



Calistoga Chamber  
of Commerce

BOARD Meeting AGENDA  
February 16, 2016  
Calistoga Spa Hot Springs Resort  
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 January 19, 2016
- Financials January 2016

Action Items:

- Receive request for support of Veteran's Day proposal to membership
- "A" Frame sign final proposal review including enforcement letter
- Review list of new members for fiscal 2015/16
- Establish scholarship review committee for criteria modification consideration
- Approve use of online survey system (i.e. Survey Monkey) for ED evaluation tabulation

Committee Reports:

- N/A

Executive Director's Report:

- Update on Winter in the Wineries Program
- Harvest Table 2016 event confirmation (no site change)
- Update "Harvest Table" trade mark matter
- Ragnar Relay route modification impact to Calistoga and the Chamber
- TID non-profit status update

Announcements:

- Chamber Mixer- Mar. 10<sup>th</sup> @ 5:30 to 7:00 PM @ Jericho Canyon



Board Meeting Action Summary
January 19, 2016 @ 12:00 PM
Calistoga Spa Hot Springs

BOD Attendees: Aphrodite Caserta, Sharon Carone, Debbie Greene, Daniel Kaiser\*, Leonard LaBranche, Mike Lennon, Stephen Patel, Shane Pavitt, Clive Richardson

Absent: Nancy Putney-Abernathy, Carlene Moore, Michael Swanton

Staff: Chris Canning

Guest(s):

Meeting Called to Order: 12:04 PM by M. Lennon

Consent Items:

- Action Summary November 17, 2015
Motioned: Carone Seconded: LaBranche Passed: 8-0-0
Financials November 2015
Motioned: Richardson Seconded: Pavitt Passed: 8-0-0
December 2015
Motioned: Pavitt Seconded: Richardson Passed: 8-0-0

Action Items:

- Accepted resignation of BOD member Joel Creager as a result of a relocation
Motioned: LaBranche Seconded: Carone Passed: 8-0-0
BOD agreed to maintaining BOD vacancy until next election (May 2016) rather than call for special election or an appointment from previous election results (May 2015)
Motioned: Greene Seconded: Carone Passed: 8-0-0
Authorized Exec. Dir. to seek RFP for destination marketing website re-design not to exceed \$30,000
Motioned: Greene Seconded: Kaiser Passed: 9-0-0

Executive Director's Report:

- Announced resignation/departure of Carolyn Denero as Membership & Events Coordinator at end of January
Tenae Stewart was promoted to Membership & Events Coordinator from Welcome Center Ambassador role
Search for new Welcome Center Ambassador has been posted
Seeking part-time (24 hr/wk) resource or a shared full-time resource with St. Helena Welcome Center
Presented General Membership meeting (Jan. 26th) presentation outline for review
Reviewed Tractor Parade execution and feedback from debriefs
Updated progress on Winter in the Wineries program: sales/revenues are far exceeding projections
Discussed challenges to execution of Harvest Table 2016 related to potential bridge closures (Berry St. and Lincoln Ave.)
Staff is exploring program alternatives and will present options at next BOD meeting
"Harvest Table" trade mark challenge matter update was given
Harvest Table Restaurant in St. Helena has delayed the process
Exec. Dir. will re-engage at the close of this month
Updated all of the business and store front changes in town

Next BOD Meeting: February 16, 2016 @ Calistoga Spa Hot Springs

Meeting adjourned at - 1:03 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  
January 2016**

**Summary of Cash Flow:**

|   |                         |
|---|-------------------------|
| Cash as of 01/01/16:                                      | 180,901.05              |
| Net income or (Loss) from P&L:                            | 20,901.47               |
| Accounts Receivable change (increase) or decrease:        | (12,565.00)             |
| Undeposited Funds (increase) or decrease:                 | 0.00                    |
| Accounts Payable increase or (decrease):                  | 18.42                   |
| Deferred Revenue increase or (decrease):                  | 10,000.00               |
| Accrued Payroll increase or (decrease):                   | 793.60                  |
| Office Equipment Asset - computer (increase) or decrease: | 0.00                    |
| Petty Cash (increase) or decrease:                        | 0.00                    |
| Prepaid Expenses (increase) or decrease:                  | 327.23                  |
| Loan Payable increase or (decrease):                      | 0.00                    |
| Amortization and depreciation (non cash expense):         | <u>67.00</u>            |
| Cash as of 01/31/16:                                      | 200,443.77 <sup>1</sup> |

