

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

April 12, 2023

The meeting was called to order at 6:32 p.m. by Chairman Torgerson.

BODs Present: Susan Beebe, Dave Belmont, Branden Blanke, Mike Coon, Joanne Cummings, Debbie Dusi, Brenda Fletcher, Daren Friedle, Patricia Lawrence, Deana Nelson, Michael Torgerson.

BODs Absent: John Peschong, Ross Tenhaeff.

Members/Guests: Colleen Bojorquez, Meg Evans, Chuck Fletcher, Jasen Friedle, Tom Keffury, Sahvanna Martineau, Steve Nakamoto, Susie Torgerson, Nancy Wheeler-Nichols.

Approval of Agenda: Susan Beebe made a motion to approve the agenda, with the following change: move New Business A. CMSF Staff Reports, Tom Keuffry and Sahvanna Martineau to Item VI. Deana Nelson made the second to the motion, which passed unanimously.

Approval of Minutes: Mike Coon made a motion to approve the April minutes. Patricia Lawrence made the second to the motion, which passed unanimously.

Announcements/Introductions/Member Comments:

Chairman Torgerson asked the members present to introduce themselves.

CMSF Staff Report: Tom Keuffry introduced himself and explained to the Board that he has been working for the CMSF for 20 years doing Marketing and Corporate Sponsorships, Tom indicated he is giving some of the marketing responsibilities to Sahvanna Martineau so he will be able to devote more time to Corporate Sponsorships. Tom started his first job at the CMSF when he was 15.

Sahvanna Martineau is currently the Marketing Coordinator and is a 2017 graduate of San Diego State College. After graduation, Sahvanna wanted to stay in the events field, and employment with the CMSF was always a goal. Sahvanna currently works in all areas of marketing and is looking forward to taking on additional duties as they come.

Financial Report:

The Balance Sheet and Profit & Loss Statements were distributed to the Board for the period ending April 12, 2023.

Heritage Foundation Board of Directors Meeting Minutes

April 12, 2023

Deana Nelson stated that the \$100,000.00 reported in the Business Money Market account on the balance sheet was the monies the Board voted to move into a savings account last month. Deana indicated the payments from PayPal will also go into this account. In addition, the \$5,885.62 in the Earned Interest on the Profit and Loss Statement was patronage dividends from Farm Credit West, and the \$12.44 from Amazon was from the Smile account which will no longer be in existence.

Joanne Cummings 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 and explained that the \$5,000.00 check to the Paso Robles Events Center was a Hearst donation for the Country Rodeo. Daren Friedle made a motion to ratify the checks written. 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 – John Peschong - no report.
3. Concessions – Dave Belmont – no report.
4. Elections – John Peschong – no report.
5. Facilities – Mike Coon indicated he had a meeting with Shoreline regarding the awning to be put over the front door of the Heritage Lounge. Mike will report back to the Board when he has additional information. Mike also met with Mr. Stone from the Cal Poly print shop regarding a stencil to be placed on the wall in the Heritage Lounge with the Heritage Foundation Mission Statement, or a portion of the statement. Mike will present the information to the Board after he receives it from Mr. Stone.
6. Media/Marketing – Susan Beebe – no report.
7. Membership – Brenda Fletcher reported the Committee had a meeting and discussed the waitlist, which is currently at 115. The Committee's recommendation to the Board was to cap the list at the current number of 115. After some discussion, Brenda Fletcher motioned to close the waitlist and reevaluate it after the 2023 fair. Daren Friedle made the second to the motion, which passed unanimously.
8. Balcony – Mike Coon stated that there were still 63 names on the waitlist and once the membership closes, he will begin to add new balcony members off the waitlist to seats that were not renewed.
9. Scholarship – Joanne Cummings – no report.

B. Special Committees:

1. Hugh Pitts Memorial Fund Capital Project – Dave Belmont – no report.
2. Legal Task Force – Dave Belmont – no report.
3. Capital Improvements – Deana Nelson – no report.

Old Business: No Old Business

New Business:

1. CMSF Board Liaison – Nancy Wheeler-Nichols reported that the Annual Fair dinner was a success.

Heritage Foundation Board of Directors Meeting Minutes

April 12, 2023

2. Fair Update – Colleen Bojorquez CMSF CEO “Thanked” everyone for attending the Annual Fair Dinner. Colleen reported things are well underway, the staff is very busy, and things are all proceeding as scheduled. Entertainment is still being booked, and the hope is that all will be finalized within the next several weeks. Mission Square applications for music acts are all in. Colleen indicated to the Board that staff is working on some sort of “dirt” event for the last Sunday of the fair.

Board Comments: No Board comments.

There being no further business, the meeting was adjourned at 7:28 pm.

Respectfully submitted,

Debbie Dusi,
Secretary

***The Next Regular Board Meeting:
Wednesday, May 10, 2023***