

**The California Mid-State Fair
Heritage Foundation, Inc.
Board of Directors Meeting Minutes**

June 9, 2021

The meeting was called to order at 6:33p.m. by Chairman Michael Torgerson.

BODs Present: Susan Beebe, Dave Belmont, Mike Coon, Debbie Dusi, Brenda Fletcher, Daren Friedle, Patricia Lawrence, Deana Nelson, Ernest Rey, Michael Torgerson

BODs Absent: Brandon Blanke, Mike Brady, John Peschong, Denise Stornetta

Members/Guests: Colleen Bojorquez, Meg Evans, Chuck Fletcher, Steven Nakamoto, Tamara Nakamoto, Nicole Peguero, Steven Baker, Doug Verboon, Susie Torgerson, Chelsea, Michelle Castanzo, Mike & Deb Sipriano, Stan Haar, Delonna Brewen, Brian Harms, Martha Spaulding, Mike & Wendy Hall, David Maislen, Constance Stewart, Robert Stewart, Kathy Thorp-Silva

Chairman Instructions:

Chairman Torgerson asked all guests wanting to discuss any items that are not on the agenda to please post their questions in the chat section.

Approval of Agenda: Mike Coon made a motion to approve the agenda with the change that the closed session will be to discuss Balcony seating for the 2021 fair instead of the Property Acquisition as the agenda currently states. Deana Nelson made the second to the motion, which passed unanimously.

Approval of Minutes: Brenda Fletcher made a motion to approve the May minutes. Ernest Rey made the second to the motion, which passed unanimously.

Announcements/Introductions/Member Comments:

Chairman Torgerson indicated there were no questions or discussion items in chat.

Financial Report: The Balance Sheet and Profit & Loss Statements were distributed to the Board for the period of January 14 – June 9, 2021.

Daren Friedle made a motion to approve the monthly financial reports as submitted. Mike Coon made the second to the motion, which passed unanimously.

Deana Nelson presented the list of checks written since the last meeting. Daren Friedle made a motion to approve the checks written. Debbie Dusi made the second to the motion, which passed unanimously.

Deana Nelson reported there are no unpaid bills at this time.

Board Business:

A. Standard Committees

1. Budget/Audit/Endowment – Daren Friedle – no report.

2. By-Laws – no report.
3. Concessions – Dave Belmont – no report.
4. Elections – John Peschong – no report.
5. Facilities – Ernie Rey – no report.
6. Media/Marketing – Susan Beebe – no report.
7. Membership – Brenda Fletcher – 2021 membership pledges are close to closing. As a reminder, due to the change of cost for 2021 in the membership pledge being reduced to \$750.00 for general membership, all ticket purchases need to be made through the fair. At this time, the fair has agreed to rope off Section 8 and those Heritage Foundation members who have a purchased ticket through the fair and show either their member or guest badge, will be able to sit in Section 8 on a first come, first serve basis. There will be a pick up procedure before the fair, more to come. There are 26 new members as of June 9.
8. Balcony – Mike Coon – no report at this time.
9. Scholarship – Ernest Rey – There were 3 scholarship recipients this year. Congratulations to all.

B. Special Committees:

1. Hugh Pitts Memorial Fund Capital Project – Dave Belmont – no report.
2. Jim Brabeck Foundation – Denise Stornetta – no report
3. Legal Task Force – Dave Belmont – no report.
4. Property Acquisition Task Force – Michael Torgerson – no report
5. Online Auction – Patricia Lawrence – The auction preview is currently online. Patricia asked that each forward the link to family and friends. There are a variety of packages available to suit all. Auction will be available for bids starting June 14th at 8am until June 18th at 5pm. In addition to the funds that will be raised through the online auction, \$22,000 has been raised in sponsorships to date.

Old Business: None

New Business:

1. Proposed additional HF BOD meeting on June 23 – With the intended re-opening of CA on June 15th and thus the fair having a clearer vision at that time, the HF BOD may need to have another meeting. Mike Coon moved to have an additional Heritage Foundation Board of Directors meeting on June 23 at 6:30pm, if needed. Dave Belmont made a second to the motion, which passed unanimously.
2. Buyer Gift Cards – Deana Nelson opened discussion as to whether the Heritage Foundation should continue to host a table near the CMSF Jr. Livestock Auction to gather buyer gift cards from 4-H and FFA members. All were in agreement to move forward, though a new banner may be needed for the area.
3. Fair Update – Colleen Bojorquez, CMSF Interim CEO – We were in the yellow tier as of June 8. The move for the state to move to “green tier” on June 15 marks a big day for the CMSF. All communications on the grounds shall read, “state recommends vaccine, vaccination cards, a negative test and/or mask” as the CMSF is an event over 10,000 people. Concerts will look a little different this year. So far, two concerts have been announced – Big & Rich and Little Big Town, both to be held on the two Fridays during the fair. For each concert, the first 15 rows will be reserved for a higher ticket price. General admission tickets can be purchased for open seating. All tickets including season passes, day passes, carnival tickets, etc can be bought online only beginning June 18. Central Coast wine judging, home arts & crafts will be occurring in the upcoming weeks. The fair will be moving forward with photo credentials due to a donation of funds that had been made available. Horse show book will be out next week. This show will reflect the biggest change at the fair this year with scheduling, cutting &

reigning being removed and the country rodeo being featured in the Hearst Arena the last Saturday evening of the fair. The south gate is likely to be an exit only gate for the 2021 fair, providing a large cost savings. More concert nights may be announced in the days and weeks to come. Cattlemen's Day will continue as per usual, the first Thursday of the fair.

Board Comments:

No report(s)

Recess at 7:27pm.

Reconvened to closed session at 7:32pm to discuss balcony membership. After much discussion, Daren Friedle made the motion to reduce the balcony seat cost for the 2021 fair only to 50% of the current cost which will be \$975 for 2 seats and \$1950 for 4 seats. Deana Nelson seconded the motion, which passed with 8 voting yes and 1 opposed.

Reconvened to the regularly scheduled board meeting at 8:23pm.

There being no further business the meeting was adjourned at 8:23pm.

Respectfully submitted,

Susan Beebe
Secretary

*The Next Regular Board Meeting:
Wednesday, June 9, 2021*