

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

August 9, 2017

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

- BODs Present:** Dave Belmont, Joanne Cummings, Mike Coon, Brenda Fletcher, Daren Friedle, Tim Hartzell, Patricia Lawrence, Deana Nelson, Hugh Pitts, Michael Torgerson.
- BODs Absent:** Susan Beebe, Debbie Dusi, John Peschong, Denise Stornetta.
- Members/Guests:** Jo Bello, Georgia Bollinger, Mike Bradley, Bob Cummings, Meg Evans, Chuck Fletcher, Vicki Silva.
- Approval of Agenda:** Mike Coon made a motion to approve the Agenda. Deana Nelson made the second to the motion which passed unanimously.
- Approval of Minutes:** Deana Nelson motioned to approve the June minutes. Joanne Cummings made the second to the motion which passed unanimously.

Announcements/Introductions/Member Comments:

Chairman Belmont asked the guests to introduce themselves and for any comments. Bob Cummings reported that there has been tremendous "good" feedback regarding the barn project, especially the bathroom upgrades. Jo Bello stated that the improvements were done very well.

- Financial Report:** The Balance Sheet and Profit & Loss Statement were distributed to the Board for the period January 1, 2017 through June 9, 2017. The Profit & Loss Statement showed a net income of -\$1,931,307.80. Current Assets on the Balance Sheet through August 9, 2017 are \$737,409.94. Daren Friedle 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. Brenda Fletcher made the motion to ratify the checks written since the last meeting. Michael Torgerson made the second to the motion which passed unanimously.

Deana Nelson indicated that the cash taken out of the bank was used for change during the sale of the Garth Brooks tickets and Buyer Thank You Cards. Deana stated she made a bank deposit to return it to the bank account. Deana indicated there were no unpaid bills.

Deana Nelson reported a total of \$4716 in donations from the Buyer Thank You Cards at the livestock auction. Last year's total was \$4391.

Board Business

A. Committee Reports:

1. Concessions – Michael Torgerson reported that 411 kegs of beer were sold the day of the Garth Brooks concert, and the Heritage Foundation sold 202 of them. Michael indicated there should be excellent profits, although the final numbers are not in yet from Brett Butterfield.
2. Membership – Brenda Fletcher indicated there are currently 300 members. Brenda stated that 10 Board members and 14 members volunteered for the Pick-Up Party. Section 8 tickets for the first Garth Brooks show sold out at the Pick-Up Party. In addition, Jennifer Wilson set out the food this

year which was greatly appreciated, along with a great job by the security staff. She extended her "thanks" to all.

Balcony Seating – Mike Coon stated that all balcony seats are sold, with 8 parties on the waiting list. Mike reported we did have a few behavior problems, and these will be reviewed by the Committee. Mike indicated he could add 4 balcony seats.

B. New Business:

1. Changing Banks – Deana Nelson asked the Board about changing banks from Premier Pacific bank to American Riviera Bank as there are familiar faces at the new bank. Joanne Cummings asked about Farm Credit Bank; however Deana indicated they do not offer checking accounts. Mike Bradley indicated the fair works with 3 different banks, and he recommended looking for the best deal. After some discussion it was decided not to make any change at this time.
2. Fair Wrap-Up-Dave Belmont reported all went smoothly with concessions, as well as the day of the Garth Brooks concert. Dave reconfirmed that the problems will be discussed at the next membership committee meeting.
3. Fair Update – Mike Bradley, CMSF CEO thanked the Board and membership for the great turnout, recognition and hard work. Mike praised the Pavilion and indicated it worked well for large crowds, however, next year they need to provide additional seating. In addition, with the large fans in the Pavilion it was the coolest place on the grounds. Mike also reported this year had the most attendance for Cattleman's Day. Mike stated that the carnival had the lowest revenues the day of the Garth Brooks concert, as well as food and beverage sale were down. The day of the Chainsmokers concert was the biggest revenue day for the carnival. The new stage at the Island Bar and Grill was extremely positive. On-line comments increased from 2500 to 6000, with most wanting to see continued growth of the fair. The 60 new RV hookups in the carnival area will be used throughout the year by the horse shows. In addition food and beverage sales increased, along with record trash. Mike indicated the staff will be having a meeting soon to go over and address all fair activities.

Comments:

Tim Hartzell stated that moving the concessions north the Heritage Building back and placing umbrellas on the midway was a great idea, much cooler. Georgia Bollinger felt it was an awesome carnival and noted that the Heritage Foundation was not recognized for the Livestock office, only Cuesta College. Mike Bradley stated he thought the big banner gave credit to the Heritage Foundation; however he would look into it and make sure the Foundation got credit. Darin Friedle stated the 2017 fair was even better than the 2016 fair. Jo Bello asked about the ABC, Mike Bradley will look into and get back to her. Vicki Silva commented on how amazing show day was because of the new Pavilion, and thanked everyone involved. The final comment was from Chuck Fletcher, who thanked Tim Hartzell and Joanne Cummings for their "vision" for the barn project.

There being no further business the meeting was adjourned at 7:41 p.m.

Respectfully Submitted,

By Patricia Lawrence for,
Debbie Dusi, Secretary

The next regular meeting is September 13, 2017