



Calistoga Chamber  
of Commerce

BOARD Meeting AGENDA  
January 17, 2017  
Calistoga Spa Hot Springs  
12:00pm – 1:30pm

**Mission statement: The Calistoga Chamber of Commerce is an association of business people advocating Calistoga as a premier Napa Valley destination in advancement of a strong local economy.**

Call meeting to order:

Consent Items:

- Action Summary      November 15, 2016
- Financials              November 2016 & December 2016

Action Items:

- Review presentation outline for General Membership meeting
- Discuss budget shortfalls and potential corrective actions
- Receive update for "Harvest Table" copyright matter

Executive Director's Report:

- Harvest Table 2017 planning preparation
- Tractor Parade recap including financials
- Winter in the Wineries status report and challenges

Announcements:

- Chamber General Membership mtg.- Jan. 24<sup>th</sup> @ 6:00 PM- TBD



Board Meeting Action Summary
November 15, 2016 @ 12:00 PM ~ Mount View Hotel & Spa

BOD Attendees: Aphrodite Caserta, Pam Ingalls, Daniel Kaiser, Nick Kite, Mike Lennon, Carlene Moore\*, Stephen Patel, Laura Swanton

Absent: Sharon Carone, Shane Pavitt, Nancy Putney-Abernathy, Clive Richardson

Staff: Chris Canning, Tenae Stewart Guest(s): Leonard LaBranche

Meeting Called to Order: 12:07 PM by S. Patel

Consent Items:

- Action Summary October 18, 2016
Financials October 2016
Motioned: Swanton Seconded: Kaiser Passed: 7-0-0
Motioned: Swanton Seconded: Lennon Passed: 8-0-0

Action Items:

- BOD agreed to cancel the December BOD meeting. There are no pressing matters that can't be postponed until January. This has become common over the years and does not violate any bylaws or BOD policies.
Canning updated BOD on significant progress on the "Harvest Table" copyright matter after a conference call with the new management of the Palmer Group which is responsible for the Harvest Table Restaurant in St. Helena.

Executive Director's Report:

- Harvest Table finalized P&L was presented showing that it remained within expected parameters. Next year's budget needs to accommodate incremental vendor costs which were covered this year by carry-over deposits from HT 2015.
Stewart presented update on Tractor Parade and Holiday Village preparations. All is on track and moving well.
Stewart updated BOD on Winter in the Wineries program rollout. Additional marketing and points of sale have been developed to help overcome potential lost sales from Sterling not participating this year due to construction closure.

Next BOD Meeting: January 17, 2017 @ Calistoga Spa Hot Springs

Meeting adjourned at - 12:46 PM
Notes taken by Chris Canning

Action Items submitted by Chris Canning
\*: Indicates late arrival or early departure impacting vote count variances

**Calistoga Chamber of Commerce  
Executive Summary  
November 2016**

**Summary of Cash Flow:**

Cash as of 11/01/16:	189,439.13
Net Income or (Loss) from P&L:	74.20
Accounts Receivable change (increase) or decrease:	31,395.37
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	2,571.15
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	0.00
Accrued Expense increase or (decrease):	0.00
Office Equipment Asset - computer (increase) or decrease:	0.00
Petty Cash (increase) or decrease:	(200.00)
Prepaid Expenses (increase) or decrease:	981.57
Amortization and depreciation (non cash expense):	67.00
Cash as of 11/30/16	224,328.42

**P&L vs. Budget:**

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	60,462.35	61,843.23	(1,380.88) <sup>1</sup>
COGS & Expenses	<u>60,388.15</u>	<u>71,042.00</u>	<u>(10,653.85) <sup>2</sup></u>
Net Income	74.20	(9,198.77)	9,272.97
YTD			
Total Income	322,093.52	367,066.65	(44,973.13) <sup>3</sup>
COGS & Expenses	<u>351,830.90</u>	<u>341,760.00</u>	<u>10,070.90 <sup>4</sup></u>
Net Income	(29,737.38)	25,306.65	(55,044.03)
Projected Next Month			
Total Income		77,993.73	
COGS & Expenses		<u>74,417.00</u>	
Net Income		3,576.73	

**Winter in the Wineries**

YTD Total Income	10,750.00	8,500.00	2,250.00
Total COGS & Expenses	<u>6,079.53</u>	<u>20,150.00</u>	<u>(14,070.47)</u>
Net Income	4,670.47	(11,650.00)	16,320.47

**YTD Total Revenues, Total Expenses, Net Income:**

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	172,549.75	153,427.02	19,122.73
Chamber Operations	78,530.49	128,380.54	(49,850.05) <sup>5</sup>
Chamber Fundraisers	<u>71,013.28</u>	<u>70,023.34</u>	<u>989.94</u>
Totals	322,093.52	351,830.90	(29,737.38)

