

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

Wednesday, August 10, 2016

The meeting was called to order at 6:30 p.m. by Chairman Daren 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, Denise Stornetta.

**BODs Absent:** John Peschong.

**Members/Guests:** Jo Bello, Georgia Bollinger, Mike Bradley, Bob Cummings, Meg Evans, Chuck Fletcher, David Shapero, Theresa Shapero, Michael Torgerson.

**Approval of Agenda:** Elizabeth Schumann made the motion to approve the agenda with the addition of; Cow Parade under old business, and Member Survey under new business. Deana Nelson made the second to the motion which passed unanimously.

**Approval of Minutes:** Tim Hartzell motioned to approve the minutes from the meeting on June 8, 2016. Dave Belmont 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 – August 10, 2016. The Profit & Loss Statement showed a net income of \$230,002.37. Current Assets on the Balance Sheet through August 10, 2016, are \$1,428,717.36. Denise Stornetta motioned to approve the Monthly Report as presented. Brenda Fletcher made the second to the motion which passed unanimously.

Deana Nelson presented a list of checks written since the last Board meeting. Mike Coon made the motion to ratify the checks written since the last meeting. Hugh Pitts made the second to the motion which passed unanimously.

Deana Nelson indicated that interest has already been earned from our new Farm Credit Account.

**Board Business**

**A. Committee Reports:**

1. Concessions – Dave Belmont reported that Brett was still assembling expenses and the Committee should be meeting with him in the next week or so. Costs to date for the Island Concessions are \$76,410.97. Gross concessions were up substantially this year, and everyone agreed that the new Island Concession had good food and drinks.
2. Membership – Brenda Fletcher indicated that membership this year was 286, with 41 new memberships, and 22 that did not renew. Lounge expenses were down, which was good for the organization, and we were able to still provide member food. Mike Coon stated that balcony seat holders wanted the cushions and that due to the expenses of these cushions they are only for seat holder's ability to see over the railing, not for comfort. Mike is still working on moving some seats around to get rid of the single seats we end up with each Fair season.

**B. Old Business:**

1. "Goodbye Barn Party" - Joanne Cummings announced the date and time for the "Goodbye Barn Party". It will be held Saturday, August 27, 2016, beginning at 4:00 p.m. The Kiwanians will be

cooking burgers and providing all the fixins, along with wine, beer, soft drinks and water. There will be a ground breaking, along with the festivities. Tickets are \$10.00 per person.

2. CowParade – Susan Beebe indicated that our cow is finished, and needs to be named by Monday. The location for the cow has not been determined as yet. Mike Bradley stated the cow the Fair purchased will be in front of the Children’s Museum. There will be a VIP launch party on Friday, September 16, from 5:00-6:00 p.m., with the public launch will be Saturday, September 17, 2016 from 10:00 am – 5:00 p.m., both in the meadow at the Madonna Inn.

**C. New Business**

1. Member Survey – Denise Stornetta suggested that this may be a time for a survey for all members to participate in, and Denise indicated that she would be willing to conduct the survey. There was some discussion about the fact that the Board had done a survey in the past, and had not been very successful, and that it would need to be performance based and limited to 6-8 questions. After some additional discussion it was decided that Denise would continue to work on the survey and bring back questions to the Board.
2. Fair Update - Mike Bradley CMSF CEO – Mike gave the Board a Wrap-Up Report of the 2016 Fair, indicating attendance was good even with the very hot weather. Mike also addressed the Security situation in the Heritage Lounge, and indicated to the Board that the Fair should handle security issues, and he will continue to work on this challenge. Mike stated that the Island Grill was wonderful, and it was a nice addition with the tables and umbrellas in that area. Mike also shared with the Board that the south entrance is very busy, and fair goers come into an area of trailers, therefore, the Fair will begin to remodel that area and move the security and first aid to the middle of the fair grounds. This will do two things; first enhance the area near the south gate, and make access easier for security and first responders when an emergency does exist. The concerts on a whole did well, and the groups want to be here. Mike closed by thanking Bob Cummings and Chuck Fletcher for all their work on the new barn, and indicated that the Fair Board would be out of town on a retreat in September.

There being no further business, the meeting came to a close at 7:03 p.m.

Respectfully Submitted,

Debbie Dusi, Secretary

The next meeting is September 14, 2016