

Santa Cruz County Fair
HERITAGE FOUNDATION

Board of Directors Meeting

Wednesday, May 2, 2012 3:00–5:00PM SCCF Board Room

1. Call to Order at 3:04pm by VP Carlos Rivera

2. Roll Call – Carlos Rivera, Sue King, Dawn White, Hilary Brighton, Richard Travis, Laurie Jensen, Jeff Nielsen, Michele Bassi, Late: Sharon Hiraga, Ken McCrary, Ken Schwan

Absent: Chuck Allen, Katie Mahan

3. Correspondence – None

4. Approval of Minutes – Corrections: 8.1.3 Although Harvey had reported he was told by White to ask for another \$15,000, White wants to clarify it was not her that told him to do so. It's not known who Harvey was really referring to in his verbal report given during the April meeting.

–To clarify, Nielsen was not present last month. The comment in the minutes which made it appear he was present was made by C Allen in reference to his research done previously.

–Additionally crab feed amounts were only estimates so far as of April.

Travis made the motion to approve the minutes with corrections, seconded by White, approved by all. Travis was concerned about the errors and Brighton advised she'd be happy to go back to hiring out the minutes done by a professional, previously \$75 per month before Brighton took it over as a donation to the HF.

5. CEO Report – (Interim Manager D Kegebein) May 1, 2012 the Governor's office notified the fair office they've re-elected Bruce Oneto to fair board and thanked Rob Marani and Patrice Edwards for their service and replaced them with Don Dietrich and Stephanie Fontana. There have been a few fair rentals that have canceled recently. The management team will analyze rental rates and possibly restructure. The Fair is coming together. The Salvation Army is selling a bathroom trailer structure for \$7500. It's older and doesn't meet ADA requirements and will require retrofitting. D Kegebein will be soon coming to HF asking for money to purchase and retrofit it.

6. Public Comment for Items Not on the Agenda (5 min max) – None

7. Treasures Report – (White) Current operating balance \$27,398.79. No money paid to fair for the month. Craft fair we made approx. \$11,000 but spent approx. \$10,000 in advertising which we will need to look at and reevaluate this year. Crab feed net income \$29,041.43. Nielsen made the motion that was seconded by King and approved by all to pass the financial report.

8. Reports & Continued Business –

8.1 Subcommittee Reports -

8.1.1 Membership - (Brighton) Unfortunately, taking on the job of membership along with everything else was one too many things to accomplish in the last month. Brighton asked for help and Hiraga and Bassi offered to take over membership. They will meet after the meeting and in the coming weeks to transfer all the paperwork.

8.1.2 Alcohol Sales - (Travis) The upcoming dance and cage boxing canceled. The next event is Day on the Farm.

8.1.3 Heritage Hall - (Harvey/D Allen) No one present to give report.

8.1.4 Business Plan - (Nielsen) -Business plan for HH and lease on the HH facility needs to move forward. The committee will meet and work on it.

8.2 New Business -

8.2.1 Long Term Lease Agreement for Heritage Hall - Similar to Rodgers House and similar to AHP. A HF board member will always be present at the hall and the fair office will handle bookings.

8.3 Old Business -

9. Upcoming Events -

9.1 Day on the Farm, June 2, 2012 (Schwan) - Meeting 6/9 at 3pm Harvest kitchen. We will serve alcohol at the event.

9.2 Heritage Brewfest, October 13 (Nielsen) - Nielsen approached the board and made the motion to adopt the name of Heritage Brewfest (vs generic Octoberfest). Travis seconded the motion, approved by all.

10. Items Not on the Agenda -

10.1 Travis-in lieu of Haedicke- asked for approval for the 2012 craft fair 3 days: Nov 30, Dec 1 and Dec 2. Sunday would be a short day. White made a motion to approve the change to three days, seconded by Nielsen, approved by all.

10.2 King- Received a call from Oneto, wants the HF to carry through with his fundraising proposal he made to the fair board last week. Wants the HF to approach 2500 people to donate \$100 per person, they will get 2 tickets to the fair each year for 5 years. The money will go directly to the fair as operating funds, not HF/capital improvements. No one on

the HF board is interested in taking on the project at this time due to the time requirements required and because it conflicts with our current membership fundraising (we do basically the same thing for the same price but pay for the fair tickets we hand out to members).

10.3 New board members should be nominated at the next meeting. If you have anyone interested in being on the board, please notify Rivera.

11. Adjournment - at 4:32pm