**Receivables:**

Uncollected Membership Dues increase or (decrease)	(1,515.20)
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	(825.00)

**Payables:**

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	12,209.87	14,781.02	2,571.15
A/P over 30 days	0.00	0.00	0.00

- Notes:**
- <sup>1</sup> Advertising Income over \$2,517; Membership Income under \$442; Participation Income under \$1,265; Retail Sales Income under \$4,992; Sponsorship Income over \$2,360; Ticket Sales Income over \$525
  - <sup>2</sup> COGS under \$4,678 (HT over \$3,933 Police bill, WIW under \$8,328); Expenses under \$5,976 (Marketing under \$7,107)
  - <sup>3</sup> YTD Advertising Income under \$11,267; YTD Donations Income under \$1,799; YTD Membership Income under \$19,695; YTD Participation Income over \$6,775; YTD Retail Sales Income under \$24,040; YTD Sponsorship Income over \$3,548; YTD Ticket Sales Income over \$1,375; YTD Visitors Guide Income over \$395
  - <sup>4</sup> YTD COGS over \$35,411 (UVES consists of \$46,696); YTD Expenses under \$25,340 (Conferences/Seminars under \$2,436, Legal under \$2,410; Marketing under \$23,291; Payroll under \$7,284; Donations over \$4,020; Scholarship expense over \$5,000, Other Expenses over \$1,716 for Softball sponsorship and gift bags)
  - <sup>5</sup> UVES Shuttle COGS \$46,696

**Calistoga Chamber of Commerce  
Executive Summary  
December 2016**

**Summary of Cash Flow:**

Cash as of 12/01/16:	224,328.87
Net Income or (Loss) from P&L:	(10,349.08)
Accounts Receivable change (increase) or decrease:	(34,915.18)
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	3,517.36
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	2,310.96
Accrued Expense increase or (decrease):	0.00
Office Equipment Asset - computer (increase) or decrease:	0.00
Petty Cash (increase) or decrease:	0.00
Prepaid Expenses (increase) or decrease:	981.56
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 12/31/16	185,941.49

**P&L vs. Budget:**

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
<b>Current Month</b>			
Total Income	59,525.54	77,993.73	(18,468.19) <sup>1</sup>
COGS & Expenses	<u>69,874.62</u>	<u>74,417.00</u>	<u>(4,542.38)</u> <sup>2</sup>
Net Income	(10,349.08)	3,576.73	(13,925.81)
<b>YTD</b>			
Total Income	381,619.51	445,060.38	(63,440.87) <sup>3</sup>
COGS & Expenses	<u>421,705.52</u>	<u>416,177.00</u>	<u>5,528.52</u> <sup>4</sup>
Net Income	(40,086.01)	28,883.38	(68,969.39)
<b>Projected Next Month</b>			
Total Income		85,193.23	
COGS & Expenses		<u>44,882.00</u>	
Net Income		40,311.23	

**Tractor Parade**

YTD	Total Income	15,320.00	14,200.00	1,120.00
	Total COGS & Expenses	<u>9,859.56</u>	<u>14,100.00</u>	<u>(4,240.44)</u>
	Net Income	5,460.44	100.00	5,360.44

**Winter in the Wineries**

YTD	Total Income	22,750.00	19,500.00	3,250.00
	Total COGS & Expenses	<u>23,089.85</u>	<u>24,150.00</u>	<u>(1,060.15)</u>
	Net Income	(339.85)	(4,650.00)	4,310.15

**YTD Total Revenues, Total Expenses, Net Income:**

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	201,059.70	181,916.55	19,143.15
Chamber Operations	90,751.53	145,054.58	(54,303.05) <sup>5</sup>
Chamber Fundraisers	<u>89,808.28</u>	<u>94,734.39</u>	<u>(4,926.11)</u>
Totals	381,619.51	421,705.52	(40,086.01)

**Receivables:**

Uncollected Membership Dues increase or (decre)	120.00
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	666.66

**Payables:**

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	14,781.02	18,298.38	3,517.36
A/P over 30 days	0.00	0.00	0.00

## Debriefs: Tractor Parade 2016

### Chamber Debrief:

- Public Works did not have enough pylons – not all of our permitted parking closures were carried out
- Police did not have enough security – must fix for next year
- Need to have 2 sets of entry numbers – one at checkin and one roaming for those who stage elsewhere or are late arriving
- Northrob's truck had a smog problem – there were complaints
- Add oversize vehicle checkbox to application
  - All oversized stage together off Stevenson
  - Last entry needs to be Calistoga Balloons
- Need a better golf cart
- Need a runner for Irish coffees from Hydro to judges
- Need to have sandwiches at the office for staff and volunteers
- Wine needs to be on the table for those doing tallying after parade
- Radios need to have a stronger range – Tenaë couldn't hear at Stevenson what was going on at the judges station

