

► Colusa County Fair

44th DAA

Chief Executive Officer Opening

Posted: 10/13/2025

Mission Statement

To be the most entertaining, friendly, rural fairgrounds in the State of California.

Vision Statement

To be a self-sustaining, safe, well-maintained center where the community can celebrate tradition, education and business successes for Colusa County.



For more information regarding the CEO Search:

1303 10th Street (Highway 20)
Colusa, CA 95932
(530) 458-2641 Fax (530) 458-2645

Colusafairgrounds.com
(530) 458-2641 Fax (530) 458-2645

Colusacountyfair.com

Colusa County Fair

44th DAA

The 44th District Agricultural Association – The Colusa County Fair located in Colusa, CA is accepting applications for a Chief Executive Officer. The CEO is appointed by the Board of Directors and is designated to serve at the pleasure (at will) of the Board. Under the Board of Directors, the CEO plans, organizes implements and administers year-round events and community gatherings in addition to managing the fairground facilities. The CEO will oversee the management of staff, direct all financial and accounting aspects, assure maintenance of the grounds, and run interim events in addition to the annual fair.

The Organization

The 44th DAA was formed in June 1939. The fairgrounds are located on a 55-acre parcel in the city of Colusa and include a grandstand and arena, livestock barns, several event buildings, tree covered lawn areas, ball parks, large parking areas, and RV hookups. Colusa is centrally located approximately 70 miles north of Sacramento and has a population of 22,000. The county economy is driven predominantly by agriculture.

The Colusa County Fair runs for four days in the month of June and has an attendance of approximately 11,000. The annual operating budget for the 44th DAA averages \$1,035,000. There are currently two regular part-time employees and two full-time employees under the direction of the CEO. Additional staffing is

hired during annual events and on an as needed basis.

The 44th District Agricultural Association is operated under the Division of Fairs and Expositions, which is overseen by the Department of Food and Agriculture for the State of California. The Fairgrounds is governed by a nine-member board of directors appointed from county residents by the Governor of California and receives no tax money from the State of California's general fund. It is funded through revenues generated by the Fairgrounds itself and support from the recently formed Colusa County Fair Foundation.

Current Board Members are:

Victor Matamoros, President
 Jamie Traynham, Vice-President
 Terry Bressler, Director
 Jolyn Campbell, Director
 Laurie Costa, Director
 Michael Doherty, Director
 Tony Garofalo, Director
 Susan Gibbs, Director
 Walt Seaver, Director

The 44th District Agricultural Association sponsors the Colusa Farm Show in February and the Colusa County Fair in June in addition to being the home of many annual events like The Holiday Craft Faire.





The Position

The 44th DAA is seeking an individual to fill the position of CEO. The new CEO will be expected to improve upon the foundation already in place to meet the Fair's Mission and Vision Statements. The Board of Directors is looking for an applicant that can provide the following qualities and attributes:

Managerial skills

- Ability to provide personnel management of full-time and seasonal staff;
- Identify, evaluate, enhance, and generate new revenue opportunities;
- Lead by example and motivate all employees to achieve their highest potential;
- Experience and knowledge to administer Board policy on issues, as directed.
- Remain compliant with all processes and procedures dictated by State policy and code.

Leadership skills

- Creative approach to marketing the facilities;

- Communicate the Fair's mission and vision to employees and the public;
- Build positive and cooperative relationships with all members of the Board of Directors, staff, industry partners, and the community;
- Work with the Colusa County Fair Foundation and become the face of the Colusa Co. Fair;
- Understands the needs and interests of the communities within the county.

Communication skills

- Proactively provide information to the Board, public and staff;
- Be open, honest, and forthright in all communications including media relations, public information, and with local and government officials;
- Represent the 44th DAA's interests in the local community, the region, the fair industry, and the state in related matters including making appropriate presentations and recommendations to the Board of Directors;
- Ability to interact and cooperate with the California Highway Patrol and Colusa County Sheriff's Department;
- Ability to appreciate and effectively communicate the diverse needs and interests of the DAA to a nine-member Board of Directors.

