

**The Santa Cruz County Fair
HERITAGE FOUNDATION
Board of Directors Meeting Minutes
Wednesday, December 18, 2013**

- A. Call to Order at 3:15pm by President Nielsen
- B. Roll Call:
Directors Present: Jeff Nielsen, Michele Bassi, Dawn White, Jeannie Kegebein, Ken McCrary, Bill Barton, Renee Mello, Sue King
Directors Absent: Chuck Allen, Katie Mahan, Laurie Jensen, Justin White, Julie Oliver
Additionally Present: Fair Manager Dave Kegebein, Loretta Estrada, Mary Travis
- C. Correspondence – Jeff shared letter of resignation from Roger Wildey
- D. Minutes of November 20, 2013 - Motion made by Michele Bassi; minutes were adopted.
- E. Treasurer's Report of November 30, 2013
Michele Bassi moved that the reports be accepted; reports were accepted.
- F. Fair Manager's Report (Dave Kegebein):
Dave compared 2012 with 2013 revenues:
- | | | | |
|---------------------|----------------|---------------------|----------------|
| 2012 Fairgrounds | \$1,174,396 | 2013 Fairgrounds | \$1,462,811 |
| Heritage Foundation | <u>216,745</u> | Heritage Foundation | <u>344,766</u> |
| Total Gross | \$1,391,141 | Total Gross | \$1,807,577 |
- Fair attendance stagnant at 67,000
RV Park Utility Upgrade previously 12 sites; now 17 sites with full hookups
10 with 30amp; 7 with 50amp electric
Storage Building behind Crosetti will arrive 12/27. Cost of \$85k with concrete work
New Heritage office on schedule for use by January 31, 2014
Dave was hired as Fair Manager yesterday
- G. Public Comment for Items NOT on the Agenda: None
- H. Committee Reports:
1. Holiday Crafts Fair (Haedicke) – No Report
 2. Alcohol Committee (Travis) – No Report
 3. HF Policy Review (Barton)
Revisions included in Board Packet for review and vote at January meeting
 4. Strategic Plan Coordinating Committee (Kegebein)
 - a. Committee Members: Bill Barton, Jeff Nielsen, Rene Mello, Sue King, Katie Mahan, Jeannie Kegebein
 - b. Overview of planning and timeline for board discussions presented
 5. Events (King)
 - a. Heritage Christmas Dinner after meeting today in Heritage Hall
 - b. Crab Feed, Saturday, March 1
 - i. Request each board member solicit a \$1,000 - \$2,000 live auction item

6. Executive Committee (Nielsen)
 - a. Communications vehicles of Fair and Heritage Foundation with the community are currently under review. Information will be discussed at Board Meeting in the next couple of months.

- I. Unfinished Business
 1. D&O Insurance – report at January meeting
 2. Workers Compensation Insurance – report at January meeting

- J. New Business –
Discussion of annual ask letter in December or before Fair tabled

- K. Next Meeting January 15, 2014 – Michelle Bassi will preside in President Nielsen's absence.

- L. Adjournment at 5:00pm followed by Christmas Party!