

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

Wednesday, September 9, 2015

The meeting was called to order at 6:29 p.m. by Chairman, Daren Friedle.

**BODs Present:** Susan Beebe, Dave Belmont, Mike Coon, Brenda Fletcher, Daren Friedle, Tim Hartzell, Patricia Lawrence, Deana Nelson, Hugh Pitts, Elizabeth Schumann, Denise Stornetta

**BODs Absent:** Joanne Cummings, Debbie Dusi

**Members/Guests:** Jo Bello, Dawn Daner, David Hibard, Meg Evans, Michael Torgerson

**Approval of Agenda:** Daren Friedle added two items under Old Business; updates on the website and the Cow Parade, both to be presented by Susan Beebe. Brenda Fletcher made the motion to approve the agenda, including the additions, for tonight's meeting. Deana Nelson made the second to the motion which passed unanimously.

**Approval of Minutes:** Elizabeth Schumann motioned to approve the minutes from the meeting in July 2015 with the amendment showing that Denise Stornetta did attend. Tim Hartzell 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 – September 9, 2015. The Profit & Loss statement showed a net income of \$413,145.30. Current Assets on the Balance Sheet as of September 9, 2015 are \$1,206,120.56. Deana Nelson noted that \$60,000 income has been received to date from the Fair Concessionaire. Hugh Pitts motioned to approve the Monthly Report as presented. Tim Hartzell 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. Susan Beebe made the second to the motion which passed unanimously.

**Board Business**

**A. Committee Reports:**

1. Livestock – No Report
2. Concessions – Dave Belmont and Tim Hartzell are to meet with the Fair Concessionaire to determine total costs and income. There will be unplanned costs to replace equipment that was damaged and/or destroyed by a flood from clogged pipes. A plumber repaired the pipes and we are hoping that insurance will cover some or all costs.

Dave Belmont noted that the 2015 Fair set records for Heritage Foundation beer sales; we use 784 kegs this year. Sales at our down stair's location surpassed those at Jimmy's which far exceeded our sales in past years. He will meet with Brett next week to determine final costs vs income. He noted that we may reimburse the Concessionaire for some of the costs to improve the space.

Upstairs, in the Heritage Suite, proved very successful. It was far less crowded as we did not offer additional guest passes for purchase. The new Concessionaire worked out very well.

3. Membership – Chairman Fletcher noted that total membership is at 258. This includes 27 new members and three members returning after taking one or more years off. She stated that our not selling the extra badges worked out very well; she received no complaints.

A key difference this year was the number of tickets purchased by members for section 8; many members purchased well over the \$250 credit. Brenda estimates that more the \$35,000 was provided to the Fair for these additional ticket sales.

Brenda continued her report by thanking all the people who went out of their way to assist in the many tasks needed to present an enjoyable experience to our members. A special thank you was to non-board members, Meg Evans, Dawn Daner, Jo Bello, and Therese Shapero (and her husband). She also thanked board members who volunteer their time during the Fair and throughout the year.

The only difficulty this year was that food cost have gone up and it is difficult to find appetizers that do not need heating. Changes had to be made to the menu to fit within budget, and happily she received only compliment, no complaints. Locating the food table in the small room worked out very well.

4. Facilities – Tim Hartzell announced that a burglar alarm will be installed in the Heritage Suite on October 1.
3. Livestock – nothing to report at this time.

**B. Old Business:**

1. Balcony Seating – Mike Coon announced that balcony seating was very successful this year. Thirteen new members were among those purchasing balcony seats this year. There were only 18 seats unsold and available for purchase on an individual basis at the pickup party. After which there only four nights that that were not completely sold out.

Use of the cushions for front row seats went really well and Mike suggest purchasing more. He recommended an additional 10 cushions. He also suggested that we construct a cabinet to house them in so as not to require a board member to unlock the office each evening to access them. He will get an estimate on the additional cushions and present to the board at a later date.

Gift Cards – during the auctions at the Fair, we provide gift cards that may be given to buyers noting that a donation to the Heritage Foundation has been made in appreciation for their purchasing an animal. To enhance this process, Mike Coon suggested that we could better promote the Heritage Foundation with A display board showing all the project we have completed on the fairgrounds, and/or computer presentation.

2. Website – Susan Beebe passed her iPad around the group to show the beginnings of the concept of the new website she is working on. The website will include our story, accomplishments, Board of Directors, and membership information. Project completion date is November 1, 2015. She is looking for photos to include; especially one photo to use on the banner that fully represents the Foundation. She has also started a Facebook page and a Yelp check in spot.
3. Cow Parade – Susan Beebe provided an update to the Cow Parade (originally presented in July by Tom Halen and Becca Van der Horst). She to announce that the Heritage Foundation has been selected as one of three non-profits to benefit from the auction proceeds. We will receive 100 of the proceeds of Cows purchased by bidders who specifically choose the Foundation to benefit and 1/3 share of non-specified funds. Our responsibility is to promote the Auction event and the sponsorship of cows. Any one may sponsor a cow for \$7000. The Cow Parade organization will then pair the cow with an artist. Sponsors do not need to design the artwork for their cow, but they may choose to do so and pay \$1000 less for sponsorship. Susan will send an email out to our membership with details. Those interested in sponsoring a cow may call Board Members, Susan Beebe or Patricia Lawrence.

**C. New Business**

Daren Friedle asked for any comments from the Board. Denise Stornetta formally thanked Brenda Fletcher for all her guidance, knowledge and hard work with setting up member packets and the Heritage Suite for the 2015 Fair.

There being no further business, the meeting came to a close at 7:21 p.m.

Respectfully Submitted,

Elizabeth Schumann, for Debbie Dusi, Secretary

The next meeting is October 14, 2015