

**Santa Cruz County Fair  
HERITAGE FOUNDATION  
Board of Directors Meeting Minutes  
Wednesday, February 6, 2013 3:00pm SCCF Board Room**

1. Call to Order at 3:15pm by Vice President Jeff Nielsen, in the absence of President Carlos Rivera
2. Attendance  
Directors Present: Jeff Nielsen, Dawn White, Michele Bassi, Lauri Jensen, Julie Oliver, Chuck Allen, Sharon Hiraga, Jeannie Kegebein  
  
Directors Absence: Carlos Rivera, Justin White, Ken McCrary, Katie Mahan  
  
Additionally Present: Dave Kegebein (Interim Fair Manager), Richard and Mary Travis, Ron Haedicke, Sue King
3. Correspondence
  - Voted no to request from Freedom Rotary for sponsorship support for Casino Night
  - Recommendation that Executive Committee write policy on financial support to other organizations
4. Minutes –January minutes were approved unanimously with corrections in spelling of Jeff Nielsen and Sharon Hiraga’s names.
5. Interim Fair Manager Report (David Kegebein)
  - Introduced Ralph Miljanich, the new Sponsorship Development Coordinator for the Fairgrounds.
  - Farmers Market began on Sunday with approximately 5,000 people attending
  - 2 more horse shows booked as a result of the Pebble Beach Horse Show facilities shutting down
  - Crosetti roof completion expected to be finished late spring.
  - Quilt Fair – quilts are on racks so can be moved away from any leaks that may happen if it rains
  - Reducing the noise level in Heritage Hall may be less costly than thought: \$10,000 will cover 20%-30% of the ceiling and provide a 60% improvement
  - Dave requested \$30,000 from the Heritage Foundation to assist in purchasing \$60,000 of equipment for the Fairgrounds in 2013. The other \$30,000 will be from the Fairgrounds operating budget.
  - Received a Resolution from the Santa Cruz County Fair Board of Directors in appreciation of the work being done for the Fair
6. No public comment

**7. CFO's Report (Dawn White)**

- Current operating balance \$13,845
- Net on Holiday Fair is \$13,762.39, which includes the rental of the fairground's buildings, a gain of \$2,150.38 from 2011. Cost of Fair rental for the buildings will remain as contracted.
- In the future, instead of paying the going rate on buildings and grounds rentals, the Heritage Foundation will pay the actual costs of using the facilities.
- Michele Bassi will find out the renewal term of Rodgers House CD at Wells Fargo.
- Dawn was requested to add CD due dates on the balance sheet.
- Financials were unanimously approved as presented.

**8. Reports and Continued Business**

**8.1 Subcommittee Reports**

**8.1.1 Alcohol Sales – Travis**

\$586 net profit from Sunday's Farmers Market  
Volunteers needed to help during Sundays in February from 11 or 11:30am to 4pm. Richard will coordinate the volunteers

**8.1.2 Nominating Committee – Chuck Allen, in Rivera's absence**  
Bill Barton was unanimously approved as a board member.

**8.1.2 Membership Committee – Michele**

Goal is to increase current 175 membership to 1,000 by Dec 31<sup>st</sup>  
New membership program approved unanimously  
Offer opportunities for donations and volunteering  
Promotes events of Foundation  
Gives member/donor satisfaction of helping the Fairgrounds  
\$25 – satisfaction; newsletter  
\$50 – 1 ticket to Fair; newsletter  
\$100 – 2 tickets to Fair; 1 parking pass; newsletter  
\$250 – 2 tickets to the Crab Feed; 2 tickets to Fair; 1 parking pass; newsletter  
\$500 – 2 tickets to all Heritage Foundation events (Crab Feed, Beer Fest, Holiday Fair) plus 2 tickets to the Fair; 1 parking pass; newsletter  
Will be introduced at the Crab Feed and with renewals in 2nd quarter  
Offers more communication with a wider variety of people  
Includes those with Fair history: entries, livestock, horse shows, 4-H, Jr Fair Board, etc  
Will add politicians, 4-H and Jr Fair Board names to mail list

**8.2    Old Business**

**8.2.1    Website – Nielsen**

**8.2.1.1    Board Members asked to check website for new information**

**8.2.2    Holiday Craft Fair - Haedicke**

**Report given at previous board meeting and financials presented during Treasurer's Report.**

**8.2.2    Crab Feed - Nielsen**

**Live Auction items complete**

**Silent Auction items progressing – members reminded to bring in 3  
97 tickets sold on-line today**

**9.    Upcoming Events**

**9.1    Crab Feed (March 2, 2013)**

**9.2    Next BOD meeting (March 6, 2013)**

**9.3    Day On the Farm (May 18, 2013) - Tabled until March 6 meeting**

**10.    Items Not on the Agenda – membership placed under Subcommittee Reports**

**11.    Adjournment at 5:00pm**