

Santa Cruz County Fair
HERITAGE FOUNDATION

Board of Directors Meeting

Wednesday, April 4, 2012 3:00–5:00PM SCCF Board Room

1. Call to Order – at 3:05pm

2. Roll Call – Chuck Allen, Carlos Rivera, Sue King, Hilary Brighton, Richard Travis, Laurie Jensen, Ken Schwan, Michele Bassi, Ken McCrary, Katie Mahan

Absent: Sharon Hiraga, Jeff Nielsen, Dawn White

3. Correspondence – none

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

5. CEO Report – (Interim Fair Manager D Kegebein) – Christopher Smith, fair board member resigned at last meeting. Fair board approved alcohol service agreement with the HF and our alcohol contract. If anyone wants to challenge it, we'd go to a RFP where all proceeds would have to be donated to the fair.

SC Scottish Festival– Michael Gardner wants entertainer style servers at a cost of \$1000. He wants 30% donated to "charity events" which is his own organization. Mahan made the motion to approve his proposal, seconded by King and approved by all.

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

7. Treasures Report – Shary Greene made report for White in her absence, current operating balance \$9,486.34. Total paid to fair \$34,138.07. Money spent on Heritage Hall to date \$144,637.57. White has made requests of Mahan for auction credit card funds from the crab feed to be transferred to the Wells Fargo account from Rabobank account and it has not happened. Crab feed income was \$28,541, \$16,127 paid out, approx. \$10,014 profit.

8. Reports & Continued Business –

8.1 Subcommittee Reports –

8.1.1 Membership – (Jensen/Brighton) – Membership is being handed over to Brighton. Brighton is working on updating all membership online.

8.1.2 Alcohol Sales – (Travis) – Nothing coming up until May boxing and dance,

Travis said he will get his own help. June is the Scottish festival.

8.1.3 Heritage Hall – (Harvey) – Next move is to complete the bar by staining and sealing it at \$5,760 (labor) for 12–8 hour days. Danny at Harrisons Paint Corner is donating all the materials and supplies to do the job. White advised Harvey to ask for another \$15,000 to finish the hall. \$900 estimate to alarm the building came in today. Questions arose about ownership of the bar. D Kegebein is now saying maybe we should not finish the bar if an agreement has not been determined. D Kegebein as fair management wants us to clarify ownership and issues before we invest more money in the bar and heritage hall project. Jensen made motion not to exceed \$5800 Travis seconded, approved by all with the exception of Schwan.

8.1.4 Business Plan – (Nielsen) – sick

8.2 New Business –

8.2.1 Question of amending Foundations hold back of 5% funds for services and donations through the Foundation, requested by D Kegebein brought to discussion by C Allen –

Nielsen could not find in the bylaws or minutes could state where there was a 5% in writing. Appears to be an unwritten policy we adopted to cover overhead and pay for bookkeeping fees, like a “handling fee”. An anonymous donor approached fair to pay off legal bills, \$25,000 for the rodeo lawsuit. The fair wants either wants a one-time waiver or for us to address the whole issue and remove the 5% since the fair needs all the money it can get. Mahan made motion and Jensen seconded to waive the 5% fee in this particular occasion approved by all. Rivera will contact White/Greene and our Financial tax professional to decided what an auditor would say about “passing funds through” the foundation without a fee since it would not being going to capital improvements.

8.3 Old Business –

9. Upcoming Events –

9.1 Day on the Farm, June 2, 2012 (Schwan) – Talked with John K and Jody. Sausage, hot dog, chili w/condiments, chicken Caesar salad, cookies, drinks. Jensen and Brighton will be on the committee.

9.2 OctoberFest, October 13 (Travis) – 4 hour event, \$30 ticket per person, 15% gross payment to fair, 15% gross to MOCO Heritage Foundation and remainder to us for the first year. There is the potential to be good revenue source. We would provide the hospitality and 2 bands, controlling entry/exit of the group. Event requires private security and sheriff's supervision. Brighton made the motion, King seconded and it was approved by all to go ahead with planning.

10. Items Not on the Agenda

11. Adjournment at 5:30pm