**P&L vs. Budget:**

| Current Month                    | <u>Actual</u>     | <u>Budget</u>     | <u>Variance</u>                |
|----------------------------------|-------------------|-------------------|--------------------------------|
| Total Income                     | 74,709.55         | 73,510.42         | 1,199.13 <sup>2</sup>          |
| COGS & Expenses                  | <u>53,808.08</u>  | <u>63,105.00</u>  | <u>(9,296.92)</u> <sup>3</sup> |
| Net Income                       | 20,901.47         | 10,405.42         | 10,496.05                      |
| YTD                              |                   |                   |                                |
| Total Income                     | 569,197.25        | 485,572.94        | 83,624.31 <sup>4</sup>         |
| COGS & Expenses                  | <u>499,841.08</u> | <u>491,667.00</u> | <u>8,174.08</u> <sup>5</sup>   |
| Net Income                       | 69,356.17         | (6,094.06)        | 75,450.23                      |
| Less YTD Valley Fire Relief Fund | <u>3,577.95</u>   |                   |                                |
| Actual YTD Net Income            | 65,778.22         | (6,094.06)        | 71,872.28                      |
| Projected Next Month             |                   |                   |                                |
| Total Income                     |                   | 47,260.42         |                                |
| COGS & Expenses                  |                   | <u>47,105.00</u>  |                                |
| Net Income                       |                   | 155.42            |                                |

**Winter in the Wineries**

|                       |                  |                  |                 |
|-----------------------|------------------|------------------|-----------------|
| YTD Total Income      | 65,755.00        | 40,000.00        | 25,755.00       |
| Total COGS & Expenses | <u>25,174.94</u> | <u>23,000.00</u> | <u>2,174.94</u> |
| Net Income            | 40,580.06        | 17,000.00        | 23,580.06       |

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

|                         | <u>YTD Revenue</u> | <u>YTD Expenses</u> | <u>YTD Net Income</u> |
|-------------------------|--------------------|---------------------|-----------------------|
| City Contracted         | 224,322.94         | 218,530.23          | 5,792.71              |
| Chamber Operations      | 155,381.56         | 125,287.84          | 30,093.72             |
| Valley Fire Relief Fund | 88,577.95          | 85,000.00           | 3,577.95              |
| Chamber Fundraisers     | <u>100,914.80</u>  | <u>71,023.01</u>    | <u>29,891.79</u>      |
| Totals                  | 569,197.25         | 499,841.08          | 69,356.17             |

**Receivables:**

|  |            |
|--|------------|
| Uncollected Membership Dues increase or (decrease) | (1,107.00) |
| Non-membership A/R > 90 days                       | 2,500.00   |
| Non-membership A/R increase or (decrease):         | 12,565.00  |

**Payables:**

|                  | <u>Previous Month</u> | <u>Current Month</u> | <u>Difference</u> |
|------------------|-----------------------|----------------------|-------------------|
| A/P balance      | 6,000.21              | 6,018.63             | 18.42             |
| A/P over 30 days | 0.00                  | 0.00                 | 0.00              |

**Notes:**

- <sup>1</sup> Valley Fire Relief Fund checking balance \$3,577.95 as of 01/31/16
- <sup>2</sup> Membership Income under \$519; Retail Sales Income under \$76; Sponsorship Income under \$18,250 (Billboard budgeted at \$15,750 but was paid directly from TBID); Ticket Sales Income over \$24,605; Visitors Guide Income under \$4,560
- <sup>3</sup> COGS over \$9,427 (Calistoga Police \$3,243 for Tractor Parade, WIW Passport printing \$5,827); Expenses under \$18,724 (Marketing under \$18,594, of which Billboard of \$15,750 paid directly by TBID)
- <sup>4</sup> YTD Advertising Income over \$7,789; YTD Donations Income over \$91,529 (Fire); YTD Membership Income over \$16,869; YTD Participation Income under \$490; YTD Retail Sales Income under \$12,247; YTD Sponsorship Income under \$45,264; YTD Ticket Sales Income over \$25,555; YTD Visitors Guide Income under \$117
- <sup>5</sup> YTD COGS under \$30,777 (HT under \$23,885, TP under \$8,681); YTD Expenses under \$46,049 after removing Fire Fund donation of \$85,000 (Marketing under \$49,626, Payroll Expenses under \$8,057)

[Main Menu](#) | [Renewals Menu](#)

