



COUNTY OF HUMBOLDT

AGENDA ITEM NO.

D-1

For the meeting of: January 14, 2014

Date: December 30, 2013
To: Board of Supervisors
From: Supervisor Mark Lovelace
Subject: Proclaim January 25-February 8, 2014 as the First Annual Mad River Steelhead Days

RECOMMENDATION(S): That the Board of Supervisors adopts the Proclamation for the First Annual Mad River Steelhead Days in the Mad River Valley.

SOURCE OF FUNDING: N/A

DISCUSSION: The Board of Supervisors would like to recognize the First Annual Mad River Steelhead Days to raise community awareness about the importance of the winter Steelhead run through the Mad River watershed to Humboldt County's tourist economy with this Proclamation.

FINANCIAL IMPACT: N/A

OTHER AGENCY INVOLVEMENT: N/A

ALTERNATIVES TO STAFF RECOMMENDATIONS: Board discretion.

ATTACHMENTS: Proclamation

Prepared by Ana Hartwell

Signature

[Handwritten signature]

REVIEW:

Auditor County Counsel Personnel Risk Manager Other

TYPE OF ITEM:

- Consent
Departmental
Public Hearing
[X] Other Special Presentation (10 mins)

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT

Upon motion of Supervisor Lovelace Seconded by Supervisor Bass
Ayes Sundberg, Lovelace, Bahn, Fennell, Bass
Nays
Abstain
Absent

PREVIOUS ACTION/REFERRAL:

Board Order No.
Meeting of:

and carried by those members present, the Board hereby approves the recommended action contained in this Board report.

Dated: Jan. 14, 2014
By: Ana Hartwell, Deputy Clerk of the Board

**PROCLAMATION**  
OF THE  
**BOARD OF SUPERVISORS**  
**COUNTY OF HUMBOLDT**

**WHEREAS**, fishing, ecotourism and related activities are an important contributor to the North Coast's economy; and

**WHEREAS**, in any one year, as many as 20,000 winter run Steelhead (*Salmo gairdneri*), make their winter return to the cool, flowing waters of the Mad River watershed; and

**WHEREAS**, Humboldt County recognizes the return of this ecologically and economically important run of Steelhead; and

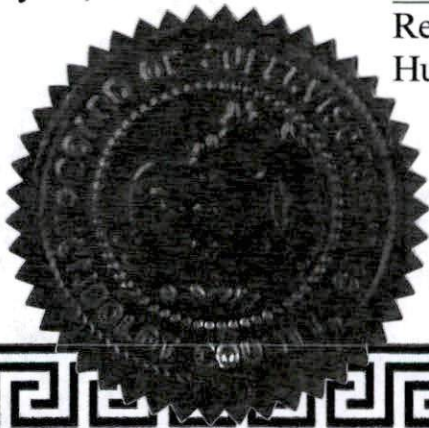
**WHEREAS**, the Mad River Steelhead Days celebrates the winter Steelhead run, showcases the rich diversity of the Mad River Valley and surrounding areas, attracts tourists from all over the United States, and makes Humboldt County a destination for Steelhead fanatics; and

**WHEREAS**, Mad River Steelhead Days will be held in the lower Mad River Valley and is an educational tool to help maintain our natural habitats and diverse fishery populations for the future by offering workshops, field trips, and entertainment infused with the theme of Mad River Steelhead.

**NOW, THEREFORE**, the Humboldt County Board of Supervisors hereby proclaims **January 25<sup>th</sup> - February 8<sup>th</sup>, 2014** as the First Annual **Mad River Steelhead Days** and encourages the businesses and residents of Humboldt County to participate in this event.

Dated: January 14, 2014

  
\_\_\_\_\_  
Rex Bohn, Chair  
Humboldt County Board of Supervisors





# Mad River Steelhead Days

-  Mad River
-  Highways
-  Parking/Public Access
-  Hammond Trail Bike Access
-  Contest Boundary Begin/End Po

Low Flow Closure Fishing Boundary Limit:  
January 25th to January 31st.  
Hammond Trail Bridge to the Mouth.

**P**  
**Boat Ramp**

**Mad River Hospital**

**Mad River Tackle**

**Blue Lake Casino and Hotel**

**Mad River Brewery**

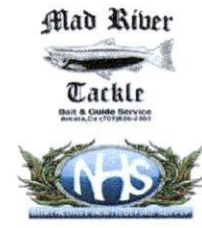
**Blue Lake Fish Hatchery**

0 0.5 1 2 Kilometers  
0 0.35 0.7 1.4 Miles



S.Powers 11/2013  
Coordinate System: NAD 83 UTM Zone 10 North

Sources: Esri, DeLorme, NAVTEQ, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong) swisstopo; and the GIS User Community



## Mad River Steelhead Days 2014

**Mad River Steelhead Days**, take place along the shores of the Mad River, from **January 25th through February 8th**.

**Saturday January 25<sup>th</sup> is our family oriented Kick-off Day at the Blue Lake Business Park.**

- Featuring workshops for families who want to learn how to fish, led by local experts helping you rig your line like a pro.
- Arts & crafts throughout the day for the kids.
- Family friendly variety show in the evening featuring local string band Kingfoot, and all things fishy hosted by Dell' Arte International!

This two week family fun fishing event encourages us to get out into the Mad River and hook a Hatchery Steelhead. Verify your catch at Mad River Tackle in Arcata or Redwood Marine in Eureka.

### **Contest Categories include:**

First Fish of the Day (each day!), Best Fish Photo, Last Fish In, and many more daily winners!

