025 Capital Improvement/Marketing Plan & 4. Review 2026 Capital Improvement /Marketing Plan - Informational/Action

Jerome Hoban, Chief Executive Officer, Alameda County Agricultural Fair Association Board Presented a review of the 2025 capital plan versus actual spending.

Several projects were delayed due to financial constraints earlier in the year. The Capital planning was guided by safety and liability, asset protection, revenue generation, ADA and legal compliance.

2026 proposed projects introduced include:

- Sound system upgrades
- Fire suppression replacements
- Water quality and stormwater improvements
- Grandstand plaza enhancements

Committee members requested a formal budget presentation by made to the Committee in the future.

5. Storm Water Compliance – Informational

Chuck Moore, Chair, Alameda County Fair Association Board, provided an update on Stormwater Compliance.

The fairgrounds' stormwater compliance issues emerged after beginning a project with GSR Racing, when the site was unexpectedly classified as a CAFO (Concentrated Animal Feeding Operation) due to having over 500 horses for more than 45 days. That classification later expired when horse numbers and duration dropped below the threshold, but compliance challenges remained.

A stormwater compliance plan was completed and submitted to the State Regional Water Board approximately 2 months ago. The site has been inspected twice by the State Water Board, and no formal response has yet been issued.

The main remaining regulatory requirement is completion of two qualified rain-event water quality tests. One test has shown improvement; one more is pending. Final approval and relinquishment of State oversight depend on these results, after which oversight would return to the County/City under the MS4 program.

Infrastructure measures have already been implemented or are currently underway:

Wash rack separation: The plan is to pour new concrete and plumb wash racks directly into the sanitary sewer, preventing contamination of the storm system. This project is engineered and under County Public Works review.

Storm drain filtration: Triton carbon filter inserts have been installed in every storm drain inlet within the equestrian area (about \$50,000 total, plus annual maintenance). These filter contaminants before runoff enters the storm system.

If test results show additional treatment is needed, engineers are evaluating downstream solutions such as bioswales, bioretention, or large biofilter units at two main storm drain exit points. Approximately \$500,000 is budgeted for these potential upgrades.

The current status is that all planned installations are complete except contingency biofilters.

Water testing will occur at five designated locations on the fairgrounds during qualified rain events, including storm drain exit points and downstream locations, as documented in the publicly available compliance plan.

This item was informational only and no Committee action was required.

6. Fair Association Operation/Governance - Informational/Action

Supervisor Haubert opened the item of Fair Association Operations/Governance for discussion.

John Smith, President, Alameda County Agricultural Fair Association Board reported that information discussed in a closed session meeting was reported out to County staff and the information was incorrect. Mr. Smith stated that information discussed in closed session is confidential. As a private nonprofit corporation, the Fair Association's board can meet in closed session under its bylaws and contract that do not comply with County or Brown Act standards.

The incorrect information was a discussion of a project at the fairgrounds about removing or altering racetrack rails and other historic elements. Fair staff clarify rail work is typically routine repair/replacement (aluminum rail; not historic; replaced in the 1990s) and that some claims about the project were exaggerated.

Supervisor Haubert expressed that not everything said in closed session is confidential unless it is tied to privileged/appropriate closed-session topics. In addition, the Supervisor advocated for the Fair Board to be more transparent and public facing.

Committee members agreed that the solution is a more robust communication plan:

Clearer staff-to-staff channels
Better-defined meeting agendas
The right people attending
Improved follow-up notes/minutes shared with relevant parties, including ad hoc members

This item was listed as informational/action; however, no action was taken.

7. 2025 Alameda County Fair Review, *including financial performance and attendance* - Informational

Angel Moore, Chief Operating Officer, Alameda County Agricultural Fair Association, presented a video of a Review of the 2025 Alameda County Fair, including financial performance and attendance.

The overall performance of the 2025 Alameda County Fair was financially successful despite the absence of horse racing. The Fair operated within budget, required no County bailout, and generated over \$5 million in operating income for the year. Fair leadership emphasized fiscal responsibility and reinvestment back into the fairgrounds.

Attendance & Revenue

- Total fair attendance: ~400,000–410,000, down from 2023 but higher than 2024, which suffered from extreme heat.
- Admission & parking revenue: ~\$12.86 million (up ~12.7% from 2024).
- Food & beverage commission revenue: ~\$2.48 million (up ~9%).
- Carnival revenue: ~\$2.4 million (up ~7%).
- Concert revenue: Significantly higher due to better acts and a simplified ticket pricing model.
- Parking: ~120,000 vehicles (up ~9%).

New Attractions & Entertainment

- Sold-out concerts and strong amphitheater performance.
- New attractions included:
 - Monster truck rides
 - Hot air balloon rides (weather-limited)
 - Camels, blacksmith demonstrations
 - New cantina and nightly Banda music
- Drone shows nightly; two fireworks shows during the fair.

