

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

June 14, 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, Brenda Fletcher, Daren Friedle, Patricia Lawrence, Deana Nelson, John Peschong, Michael Torgerson.

BODs Absent: Debbie Dusi, Ross Tenhaeff.

Members/Guests: Colleen Bojorquez, Deborah Chenier, Kim Daly, Meg Evans, Chuck Fletcher, Marianne Johnson, Steve Nakamoto, Susie Torgerson, Doug Verboon.

Approval of Agenda: Brenda Fletcher made a motion to approve the agenda. Deana Nelson made the second to the motion, which passed unanimously.

Approval of Minutes: Deana Nelson made a motion to approve the May minutes. Daren Friedle 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: Kim Daly introduced herself and explained to the Board that she has been working for at the CMSF for 30 years and currently covers the duties of both the Box Office Manager and Deputy Manager. She oversees credentials, parking, carnival, admissions, the administration in the office, and the CMSF Pageant. Kim plays an instrumental part in the preparation work prior to the fair for the CMSF Heritage Foundation – thank you!

Financial Report:

The Balance Sheet and Profit & Loss Statements were distributed to the Board for the period ending June 14, 2023. Deana noted that since the last meeting, American Riviera Bank will “farm out” account monies to other partnered banks so that our accounts will not be more than the \$250,000 in any one account so they will be federally protected.

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

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Deana Nelson presented the list of checks written since the last meeting. Dave Belmont made a motion to ratify the checks written. Daren Friedle 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 – Brett is having a meeting with the beer group and all other items are in motion for the fair.
4. Elections – John Peschong – no report.
5. Facilities – Mike Coon informed the board that the carpets in the lounge had been cleaned recently. Mike also showed a storyboard that he'd like to have updated with photos and a better explanation of what the CMSF Heritage Foundation has done for the grounds. This storyboard is intended to be a "table-top" at our Buyers Cards table during the auctions at the fair. Mike also showed a mockup of the mission statement stencil that will be placed on the entry wall in the lounge. Approval of the presented color and font type was moved by Mike Coon. Deana Nelson seconded the motion, which passed unanimously.
6. Media/Marketing – Susan Beebe – no report.
7. Membership – Brenda Fletcher reported that there are 20 new members. She also distributed the Pick-up Party Org Chart for July 12, 2023. The balcony and new member orientation will take place at the pick-up party. Each member must watch the new video in order to pick up their packet(s). This video will also be on a loop during the pick-up party for all in attendance. Brenda then played the video for all at the meeting. Dave Belmont volunteered to sponsor the cost of the food provided by Taco Rocco for the pick-up party event.
8. Balcony – Mike Coon stated that are 53 names on the waitlist.
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:

- A. KPRL – Mike Torgerson – Each Tuesday from 1-2 pm KPRL features a local segment and would like to interview someone from the Heritage Foundation to talk about our mission and what we do.
- B. Sold-out concerts – Access to Lounge – Michael Torgerson stated that Luke Bryan is a sold-out show, therefore, only HF members will be allowed into the lounge. There is no viable way to work guests through the lounge to Section 8 seats.
- C. CMSF Board of Directors Liaison Update – Nancy Wheeler-Nichols was not present.
- D. Fair Update – Colleen Bojorquez, CMSF CEO – Estrella Hall is still under construction and will be completed by opening day. The elevator for the Skybox has been shipped and is due to arrive Tuesday, June 20. Livestock entries are in and there are a bit fewer than last year - at 580 entries. The Central Coast Wine Competition is going on currently. Cattlemen's Dinner tickets are available online or in the fair office; the Frontier stage acts were recently announced with a full lineup; the 8:30 La Cantina is back this year for another successful event; Free Carnival Day on the first day of the fair from 4 pm-12 am.

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- E. Fair Concert Ticket Fees – Kim Daley – Kim reviewed the new process of having all Heritage Foundation concert tickets online this year – there will be NO ticket sheets as in the past. When buying tickets online, there are fees associated. The CMSF has waived the fees for HF members that would normally be charged to the public. These waived fees equate to \$5,000 total for the HF membership. However, the fees that are charged by Ticket West will be \$3/grandstand ticket and \$1.50/ticket for all other tickets including entry tickets, carnival wrist bands, etc., and will be passed to the member when purchasing tickets online. Dave Belmont moved that HF members pay the Ticket West associated fees at the time of purchase. Mike Coon seconded the motion, which passed unanimously. Kim further explained the process of ordering tickets online. All HF members will receive an email with instructions and a special passcode that will open up to Section 8 seat selection. Once the member logs on and selects all ticket needs and enters their credit card information, the program will deduct \$250 from your total. Ticket purchases will be activated on June 27, 2023, and will be due back/complete by July 6, 2023. Furthermore, since Luke Bryan is sold out, the process we've had previously will remain that there is a limit for each membership as follows: 4 seats per membership.

Board Comments: No Board comments.

There being no further business, the meeting was adjourned at 7:58 pm.

Respectfully submitted by Susan Beebe on behalf of Debbie Dusi, Secretary,

Susan Beebe
Vice Chairman

*The Next Regular Board Meeting:
Wednesday, August 9, 2023*