

**Santa Cruz County Fairgrounds
HERITAGE FOUNDATION
Board of Directors Meeting Minutes
Wednesday, August 21, 2013 3:00pm SCCF Board Room**

- A. Call to Order at 3:15pm by President Jeff Nielsen
- B. Attendance:
Directors Present: Jeff Nielsen, Laurie Jensen, Bill Barton, Katie Mahan, Julie Oliver, Michele Bassi, Justin White, Ken McCrary, Renee Mello, Sue King, Jeannie Kegebein
Directors Absence: Sharon Hiraga, Dawn White, Chuck Allen, Roger Wildey
Additionally Present: Richard and Mary Travis, Dave Kegebein
- C. Correspondence
- Registration of Sharon Hiraga was accepted by the board
 - Dawn White will represent Heritage Foundation in interview about the upcoming Fair by KSCO Radio 8/24 from noon to 1:00
- D. Ken McCrary moved approval of August Minutes. Motion was adopted.
- E. Michelle Bassi moved that the Treasurer's Report be accepted and it was unanimously accepted.
- F. Fair Manager's Report
- Dave Kegebein presented updated status of Fairgrounds
 - Extended invitation to Heritage Foundation members to purchase a ticket to the opening night Gala during the Fair
 - Requested Heritage Foundation to turn in name of volunteer of the year by Monday following the Fair for recognition at the Volunteer Dinner
- G. Public Comment for Items Not on the Agenda - none
- H. Committee Reports
1. Executive Committee (Jeff Nielsen)
 - A motion by Bill Barton to approve \$2,000 of the budgeted \$10,000 in administration to create a new Facebook page in support of Heritage Foundation activities. Motion was adopted.
 2. Alcohol Committee (Richard Travis)
 - Laurie Jensen moved that only beer and wine be served at the Heritage Hospitality Night, Wednesday, September 11. After debate, Jeannie Kegebein moved the previous question. Motion was lost. Julie Oliver moved that a full bar be served at the event. Motion was adopted.
 - Richard reported by Heritage Hall and bar will be open at 6pm Tues and Wed and at 5pm the other nights of the Fair. Closing at 10:30 each night.
 3. Events (Sue King)
 - Heritage Hospitality Night will be in Heritage Hall on Wednesday, Sept 11 from 6 – 8pm.

- Requested board members to volunteer for serving alcohol at booths during Fair
- Volunteers are needed for the Volunteer Dinner on Wednesday, October 2 at 6pm in Crosetti Hall.
- Katie moved to have a Brew Fest event in October 2014. (2013 Brew Fest has been cancelled) Motion carried.

4. Membership (Michele Bassi)

- The committee has mailed 900 membership information/request letters to those residences who had a 2012 Fair entry.
- They have sent 100 members tickets to the Fair, a membership benefit
- They have mailed 750 newsletters this week to an extended list of recipients

I. Unfinished Business – none

J. New Business

- September Executive Committee was scheduled for Wednesday, Sept 4 in the Codiga Center and Museum to avoid meeting during the Fair

K. Adjourned 4:30pm - Next meeting is Wednesday, September 18, 2013