

Santa Cruz County Fair
HERITAGE FOUNDATION

Board of Directors Meeting

Wednesday, June 6, 2012 3:00–5:00PM SCCF Board Room

1. Call to Order – at 3:07pm

2. Roll Call – Chuck Allen, Carlos Rivera, Sue King, Dawn White, Hilary Brighton, Richard Travis, Ken Schwan, Jeff Nielsen, Sharon Hiraga, Katie Mahan, Ken McCrary, Michele Bassi

Absent: Laurie Jensen

3. Correspondence – White received an email from the fine arts department. Donna is working on getting sponsors and wants to use our tax id to run their donations through HF as with other departments, she was advised about the 5% fee.

4. Approval of Minutes – Travis made the motion, seconded by White and approved by all to approve the minutes from May's meeting.

5. CEO Report – (Interim Manager D Kegebein) – July 11 at 7pm, second public town hall meeting. Rentals are down. They are still working on getting a line of credit. New rental rate structure will be proposed at the next board meeting. After some research, they found our rental rates are far overpriced. Need to cut \$100,000–\$200,000 from the budget for the next fair board meeting. D Kegebein is asking for approx. \$10,000 to work on the Crosetti roof to remove the spray foamed insulation. It is a time and materials project.

6. Public Comment for Items Not on the Agenda (5 min max) –

7. Treasures Report – (White) Operating balance \$28,249.28, total to date spent on HH \$43,288.62. Nielsen made the motion to approve the treasures report seconded by Rivera and approved by all.

8. Reports & Continued Business –

8.1 Subcommittee Reports –

8.1.1 Membership – Hiraga– She and Bassi are working to get all membership into an Excel spreadsheet format. Membership team also discussed reworking the membership levels to make them more appealing to they community.

8.1.2 Alcohol Sales – (Travis) – Ren Fair 16 & 17, needs cashiers only both days. Concert on the lawn, June 24th, for Tony Valencia, needs servers.

8.1.3 Heritage Hall - (Harvey/D Allen) - HH coming along. 75% siding complete, electrician completed as much as he can until siding is finished. Steve Rimdi said it'll be August before he can finish. He wants to hire someone and has found someone who can work for us for \$25 hour- approx. \$3,000. Then floor has to be stained at \$4,400. The electrical and lighting over the bar will be about \$3,000. Basically \$10,700 to complete the hall before fair which doesn't include the additional \$9,000 to purchase all bar equipment. It's closer to \$21,000 and August completion.

Nielsen made a motion \$20,000 from line of credit to finish HH and \$10,000 from HF general fund for the Crosetti roof requested and Travis seconded. Motion amended by Nielsen, to use \$10,000 out of our general fund to pay for the Crosetti roof and \$20,000 out of Rabobank emergency fund to finish HH, Travis seconded the amended motion. 2 opposed. Motion carried.

8.1.4 Business Plan - (Nielsen) - table to the next meeting

8.2 New Business -

8.2.1 Fair Contracts & Checks to Fair - (C Allen) - Need to pay the fair \$2400 for our fair contract, for our booths.

8.3 Old Business -

8.3.1 Day on the Farm - \$2548.40, 47 tickets, 5-25% \$176 Schwan bills, \$916.40 existing expense \$74.43, this does not include advertising. Last year we lost money. We agreed to spend 1/3 or up to \$750 in advertising. AHP looking at May 18th for next year so the car show is not competing with Pleasanton.

9. Upcoming Events -

9.1 Renaissance Fair, June - see above

9.2 SCCF Fair, September - Start thinking about volunteering. King wants to sell strawberry shortcakes or fruit bowls at the fair. Driscolls, Giant, Natureripe, sponsored days. White is concerned about conflicting with their donations to livestock for the livestock BBQ and wants to make sure we include Jensen in any donations we receive. Hiraga and Mahan are willing to work with King to decide if it's a feasible plan.

9.3 Heritage Brew Fest, October 13 (Nielsen) - Posters in the works. Tickets will be available online, in a home printing application. Mostly free press from John Michael since he's one of the bands playing, facebook, HF website, advertise during the fair.

10. Items Not on the Agenda

10.1 Nominating Committee– Rivera– Met with Justin White on Monday. Excited about his management skills, organization skills and what he can bring to the HF. Rivera recommends we nominate him to the board, seconded by Bassi, approved by the majority.

–Conflict in our bylaws as to when we nominate officers, June vs July. Rivera was nominated to President, Nielsen to Vice President, Brighton to remain Secretary and White was re–elected to CFO. Travis and King are off the board. Travis will remain the alcohol chairperson.

11. Adjournment – C Allen has adjourned the meeting and his year as president at 4:45pm