

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

May 12, 2021

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

**BODs Present:** Susan Beebe, Dave Belmont, Brandon Blanke, Mike Brady, Mike Coon, Debbie Dusi, Daren Friedle, Patricia Lawrence, Deana Nelson, John Peschong, Ernest Rey, Denise Stornetta, Michael Torgerson

**BODs Absent:** Brenda Fletcher

**Members/Guests:** Colleen Bojorquez, Meg Evans

**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. Daren Friedle made the second to the motion, which passed unanimously.

**Approval of Minutes:** Deana Nelson made a motion to approve the April 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 – May 12, 2021.

Debbie Dusi made a motion to approve the monthly financial reports as submitted. Daren Friedle 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. Ernest Rey made the second to the motion, which passed unanimously.

Deana Nelson reported she currently has one unpaid bill in the amount of \$207.00 for GoDaddy/McAfee registration that was placed on Deana's personal credit card. Mike Coon made the motion to reimburse Deana Nelson for the \$207.00. Patricia Lawrence made the second to the motion, which passed unanimously.

**Board Business:**

- A. Standard Committees
  - 1. Budget/Audit/Endowment – Daren Friedle – no report.
  - 2. By-Laws – no report.

3. Concessions – no report.
4. Elections – John Peschong – no report.
5. Facilities – Ernie Rey – no report.
6. Media/Marketing – Susan Beebe – there will be posts and interactions on Facebook and Instagram as the online auction nears (June 14-18).
7. Membership – Denise Stornetta – indicated that we are working on the waitlist and to date we have 21 new members that have joined. There are currently 157 paid members. We are waiting for more to come in now that the fair has announced that it is moving forward with a 2021 fair.
8. Balcony – Mike Coon – 8 rows of cushions on the balcony seats need to be redone. S&J charges \$18 per linear foot, which amounts to 106 linear feet needed equaling \$1926.00. This does not include the embroidery stating which row and seat/number and letter). The board has previously approved a \$2000.00 budget for this re-work. There are currently 48 members on the waitlist for balcony seats.
9. Scholarship – Ernest Rey – There were 3 scholarship applications submitted. There is a scholarship committee meeting next week to review these applications.

**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 – no report
5. Virtual Auction Fundraiser – Huge accomplishment thus far is the sponsorship monies received thus far of \$19,000.00, with a goal of \$20,000.00. Currently there are 31 confirmed donations. Donations were to be in by Friday, May 14, though we will continue to receive donations after this date. Online previewing will begin June 1. Monday, May 17 the committee will be meeting in the lounge to take pictures of each donated item to date. We have 10 more donations that are not complete and another 13 that need to be confirmed by board members, which would bring our total to 54 items. The board had a discussion regarding a “Fair Package” donation/item. As of now, the lounge will not be open during the fair UNLESS we get approval to do so by the county and state. Currently, we have a package that includes: Entrance for 2, a parking spot on the fairgrounds, 2 drink tickets per day of the fair and 2 people in lounge based on availability and contingent that the lounge is on “open status”. Debbie Dusi made the motion to include the items above as written. Patricia Lawrence made the second to the motion, which passed unanimously. All are encouraged to “Like” and “share” Facebook posts regarding the auction.

**Old Business:** None

**New Business:**

1. CMSF Board of Directions Liaison Update – Nancy Wheeler-Nichols – referred her report to Colleen.
2. Fair Update – Colleen Borjorquez, CMSF Interim CEO – Colleen reported that there was a very positive meeting with the county last Thursday. CMSF staff & Colleen laid out extensive COVID plan for the CMSF to operate under Orange Tier status. Guidelines are forthcoming from the county for events over 10,000 in attendance. It seems that come June 15<sup>th</sup>, it is likely that the tier system will go away providing that 1. There are readily available vaccines and 2. Hospitalizations remain low. Those 2 things affect CMSF capacity levels. If that is the case, as of June 16<sup>th</sup>, no masks will be required and using common sense measures by citizens will be encouraged. Concerts most likely will not occur as 15,000 people is full capacity attendance at a main grandstand show. All of the other elements of the fair are to be expected: carnival, local acts, family-friendly events, fair food, shopping, etc. Though Jimmy’s Barn Dance and

the DJ at the Chill Zone will not be featured at this year's fair. The hours for the fair running July 21 through August 1 have been adjusted for 2021. Monday-Thursday hours of operation will be 4:00pm-12:00am. Friday-Sunday hours of operation will be 12:00pm-12:00am. Livestock will resume a normal schedule. Horse events will look very different and are still in the process of being developed. Home Arts online entries are open and Livestock DNA kits are available for Junior Livestock Exhibitors.

**Board Comments:**

1. Debbie Dusi encouraged donations to keep coming in for the virtual auction.
2. John Peschong discussed the passing of SLO Det. Luca Benedetti while on duty. Shared that the SLO PD set up a GoFundMe account in his name. He asked if the CMSF Heritage Foundation would possibly donate a "day at the fair" in conjunction with the fair for Det. Benedetti's wife and two small daughters. John Peschong made a motion that the CMSF HF sponsor such a package. Debbie Dusi made a second to the motion, which passed unanimously.
3. Mike Torgerson thanked all those in attendance for hanging in there during the hybrid meeting model utilizing ZOOM for all guests while we can only have the board in person during this time. ZOOM is something we'd like to continue to do post-pandemic. Thank you to Mike Brady for setting up the camera and speakerphone to conduct ZOOM for our guests and those tuning in remotely.

There being no further business the meeting was adjourned at 7:15pm.

Respectfully submitted,

Susan Beebe  
Secretary

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