### **Prizes Include:**

- Guided Drift Boat Trip with Kenny Priest of North Coast Fishing (\$400 value)
- Guided Fishing Trip with Gary Blasi of Full Throttle Sportfishing, (\$350 value)
- A THULE Cargo Box valued at \$500,
- Fishing Gear, Rods, Reels and much more!

**Your donation to Mad River Alliance registers you for Mad River Steelhead Days.**

\$35 for Adults,            ages 12-18 \$25,            Kids 0-12 Free!

### **Once you are registered you get:**

- 1) Membership to Mad River Alliance (\$35 value)
- 2) Entrance to all Shows and Workshops (\$30 value)  
(Fishing workshop, Dell' Arte International variety show, music by The Hip Joint, and more!)
- 3) Chance to win prizes daily!
- 4) Entry to Awards Dinner (\$25 value)
- 5) \$10 in Blue Bucks to be used at Blue Lake Casino!

**That's a \$100 value for just \$35 bucks! And you have another excuse to go fishing!**

### **Awards Celebration Dinner (\$25 value!)**

**February 8th from 6-10pm in the Blue Lake Casino's Sapphire Palace.** Prizes will be awarded throughout the evening's festivities. Opening Ceremony by local **Wiyot Tribal leader Cheryl Seidner**. **Keynote speaker Mitch Farro, North Coast Fisheries Restoration Expert.** After desert, the fun continues with music by local funk/soul band **The Hip Joint**, and more chances to win amazing prizes!

**This is a great winter gift idea for the fish lovers in your life.**

### **Proceeds benefit programs of Mad River Alliance.**

Register and automatically qualify to win.

### **To enter Mad River Steelhead Days, register at;**

Mad River Tackle in Arcata, Redwood Marine in Eureka, Blue Lake Casino, mail registration donation to Mad River Alliance at P.O. Box 1252, Blue Lake, CA 95525, on line at [www.madriveralliance.org](http://www.madriveralliance.org) or [www.inticketing.com/events/367627](http://www.inticketing.com/events/367627)

Upon registration you will receive a full contest rules. Sign up now! Tickets are limited!

# Mad River Alliance



Mad River Alliance is a community-based organization working as a project of the non-profit Trees Foundation. By partnering with Trees Foundation the Mad River Alliance is able to minimize the administrative overhead and maximize the amount of work being done for the river. Your donations directly contribute to running educational programs, research, and advocacy.

## Join Us!

**Mad River Alliance**  
PO Box 1252  
Blue Lake, CA 95525

**YES!** I want to help the Mad River Alliance protect clean water and the biological integrity of the Mad River watershed for the benefit of its human and natural communities.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_  Check here if you would **not** like to be on our listserve.

\$35 – Steelhead     \$50 – Chinook     \$250 – Coho     \$1000 – Steward     \_\_\_\_\_ – Other

Members will receive the quarterly *Mad River Report* online newsletter updating our progress, and notifying you of Alliance events. Members are always encouraged to participate in quarterly meetings, and other Mad River Alliance sponsored events.

**Any donations above \$1,000 will get you a guided tour of the lower Mad River with one of our Naturalists.**

Please send your check, money order, or credit card number with expiration date.     Visa     Mastercard  
card number: \_\_\_\_\_ expiration date: \_\_\_\_\_

**OR** To make an on-line tax-deductible donation go to: [treesfoundation.org/cgi-priv/Donations.pl](http://treesfoundation.org/cgi-priv/Donations.pl)

\*Mad River Alliance is a fiscally sponsored project of Trees Foundation, a 501(c)(3) nonprofit. Donations are tax deductible.

# Mission

The Mad River Alliance is an association of community advocates organized to protect clean water and the ecological integrity of the Mad River watershed for the benefit of its human and natural communities.



# Programs

## Paddle with a Purpose

Join us for our quarterly community boat trips to explore the river. *Paddle with a Purpose* allows participants to learn about environmental issues facing the river as they enjoy the day floating down the majestic Mad.



## Citizen Research and Monitoring

Gaps in biological and water quality monitoring limit the ability to understand why water temperatures and turbidity are too high, and fish populations are too low. The *Citizen Research and Monitoring Program* collects scientifically based biological and water quality monitoring data to better understand environmental issues in the Mad River. Partnering with local, state, and federal agencies the Alliance is working to fill information gaps and use that knowledge to protect and restore the Mad River watershed. Contact us now to volunteer!



## River Clean-up

Volunteers organize in the Fall, Spring, and Summer to remove trash and other hazardous waste from the banks of the Mad River. Clean-up Dates will be announced in the online quarterly newsletter.



Mad River Alliance members removed over 750 pounds of trash in September, 2012.



## K-12 Field School Program

A series of hands-on learning experiences will introduce ecological concepts and technical skills building the foundation for better watershed stewardship. Students will learn how the water at home and school get to their glass and why it is safe to drink. They will also learn how interactions between the physical and biological shape who and what can live in a given ecosystem. Contact us to learn how to set up a Field Study for your class!

## Conservation Program

The Mad River Alliance Conservation Program facilitates open dialogue among diverse interests to protect and restore the Mad River watershed. A community driven program, informed by the best available science and other relevant information to bring about watershed recovery.

# Contact

For more information or to get involved:

Mad River Alliance  
Dave Feral, Director

707-382-6162  
[madriverralliance@suddenlink.net](mailto:madriverralliance@suddenlink.net)

PO Box 1252  
Blue Lake, CA 95525

Find us on Facebook!