

Santa Cruz County Fair  
HERITAGE FOUNDATION  
Board of Directors Meeting  
Wednesday, March 7, 2012 3:00-5:00PM SCCF Board Room

1. Call to Order - at 3:05pm

2. Roll Call - Chuck Allen, Carlos Rivera , Hilary Brighton, Richard Travis, Jeff Nielsen, Sharon Hiraga, Sue King, Dawn White, late: Laurie Jensen, Katie Mahan, Ken McCrary

Absent: Michele Bassi, Ken Schwan

3. Correspondence -

4. Approval of Minutes - Travis made the motion to approve the minutes, seconded by White and approved by all.

5. CEO Report - (Interim Fair Manager D Kegebein) - Has been studying financials the last few days and thinks he has a good cash flow model worked out...we are very broke. Not prepared to present today. \$100,000 in bank, \$40,000 in bills, mostly to DOJ. We will be upside down by august. Working on line of credit. Working on getting flea market restarted and horse shows recommitted.

6. Public Comment For Items Not on the Agenda - Nic K - tonight's meeting at 7pm is a strategic planning meeting. Not an "I like the fair" meeting.

7. Treasures Report - (White) - Current operating balance \$41,348.03. Total paid to fair \$12,606.89. Crab feed so far is \$14,162.74 plus credit card sales of \$16,914 and bar \$3,319. Sue still has receipts to turn into for adjustments. Craft fair netted \$11,662. We spent \$11,293 in advertising. Nielsen made the motion to approve, Mahan seconded and approved by all.

8. Reports & Continued Business -

8.1 Subcommittee Reports -

8.1.1 Membership - (Jensen) - We got 19 new or renewal memberships during the crab feed month....either with tickets or during that night. In Nov, we have someone who paid for a membership from an Edward Jones Services...but there is no name associated with it. D Allen said he handled it some time ago. Richard Auto was the name but Don Allen is saying it should never have been for a membership. Brighton arranged a meeting w/Melody Sharp to start getting all membership online and updated as it should be since moving the website to Word Press. Once it's updated; prior to an event if a current membership list is needed please contact a membership committee member to get a current list then dispose of since it'll no longer be current.

8.1.2 Alcohol Sales - (Travis) - crab feed \$2747.96 net alcohol sales. Dance on the 12<sup>th</sup> netted \$3,097.72. Working on the alcohol policy. Hopefully it will be done and ready to go to the next fair board meeting. Casino night is coming up. Travis asked if we wanted to sponsor a table for \$150 as we have in the past? King made a motion, seconded by Hiraga and carried to approve to sponsor the table. During the HF board discussion D Kegebein interrupted the conversation to interject that "he was not sure why we want to give money away at this hard time when the fair needs money...even though he is a member of the rotary."

8.1.3 Heritage Hall - (Harvey) - Cost to complete Heritage Hall is now \$51,409.81.

Exterior doors are up, heaters are in and installed. Propane tank is in, waiting for lines to be installed. Store room is framed. Bar is sitting in the Hall now! New bid to install siding is \$6,000. It was going to be donated but that donation no longer exists. Will get two more bids.

8.1.4 Business Plan - (Nielsen) - Need to refocus. The committee needs to start looking at the budget and go forward. Also start looking at capital campaign for the Crosetti roof.

## 8.2 New Business -

8.2.1 Bingo Parlor - D Allen - income opportunity, another idea from MoCo Fair, started with the betting that per Kelly it's very expensive to start. They only made 13,000 made last year, a lot of up front costs. But the Bingo would be like at Kennedy Youth Center run by Jonathan. Partner with 4-5 different volunteer youth groups in the community. We'd administer the bank side of it. Half the proceeds would go to a charity or a service club, shared revenue. We'd have to research it and see if it's something we could do, if it'd be betting. Don will pursue it and come back with a report.

8.2.2 October Fest, October 6<sup>th</sup>? - C Allen/Kelly Violini, Monterey County Fair - MoCo Fair has Beer Fest in June. She gave a hand out listing needs. Beer vendors will typically come at no charge because they get advertising. We provide tables, chairs and wrist bands. Estimated revenue at 2000 people \$43,800. That would be starting advertising in June with MoCo beer fest and through to ours. Couch and other small microbreweries are always interested in being involved in donating. Kelly, Lauren and a team of volunteers would come in and lead the event w/the Salinas JC's. We would be splitting the revenue and how that would work would have to be discussed. Either with a per ticket price or a base percentage. C Allen asked for any interested chairperson from the board-no response.

## 8.3 Old Business -

8.3.1 Crab Feed - Tarmo did a nice write up in the RP. Band \$600, sound/mic's from Reed Zaro \$300, crab \$8503- \$2000 increase from last year, chicken \$548 and still accounting for groceries. Also still waiting on MBC's bill for chowder and cookies. By increasing the \$5 per ticket we just about covered the unexpected increase in crab price.

## 9. Upcoming Events -

9.1 Day on the Farm, June 2, 2012 - Per C Allen, Schwan will handle the menu when he comes back in town. He will talk to AHP and the car show group to determine an agreeable menu.

9.2 Ron Tyler Memorial Event, Saturday March 10, 2012 - set up at 9:30am both on Friday and Saturday.

## 10. Items Not on the Agenda -

10.1 Heritage Hog - Brighton - Presented a semi-new idea to the board. It's time to continue on with getting applications out to 4H groups. But trying to fit in a HH dinner between the end of Fair, the Volunteer dinner, AHP's dinner, the golf tournament (which was started the same year) or this new beer fest and the Christmas Craft Fair we are limiting ourselves. We should continue on with the same fundraising principal of the HH but change the outcome of the hog, no dinner. Also brought up the idea of a scholarship program attached to the HH program.

Mahan made a motion to cancel the dinner and the selling of dinner tickets but continue the Heritage Hog program and the raising of donations, in any amount. All donations to the

Heritage Hog will be used by the Heritage Foundation for capital improvements in the livestock area specifically. The motion was seconded by Hiraga and approved by all.

10.2 Chardonnay Cruise (King) - add onto the newsletter

10.3 Roach Coach Rodeo...maybe mix with the Octoberfest? (King)

10.4 Nominating Committee needs to start talking again - Rivera, Mahan

11. Adjournment at 5pm