Outstanding Customer Service Orientation

- Through community and media relations, expand the public's awareness and knowledge of the Colusa County Fair;

- Establish and promote the highest standards regarding safety, customer service, and the delivery of entertainment venues to the public.

In addition, the new CEO will be expected to interact effectively with the City and County of Colusa as well as the community on future development issues related to the fairgrounds and surrounding community.



Colusa County, California

The Ideal Candidate

Professional experience and personal characteristics desired in the ideal candidate should include:

- Ability to create & deliver public presentations with a passion to promote the Fair;
- Be a people person with an engaging style that is comfortable interacting with a full spectrum of individuals while fostering a collaborative environment;
- Experience in business administration, public administration, marketing, public

- relations, communication, entertainment or related field;
- Demonstrated knowledge and experience in developing and managing budgets, maintaining sound fiscal policy, day-to-day recordkeeping including payroll, and preparation of Board and government required reports;
- Knowledge and experience in planning, organizational restructuring, and business development;
- Desire to explore options for enhanced revenue or other shared services including knowledge and experience in fundraising, grant writing, and sponsorship development;
- Ability to work cooperatively in recruiting, training, and supervising employees and volunteers;
- Knowledge and experience in developing and implementing marketing plans and strategies;
- Knowledge and experience in producing and directing community-relevant programs, entertainment activities and special events;
- Knowledge in the areas of purchasing, facility and grounds maintenance, public relations, contracting, and technology;
- Be innovative and results driven with a track record of successful leadership.

In addition, the ideal candidate must be willing to work after hours and weekend events to perform personally at any job level, and to participate in community activities and organizations.

Duties outlined are based on the Secretary Manager II Duty Statement from California Department of Food & Agriculture. Full Duty Statement available upon request.

In summary, the Board of Directors is seeking an energetic individual to employ a team approach to problem solving and to be proactive in addressing issues.

Qualifying Education and Experience

The Board of Directors desires an accomplished and experienced executive for this position and wishes to attract a broad spectrum of highly qualified and interested professionals to apply. The Board will consider all candidates who possess the right combination of experience and personal characteristics necessary to manage the Colusa County Fair. Any combination of training and experience that would provide the required knowledge and abilities may qualify the candidate for the position. This would include:

Education – Associate or Bachelor's degree preferred

Experience – Significant and increasing senior level experience with a demonstrated track record of success in a public or private enterprise that is deemed comparable in size, scope and complexity. Qualifying experience may be drawn from (a) fair or related event planning; (b) public sector generalist background; (c) private sector executive leadership in an organization with similar size and complexities that include working with a Board of Directors and a thorough

understanding of the Board/Executive Director relationship; or (d) a combination of executive level experience that effectively demonstrates a keen understanding of the mission of the 44th District Agricultural Association.

* Candidates should be aware that the Board reserves the right to determine the best combination of education and experience required to fill this position.



Compensation

The annual salary for this position ranges from \$97,068 to \$118,824 (\$8,089/month to \$9,902/month). The benefit package offered by the 44th DAA includes California Public Retirement (CalPERS), annual vacation and sick leave, holiday pay, enrollment in a Health, Dental and Vision Plan, and a life insurance policy. Benefits Information can be found on CalHR's website: [Benefits Orientation - CalHR Website](#). This is an Exempt State Service position & is not eligible for overtime.

TO APPLY

This is a confidential recruitment process and will be handled accordingly throughout the various stages of the process. Candidates should be aware that references will not be contacted until mutual interest has been established. The first review of applications and resumes will begin shortly after the closing date of January 31, 2026. The preliminary interviews will be scheduled in February with qualified applicants. Any candidate selected for the position will be required to pass a background check before employment may begin.

Qualified applicants are invited to submit an application together with a personal resume and references. To obtain an application package, please contact the Colusa County Fair, 44th DAA, either in person at 1303 10th Street (Highway 20) in Colusa, CA 95932, by telephone at (530) 458-2641, or our website at www.colusacountyfair.com.

Any questions regarding the opportunity or the application process may be directed to the Fair Board President, Victor Matamoros. His contact information is available from the fair office. *Confidential inquires welcomed.*