### Committee Debrief:

- Lots of numbers were leftover and not picked up by 6:00 pm – see solution above
- Police escort was late – need to coordinate with Mitch better
- Police officers at the 4 way stop at Petrified Forest directing traffic was a great idea –helpful
- Might help to have a second checkin desk at Stevenson
- Find a way to keep out all non-entry vehicles from Logvy – maybe a drop off zone for those riding on entries at Washington and North Oak
- Provide snacks for entrants
- Put name of float on the entry number – there wasn't a lot of signage for the various organizations so it was hard for spectators to know what they were looking at
- Simplified judging sheets were great and easy to tally
- Steve thought it would be a good idea to have the restaurants hand out \$5 off coupons throughout town that night to encourage people to come back another time

### City Debrief:

- Public Works ran out of pylons – need to borrow more or just buy some (\$13/each)
- Tow company needed to be contracted for 4:00 pm instead of 6:00 pm
- No parking begins on Lincoln NO EARLIER than 6:00 pm
- Logvy lights were on but bathrooms not unlocked – specifically this was on permit
- Police escort was late
- Need to stick to the fencing issue with Wilkinsons. Set ground rules.

- Public Works will send a single invoice
- Road closure/vehicle traffic needs to be seamless - no head on traffic allowed next year
- No more than one burner on Calistoga Balloons per fire department
- Entrants need to communicate with us regarding height of vehicles and displays
- Fire code violations: Mount View platform had no permit, spectators not encouraged on rooftops, Wilkinson guests were piling up on the staircases
- Detour signs didn't get picked up until Public Works did it on Monday - we didn't know we were supposed to because Mr. Barton used to do it

4:08 PM  
 01/13/17  
 Accrual Basis

**Calistoga Chamber of Commerce  
 Profit & Loss Budget vs. Actual  
 July through December 2016 - Tractor Parade**

	<u>Jul - Dec 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>40000 - Income</b>			
40100 - Income - Advertising	0.00	0.00	0.00
40200 - Income - City Contract	0.00	0.00	0.00
40300 - Income - Commissions	0.00	0.00	0.00
40400 - Income - Donations	0.00	0.00	0.00
40500 - Income - Mailing Lists	0.00	0.00	0.00
40600 - Income - Membership	0.00	0.00	0.00
40700 - Income - Participation	1,610.00	1,700.00	-90.00
40800 - Income - Retail Sales	0.00	0.00	0.00
40900 - Income - Sponsorship	13,710.00	12,500.00	1,210.00
41000 - Income - Ticket Sales	0.00	0.00	0.00
41100 - Income - Visitors Guide	0.00	0.00	0.00
<b>Total 40000 - Income</b>	<u>15,320.00</u>	<u>14,200.00</u>	<u>1,120.00</u>
<b>Total Income</b>	15,320.00	14,200.00	1,120.00
<b>Cost of Goods Sold</b>			
<b>50000 - Cost of Goods Sold</b>			
50100 - COGS - Event Marketing	0.00	0.00	0.00
50200 - COGS - Event Music / Artist	0.00	0.00	0.00
50300 - COGS - Event Production	8,430.56	9,250.00	-819.44
50400 - COGS - Event Staging / Tenting	0.00	0.00	0.00
50500 - COGS - Management Fees	0.00	0.00	0.00
50600 - COGS - Retail Goods	0.00	0.00	0.00
50700 - COGS - Other	0.00	0.00	0.00
50000 - Cost of Goods Sold - Other	0.00	0.00	0.00
<b>Total 50000 - Cost of Goods Sold</b>	<u>8,430.56</u>	<u>9,250.00</u>	<u>-819.44</u>
<b>Total COGS</b>	8,430.56	9,250.00	-819.44
<b>Gross Profit</b>	6,889.44	4,950.00	1,939.44
<b>Expense</b>			
<b>60000 - Expenses</b>			
60100 - Accounting	0.00	0.00	0.00
60150 - Amortization Expense	0.00	0.00	0.00
60200 - Automobile / Mileage	0.00	0.00	0.00
60300 - Bank Charges	0.00	0.00	0.00
60400 - Computer Repairs	0.00	0.00	0.00
60500 - Conferences / Seminars	0.00	0.00	0.00
60600 - Contract Labor	0.00	0.00	0.00
60650 - Credit Card Merchant Fees	0.00	0.00	0.00
60700 - Depreciation Expense	0.00	0.00	0.00
60800 - Dues / Subscriptions	0.00	0.00	0.00
60900 - Equipment / Copier Lease	0.00	0.00	0.00
61000 - Equipment Rental	0.00	0.00	0.00
61100 - Insurance	0.00	1,500.00	-1,500.00
61200 - Interest Expense	0.00	0.00	0.00
61300 - Janitorial	0.00	0.00	0.00
61400 - Legal	0.00	0.00	0.00
61500 - Licenses & Permits	61.00	0.00	61.00
61600 - Marketing / Advertising			
61610 - Advertising Guides	0.00	0.00	0.00
61620 - Calistoga Brochure	0.00	0.00	0.00
61625 - Creative Services	300.00	750.00	-450.00
61630 - Internet Marketing	100.00	500.00	-400.00
61640 - Media Photo / Video	800.00	800.00	0.00
61650 - Mixer Expenses	0.00	0.00	0.00
61655 - Outdoor Campaign	0.00	0.00	0.00
61660 - Print Media	168.00	1,000.00	-832.00
61670 - PR Firm Fees	0.00	0.00	0.00

