

Santa Cruz County Fairgrounds
HERITAGE FOUNDATION
Board of Directors Meeting Minutes
Wednesday, October 15, 2014 3:00pm Fair Board Room

- A. Call to Order at 3:15pm by President Michele Bassi
- B. Attendance:
 - Directors Present: Jeff Nielsen, Dawn White, Julie Oliver, Ken McCrary, Jeannie Kegebein, Sue King, Richard Travis and Michele Bassi
 - Directors Absence: Laurie Jensen, Katie Mahan, Justin White, Renee Mello, Rita Scurich
 - Additionally Present: Shari Nicsevic and Cyndi Garofalo from Goat Hill Fair and Fair Manager, Dave Kegebein
- C. Correspondence – letters from Melanie Kett Wirtanen regarding a proposal to place siding on the Harvest Hall and a \$100 donation from Barsi Liquors.
- D. Motion to approve September 17, 2014 minutes by Jeannie Kegebein; motion carried.
- E. Motion to accept September 30, 2014 financial statement by Jeff Nielsen; motion carried. Safe is now installed in Heritage Office.
- F. Fair Manager's Report
 - 1. Dave Kegebein gave overview of the Fair: attendance up 8% after last year's increase of 11%. Income up \$55,000. 75% of attendance is on Fri, Sat and Sun.
 - 2. He reviewed the process for receipt of alcohol sale revenues from Fair: Heritage receives 100% of revenues (Heritage has received partial payment from Fair of \$75,000). We pay sales tax and then pay Fair 25% of remainder, after which we pay cost of doing business (canopies, security @ \$20/hr and ticket sales personnel @ \$12.50/hr and alcohol) Balance should be about 25% of gross revenues)
 - 3. Fair will be pouring concrete for storage area behind Crosetti Hall next week
- G. Offer of Shari Nicsevic and Cyndi Garofalo from Goal Hill Fair (at Fairgrounds Nov 15 and 16) to partner with Heritage in some manner.
- H. Committee Reports
 - 1. Fundraising Committee (Kegebein)
 - a. Presentation of beginning steps of fundraising for Heritage
 - b. Focus on asking with specific goals for the next two years; Jeannie asked each board member to choose which area they prefer and report at November board meeting. Board Members will vote on the Fundraising Plan next month.
 - 2. Executive Committee (Michele Bassi) – no vote on fundraising plan this month
 - a. Membership levels – Executive Committee recommends that we delete the \$25 level when new brochures are printed. Approved.
 - b. Comparison was made for amount of funds needed to operate for 6 months in case of emergency. Our current deposits in our "savings account" are sufficient. Executive Committee will be comparing our current interest rate with other possible higher rates.
 - 3. Alcohol Committee (Richard Travis)
 - a. Request volunteers to help with alcohol sales at Farmers Market

4. Events
 - a. Volunteer Dinner is immediately after today's meeting
 - b. Christmas Craft Fair is Dec 5,6 and 7.
 - c. Christmas Party is Wednesday, December 17 after the board meeting. It is a combined party with members of the Santa Cruz County Fair Board.
5. Heritage Hog (Nielsen)
 - a. Our first year's Heritage Hog program of this magnitude has resulted to-date in \$22,000 gross. Recommended continuing the program next year.
Approved.
 - b. Any additional donations during 2014 will go to the 2014 Heritage Hog program.
 - c. Looking for a chair or co-chairs for 2015.
- I. Unfinished Business (no pending motions)
- J. New Business – none
- K. Adjourned 3:50pm (to hall to help with final setup for Volunteer Dinner)
- L. Next meeting is Wednesday, December 17, 2014