

**Santa Cruz County Fairgrounds
HERITAGE FOUNDATION
Board of Directors Meeting Minutes
Wednesday, September 18, 2013 3:00pm AHP Codiga Center**

- A. Call to Order at 3:20pm by President Jeff Nielsen
- B. Attendance:
 - Directors Present: Jeff Nielsen, Laurie Jensen, Dawn White, Chuck Allen, Bill Barton, Katie Mahan, Julie Oliver, Michele Bassi, Justin White, Ken McCrary, Renee Mello, Sue King, Jeannie Kegebein
 - Directors Absence: Roger Wildey
 - Additionally Present: Richard and Mary Travis, Loretta Estrada, Lindsey Roberts, Dave Kegebein
- C. Correspondence
 - 1. Ad honoring Heritage Foundation in Sentinel and on Facebook
- D. Renee Mello moved approval of August Minutes. Motion was adopted.
- E. President Jeff Nielsen moved that the Treasurer's Report be accepted. Motion was accepted.
- F. Fair Manager's Report
 - 1. Dave Kegebein presented preliminary statistics of the 2013 Fair. Final numbers will be available in a couple of weeks; attendance and all revenues were up.
 - 2. Plans are for the new Heritage offices to be ready for occupancy by Dec 31st
- G. Public Comment for Items Not on the Agenda - none
- H. Committee Reports
 - 1. Executive Committee (Jeff Nielsen) – none
 - 2. Social Media
 - Facebook presentation by Lindsey Roberts with proposal for services to follow
 - 3. Alcohol Committee (Richard Travis)
 - Grossed \$69,000 during Fair
 - 4. Events (Sue King)
 - Volunteer Dinner is Wednesday, Oct 2, 2013 at 6:30pm
 - Christmas Party for Heritage and Fair board members, Department Heads, Management Team is Wednesday, December 18 after the board meeting
 - 5. Membership (Michele Bassi)
 - Obtained 24 new members at Tuesday and Wednesday's hospitality suites
 - 6. Holiday Crafts Fair (Ron Haedicke) – not present
- I. Unfinished Business – none
 - 1. President Nielsen asked that board members sign three board member documents distributed for the July meeting.
- J. New Business – none
- K. Adjourned 4:30pm - Next meeting is Wednesday, October 16, 2013