

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

Wednesday, June 10, 2015

The meeting was called to order at 6:30 p.m. by Chairman Friedle.

BODs Present: Susan Beebe, Dave Belmont, Mike Coon, Joanne Cummings, Debbie Dusi, Brenda Fletcher, Daren Friedle, Tim Hartzell, Patricia Lawrence, Deana Nelson, Hugh Pitts, Elizabeth Schumann.

BODs Absent: Denise Stornetta.

Members/Guests: Jo Bello, Bob Cummings, Chuck Fletcher, Mike Giubbini, Hardy Hearn, Judy Hearn, Vivian Robertson, Vicki Silva.

Approval of Agenda: Susan Beebe made the motion to approve the agenda for tonight's meeting, as amended. Deana Nelson made the second to the motion which passed unanimously.

Approval of Minutes: Mike Coon motioned to approve the minutes from the April meeting as corrected. Brenda Fletcher made the second and the minutes were approved.

Announcements/Introductions/Member Comments:

Chairman Friedle asked the guests to introduce themselves.

Financial Report: The Balance Sheet and Profit & Loss Statement were distributed to the Board for the period January 1 – June 10, 2015. The Profit & Loss statement showed a net income of \$385,267.82. Current Assets on the Balance Sheet as of June 10, 2015 were \$1,183,993.10. Joanne Cummings motioned to approve the Monthly Financial Report as presented. Tim Hartzell made the second to the motion which passed unanimously.

A list of checks written since the last board meeting was presented. Brenda Fletcher made the motion to ratify the checks written since the last meeting. Mike Coon made the second to the motion which passed unanimously.

Board Business

A. Committee Reports:

1. Concessions – Dave Belmont indicated that the new concessionaire has been busy cleaning up and is doing some remodeling downstairs. Additionally, Dave explained to the Board that a new sink upstairs in the bar area would help with service, and new mats are needed for the safety and comfort of the bar staff. After some discussion Dave Belmont made a motion that the Board approve up to \$4,000.00 to purchase these items. Brenda Fletcher made the second to the motion which passed unanimously. Dave has also been working with the concessionaire to develop a name for the downstairs bar area. Dave showed the Board a sample rendering with the purposed name “The Hideout”. Dave is currently working with Vivian to secure approval for the name. Dave Belmont made a motion that the Board adopt the name “The Hideout” and to give the committee permission to move forward with the logo. Elizabeth Schumann made the second and the motion passed unanimously.
2. Facilities – Tim Hartzell indicated that upstairs and downstairs televisions would be turned on a week prior to the starting of the fair, and turn off the week after the fair ends.

The package the Heritage Foundation had last year is not available, and the new package will be approximately \$15.00 per month more. Tim asked Vivian if the bar stools could be brought out of storage and placed in the downstairs bar.

3. Membership – Brenda Fletcher reported to the Board that memberships did close June 1, 2015. There are currently 258 members. Brenda also indicated to the Board many ticket order forms had already been returned and the deadline is June 19, 2015.

B. Old Business:

1. Pick-Up Party – Brenda Fletcher stated that the party will be July 15, 2015 and that there will be further discussion of needs at the July meeting. Vivian Robertson requested the mailing list so that the invitations could be sent to the Heritage membership.
2. Balcony Seating – Mike Coon showed the Board the cushions that were made for the balcony seats and stated that they had been “tested”. Mike indicated to the Board that \$500.00 had been allocated for the cushions; however, the total bill from S & J Upholstery was \$794.88. Joanne Cummings made a motion to pay the S & J Upholstery bill. Elizabeth Schumann made the second to the motion which passed unanimously.

C. New Business:

1. Heritage Foundation website – Susan Beebe met with Alex Juchniewicz to discuss the redesign of the website. Susan indicated that the web page had not been updated since 2011. The proposal is to change the look and feel and to make it more “user” friendly. Mr. Juchniewicz recommended a total redesign along with adding PayPal and providing Social Media updates on sites like YELP. The total cost for this would be \$2,000.00. Susan Beebe made a motion to spend \$2,000.00 to Alex Juchniewicz for these designs and updates. Brenda Fletcher made the second to the motion which passed unanimously.
2. CMSF Update – Vivian Robertson reported that the wine competition was currently in progress and that there were around 700 wines and that all other entries for the most part will close next Tuesday. Vivian indicated tickets sales are going well with Jason Aldean being the strongest sale to date, and that the lottery for tables for the Brews & Blues night went well.

There being no further business, the meeting came to a close at 7:14 p.m.

Respectfully Submitted,

Debbie Dusi
Secretary

The next meeting is Wednesday, July 8, 2015