4:08 PM

01/13/17

Accrual Basis

**Calistoga Chamber of Commerce  
Profit & Loss Budget vs. Actual  
July through December 2016 - Tractor Parade**

	<u>Jul - Dec 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
61680 · Trade Shows / Fam Trips	0.00	0.00	0.00
61690 · Visitor Signs	0.00	0.00	0.00
61600 · Marketing / Advertising - Other	0.00	0.00	0.00
<b>Total 61600 · Marketing / Advertising</b>	<b>1,368.00</b>	<b>3,050.00</b>	<b>-1,682.00</b>
61700 · Meeting Expenses	0.00	0.00	0.00
61800 · Office Supplies	0.00	0.00	0.00
61900 · Payroll Expenses			
61903 · Employee Bonus	0.00	0.00	0.00
61905 · Employee Commissions	0.00	0.00	0.00
61910 · Employee Health Insurance	0.00	0.00	0.00
61920 · Employee Paid Vacation	0.00	0.00	0.00
61930 · Employee Wages	0.00	0.00	0.00
61940 · Payroll Service	0.00	0.00	0.00
61950 · Payroll Tax Expense	0.00	0.00	0.00
61960 · Severance Pay	0.00	0.00	0.00
61970 · Worker's Compensation Insurance	0.00	0.00	0.00
61900 · Payroll Expenses - Other	0.00	0.00	0.00
<b>Total 61900 · Payroll Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
62000 · Postage	0.00	0.00	0.00
62100 · Rent	0.00	0.00	0.00
62200 · Repairs / Maintenance	0.00	0.00	0.00
62300 · Storage	0.00	0.00	0.00
62400 · Supplies	0.00	0.00	0.00
62500 · Taxes - Federal / State	0.00	0.00	0.00
62600 · Telephone / Fax / Cell	0.00	0.00	0.00
62700 · Training	0.00	0.00	0.00
62800 · Travel / Entertainment	0.00	300.00	-300.00
62900 · Utilities			
62910 · Electric / Gas	0.00	0.00	0.00
62920 · Trash	0.00	0.00	0.00
62930 · Water	0.00	0.00	0.00
62900 · Utilities - Other	0.00	0.00	0.00
<b>Total 62900 · Utilities</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
63000 · Other Expenses			
63200 · Donations	0.00	0.00	0.00
63100 · Scholarship Fund	0.00	0.00	0.00
63000 · Other Expenses - Other	0.00	0.00	0.00
<b>Total 63000 · Other Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
60000 · Expenses - Other	0.00	0.00	0.00
<b>Total 60000 · Expenses</b>	<b>1,429.00</b>	<b>4,850.00</b>	<b>-3,421.00</b>
5000 · OPERATING EXPENSES			
65000 · Contengencies & Development	0.00	0.00	0.00
69000 · Write Off Bad Debt	0.00	0.00	0.00
5000 · OPERATING EXPENSES - Other	0.00	0.00	0.00
<b>Total 5000 · OPERATING EXPENSES</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
70000 · Suspense	0.00	0.00	0.00
<b>Total Expense</b>	<b>1,429.00</b>	<b>4,850.00</b>	<b>-3,421.00</b>
<b>Net Ordinary Income</b>	<b>5,460.44</b>	<b>100.00</b>	<b>5,360.44</b>
<b>Other Income/Expense</b>			
Other Income			
80000 · Interest Income	0.00	0.00	0.00
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Income</b>	<b>5,460.44</b>	<b>100.00</b>	<b>5,360.44</b>