

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

1. Call to Order at 3:05pm by President Carlos Rivera
2. Attendance  
Directors Present: Carlos Rivera, Justin White, Jeff Nielsen, Dawn White, Michele Bassi, Lauri Jensen, Chuck Allen, Sharon Hiraga, Katie Mahan, Jeannie Kegebein  
  
Directors Absence: Julie Oliver, Bill Barton, Ken McCrary  
  
Additionally Present: Dave Kegebein (Interim Fair Manager), Richard and Mary Travis, Loretta Estrada, Sue King
3. Correspondence - none
4. Minutes –February minutes were approved unanimously
5. Interim Fair Manager Report (David Kegebein) - moved to last agenda item
6. Public Comment
  - Loretta Estrada confirmed that thank yous for the Crab were being sent. She requested more help in the kitchen during next year's event.
7. CFO's Report (Dawn White)
  - Current operating balance \$28,155.64.
  - The Final Net Profit on Holiday Fair is \$13,762.39
  - Financials were unanimously approved as presented.
  - Final financial report on the Crab Feed will be at April meeting.
  - Dawn requested board approval to move money into the Rabo Bank account to bring the account to \$30,000, per Foundation policy. Request was unanimously approved.
8. Reports and Continued Business
  - 8.1 Subcommittee Reports
    - 8.1.1 Alcohol Sales – Travis  
Richard noted that the Crab Feed could use more than two bars for a short period of time at the beginning of the evening  
Richard is still looking for volunteers for the Farmers Market.  
SalesForce Volunteer Calendar will be implemented to help him.

8.1.2 Executive Committee – Rivera

The Foundation needs to create some policies and review the current alcohol policy. Carlos will develop some for members of the Executive Committee to review to present to the board

8.2 Old Business

8.2.1 Crab Feed - Nielsen

Kudos to all volunteers, and especially Sue King, Jeff Nielsen, Lynne Grossi and Sharon Feuerborn

The event sold out with approximately 530 guests being served

9. Upcoming Events

9.1 Next BOD meeting (April 3, 2013)

9.2 Day On the Farm (May 18, 2013)

- Discussion about Heritage Foundation serving food, beverages and alcohol
- Profit was only \$1,000 in 2012. Recommendation that we serve hamburgers, hotdogs and chili with sodas and alcohol if Agricultural History Project and Pajaro Valley Chamber of Commerce and Agriculture (our partners in the day's events) think alcohol is a good idea. Katie will check with the two organizations.
- Committee members: Carlos, Katie, Michelle, Sue, Loretta and Mary

10. Items Not on the Agenda –

Jeannie will order stationery and envelopes with new address on them

The new post office box at Freedom Post Office – P O Box 1806 – has two keys. Dawn and Carlos will have the keys

11. Interim Fair Manager's Report (Dave Kegebein) - Item 5

- Board Members went to Heritage Hall to view problems with acoustic and floor  
Acoustics can be improved with ceiling tiles covering 1/3 of the ceiling costing \$10,000 - \$12,000  
Covering floor with carpet squares will improve acoustics and cover the concrete whose painted surface has severe damage after six months of use costing \$20,000 - \$30,000 @ \$5/square of carpet
- Almost every building on the Fairgrounds is now booked during weekends
- Dave is looking for a couple of part time people to help with maintenance
- Senate Bill has been created to modify equipment code for Fairs so that they can own their own equipment, insurance, and some other issues. There is no opposition. Bill has not made its way through legislature yet.  
Meanwhile Dave has found some equipment needed by the Fair and asked the Heritage Foundation if we will accept ownership and lease back to the Fair. Discussion of that possibility centered on insurance coverage; Carlos will research current insurance policies and cost of increased coverage if needed and report back to Executive Committee.

- Dave reviewed possible uses of Heritage Hall during the Fair and board members agreed that more use during the Fair will draw more potential renters for the Hall. The Hall will be open to serve alcohol the week of the Fair; be used for the Heritage Foundation Hospitality Suite on Wednesday night; music on Thursday, Friday and Saturday nights and will be the location of Amateur Wine Exhibit.
- Current plans are to move the greenhouse in the Rodger's House patio to an area behind the Floriculture building, thus combining floriculture in one area.
- Dave asked if Heritage Foundation board members would like him to create a plan and budget for moving a modular trailer currently owned by the Fairgrounds to the location between the Fairgrounds office and the greenhouse. The trailer could be Foundation office and could accommodate all the records currently stored at various members' homes.

12. Adjournment at 5:00pm