

**Minutes of the Board of Director's Meeting
Agricultural History Project
July 1, 2014**

Call to Order: The regular meeting of the Board of Directors was called to order at 7:00 p.m. July 1, 2014 by President Jennifer Lemon in the boardroom of the Codiga Center & Museum at the Santa Cruz County Fair Grounds.

Roll Call: The following directors were present Donna Bradford, John Eiskamp, Charlotte Hackmack, Dennis Howell, Nic Keiderling, Jennifer Lemon, Shaz Lint, Tim Lorenzen, Judy Nielsen, Stan Nielsen, Tom Rider, Lindsey Roberts, Les Roth, Barney Stephens, Tom Stickel, Laura Taay, and Phil Ybarra.

Excused:

Absent: Chuck Allen, Kathy Oliver

Others: John Kegebein (CEO), John Radin (CFO), Lynne Grossi (Staff)

Guests: Carol Grossi, Sheila Prader.

Minutes: Minutes of the June meeting were reviewed; motion to approve the June 3, 2014 minutes was made by Les Roth, seconded by Nic Keiderling and approved by the board.

Correspondence & communications: John Kegebein shared a letter from the Castroville parade committee indicating AHP had won an award and a fund raising letter from the SLV Museum.

Public business: None.

Treasurer's Report: Reviewed the May financial report. The operating account balance as of May 31, 2014, is \$59,276.65. Motion to approve the May 2014 financials was made by Stan Nielsen, seconded by Tom Rider and approved by the board.

President's Report: President Lemon presented her goals for the 11 remaining meetings she has. She wants to encourage volunteer recognition; complete the capital campaign; have an active working executive committee; review the strategic plan; and redo the business plan. She also introduced the new agenda item "Director Comments". It is an opportunity for directors to make brief comments on items not on the agenda.

Director Comments: Judy Nielsen noted that volunteer recognition can be difficult and suggested a luncheon honoring volunteers is often a good choice; Phil Ybarra noted he had read an article on the growing popularity of farm vacations.

Committee Reports:

Accessions and Restoration Committee: Tom Stickel reported on work in progress – the JD got a new tube to extend tire life; simulator tractor has been cleaned and is now being primed; Barney has made a pecan stand for the hand drill press that will be a Harvest Dinner auction item and the engine swap for the Fair forklift is almost completed. AHP will get to use the forklift.

Archives: Sheila reported she had met with Stephanie and Lindsey and explained what is available in the archive. The Kenny Kusomoto transcription is complete. An archive committee meeting is being scheduled.

Endowment Committee: Phil reported the committee had not met and a decision has been made to complete the capital campaign first.

Gift Shop: Jennifer Lemon reported June sales were \$100. She is starting work on orders for fairtime.

Harvest Dinner: Charlotte reported the menu has been received from Ken at MBC and will be reviewed by the committee. Meetings are the 4th Thursday at 1:30 PM and everyone is welcome to attend.

2nd Saturday on the Farm: July 12th, Games & Grilling. Celebrated the 1st anniversary in June, attendance is increasing and families are returning each month. August theme is "Beef, Broncos, & Berries".

Marketing Committee: Lindsey reported the committee is enthusiastic about taking the marketing duties in house and is making good progress on the changeover. A new design for the 2nd Saturday banner was displayed.

Capital Campaign: Chuck has agreed to chair the effort to finish the campaign. Goal is the last \$100,000 for long term maintenance and exhibits.

Old Business: None

New Business:

Motion to approve setting the Harvest Dinner ticket price at \$60 was made by Nic Keiderling, seconded by John Eiskamp and approved by the board.

Motion to approve the committee chair appointments was made by Tom Rider, seconded by Barney Stephens and approved by the board.

CEO Report: John reported the 2014-15 goals are to attempt to formalize things a little more and spread the responsibilities around. The berry exhibit is almost ready to move to the museum. The exhibit opening will be held August 9th during the Second Saturday event. The 2013 financial review has been completed with no issues. Haulers for the July 4th parade will meet at 8:00 AM, drivers training at 10:45 AM, lunch at noon and the parade starts at 2:00 PM.

Adjournment: Motion to adjourn was approved at 7:58 PM

Respectfully submitted:

Lynne Grossi
Recorder for the Board