Staffing, Volunteers & Interns

- Seasonal applicants: ~1,033 (similar to prior year).
- Seasonal hires: 346 (up slightly).
- Volunteers: 872 volunteers contributing ~7,400 hours.
- Internship program: Strong participation with positive testimonials.

This item was informational only and required no Committee action.

8. 2026 Alameda County Fair Proposal - Information/Action

Angel Moore, Chief Operating Officer, Alameda County Agricultural Fair Association, presented the 2026 Alameda County Fair Proposal.

The dates for the 2026 Alameda County Fair will be June 19 – July 12, 2026, with the theme being *Blue Ribbon*. Ticket sales began after Thanksgiving 2025.

Major Attractions & Entertainment

- Grandstand events:
 - Monster Trucks
 - Arena Cross
 - Tractor Pulls
 - Demo Derby (with Hayward Fire Department – fundraiser for Alameda County)
- Concerts announced:
 - The Beach Boys – July 1
 - Tower of Power – July 2
 - “Twist on Taylor” tribute
 - Metallica tribute band (July 11)
 - Additional acts still in negotiation
- Fireworks & drones:
 - Fireworks on Opening Night
 - Fireworks on July 4, 2026 (special one-year return)
 - Drone shows continue (not nightly fireworks)

Special 2026 Features

- 250th Anniversary of the United States
 - Partnership with Supervisor Haubert’s office
 - Collaboration with the City of Pleasanton
 - Participation by first responders, military branches, and Camp Parks
 - Fair-wide branding to reflect the anniversary
- Agricultural & Education Focus
 - Expanded programming at the Safeway Educational Farm
 - Continued emphasis on student exhibits and school engagement
 - Alignment with the Fair’s core agricultural mission

This item was informational only and required no Committee action.

9. 2025/2026 Budget Update – Informational

Vivian Wu, Chief Financial Officer, Alameda County Fair Board Association presented the 2025/2026 Budget Update.

2025 Fair forecast:

- Revenue: ~\$14.8 million
- Expenses: ~\$9.0 million
- Operating profit: ~\$4.3 million

Final 2025 numbers were still being finalized at the time, but revenue was updated to \$13.818 million, higher than earlier post-fair estimates.

2026 Fair Budget (Fair only)

- Projected fair operating profit: \$4.566 million
- Revenue growth: +4.1% to +4.5% (conservative)
- Expense growth: +3.6%
- Projected attendance: 406,000
 - Based on a 3-year rolling average
 - Closely aligned with 2025 actual attendance (~410,000)

The 2026 fair budget assumes modest growth, controlled expenses, and stable attendance, intentionally avoiding aggressive projections.

Fairgrounds-Wide Financial - All Operations

Non Fair Events

- Projected event revenue: ~\$6.5 million
- Operating income: ~\$2.5 million

RV Park

- Rate increase: \$2 per night (~3%)
- Projected revenue: ~\$2.0 million (up from ~\$1.9M)

Golf Operations

- Strong performance continues
- Projected operating profit: ~\$500,000 in 2026

Other Revenue Lines

- OTB: ~\$726,000 (slightly lower)
- Non-operating income: ~\$267,000
 - Significantly lower than 2025 due to one-time ERC and CARF payments not repeating

Expenses & Staffing

- Administration: ~\$3.9M (+4.7%)
- Security: ~\$882,000 (+10.5%)
 - Two additional part-time security positions
- Maintenance: +7.6%
 - Added staff: 1 carpenter, 2 landscapers, 1 technician
- Stable operations: No stabling, but fixed costs (e.g., insurance) remain

Total 2026 Budget (All Operations)

- Total revenue: ~\$27.3 million
(Lower than 2025 due to loss of one-time revenues)
- Expenses: +2.8% year over year
- Projected total profit: ~\$1.594 million

Capital & Financial Position

- Capital expenditures budgeted: ~\$2.9 million
- Cash on hand (Oct.): ~\$8.4 million
- Pension plan: Over 100% funded
- Restricted funds: Minimal (mostly foundation-designated)

The 2026 fair budget is conservative and stable, projecting slightly higher fair profit than 2025, strong liquidity and cash reserves, including reduced overall profit due to the absence of one-time revenues

This item was informational only and required no Committee action.

PUBLIC INPUT

George Schmidt, David Elliott, Chuck Wedge, Donna, Chelsea Langan, Carlo Cipollina, Sandra Anjo, Lucy Grezdo, Anthony Cordova and Tom Dintrich all advocated for the return of horse racing to the Alameda County Fair.

ADJOURNMENT

The meeting was adjourned at 6:07 p.m.