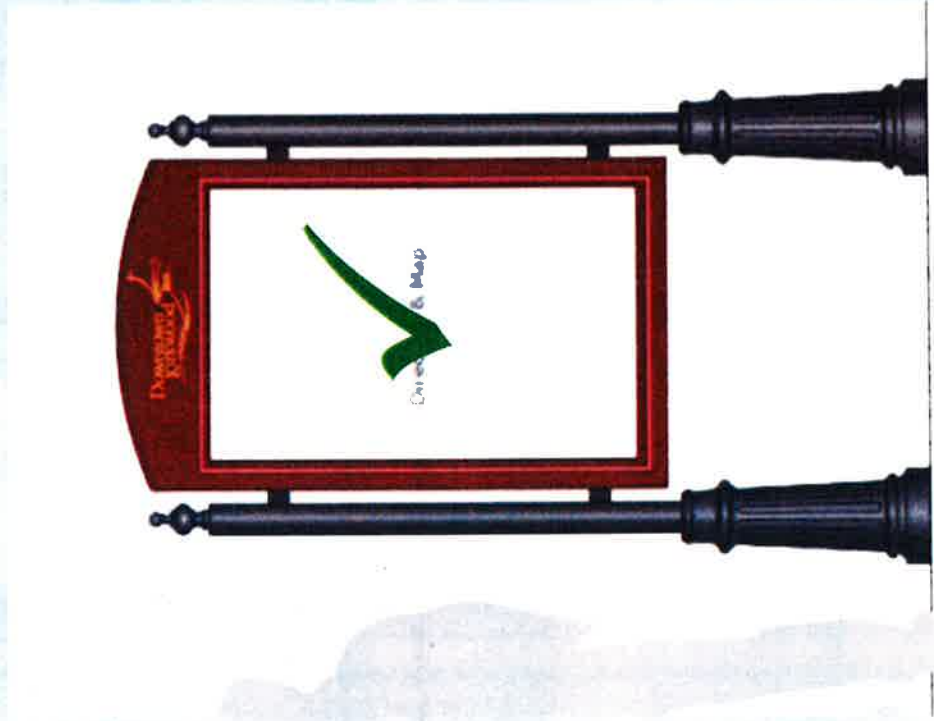
Members who have joined between 07/01/15 and 02/11/16  
Billing info as of status date: 02/11/16

| <b><u>Name (14 total, 12 with dues invoices)</u></b>  | <b><u>Plan</u></b>                           | <b><u>Join Date</u></b> | <b><u>Due Date</u></b> | <b><u>Balance</u></b> | <b><u>functions</u></b> |
|---|--|-------------------------|------------------------|-----------------------|-------------------------|
| <b>Biofiltro</b><br>Tirman, Collin<br><a href="mailto:collin.tirman@biofiltro.com">collin.tirman@biofiltro.com</a>                                      | Business/Professional<br>(Dues: 342.00)      | 07/09/15                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>Brian Arden Winery</b><br>Lusk-Harlan, Amanda<br><a href="mailto:Amanda@brianardenwines.com">Amanda@brianardenwines.com</a>                          | Wine/Winery/Vineyard<br>(Dues: 342.00)       | 07/29/15                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>Butterscots Bakery</b><br>Biggs, Jessica   | Restaurant<br>(Dues: 0.00)                   | 01/08/16                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>Calistoga Theater Company</b><br>Jennings, Elaine<br><a href="mailto:info@calistogatheatercompany.com">info@calistogatheatercompany.com</a>          | Non Profit Organizations<br>(Dues: 116.00)   | 01/11/16                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>Foothill House</b><br>Potter, Lynn & Gregg<br><a href="mailto:lynn@foothillhouse.com">lynn@foothillhouse.com</a>                                     | Lodging - 10 rooms or less<br>(Dues: 380.00) | 01/20/16                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>Heibel Ranch Vineyards</b><br>Ghiringhelli, Trent<br><a href="mailto:info@heibelranch.com">info@heibelranch.com</a>                                  | Wine/Winery/Vineyard<br>(Dues: 248.00)       | 10/29/15                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>Hindsight Wines</b><br>Gersch, Seth<br><a href="mailto:info@hindsightwines.com">info@hindsightwines.com</a>  | Wine/Winery/Vineyard<br>(Dues: 248.00)       | 07/01/15                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>Napa Valley Performing Arts Center at Lincoln Theater</b><br>Otterbeck, Fara<br><a href="mailto:fara@lincolntheater.org">fara@lincolntheater.org</a> | Non Profit Organizations<br>(Dues: 211.00)   | 10/21/15                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>Rianda House Senior Activity Center</b><br>Spencer, Julie<br><a href="mailto:julie@riandahouse.org">julie@riandahouse.org</a>                        | Non Profit Organizations<br>(Dues: 116.00)   | 08/31/15                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>Roomantic Arrangements</b><br>Pacheco, Rene<br><a href="mailto:rpacheco2005@gmail.com">rpacheco2005@gmail.com</a>                                    | Business/Professional<br>(Dues: 248.00)      | 01/06/16                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>The Wine Carriage</b><br>LeRolland, Bret<br><a href="mailto:coachman@flyinghorse.org">coachman@flyinghorse.org</a>                                   | Business/Professional<br>(Dues: 248.00)      | 07/01/15                |                        | 0.00                  | <a href="#">detail</a>  |
| <b>Vineyard {511}</b><br>Ojdana, Irene<br><a href="mailto:info@vineyar511.com">info@vineyar511.com</a>  | Wine/Winery/Vineyard<br>(Dues: 248.00)       | 07/16/15                |                        | 0.00                  | <a href="#">detail</a>  |

**DOWNTOWN  
SIGN PROGRAM  
FINAL**

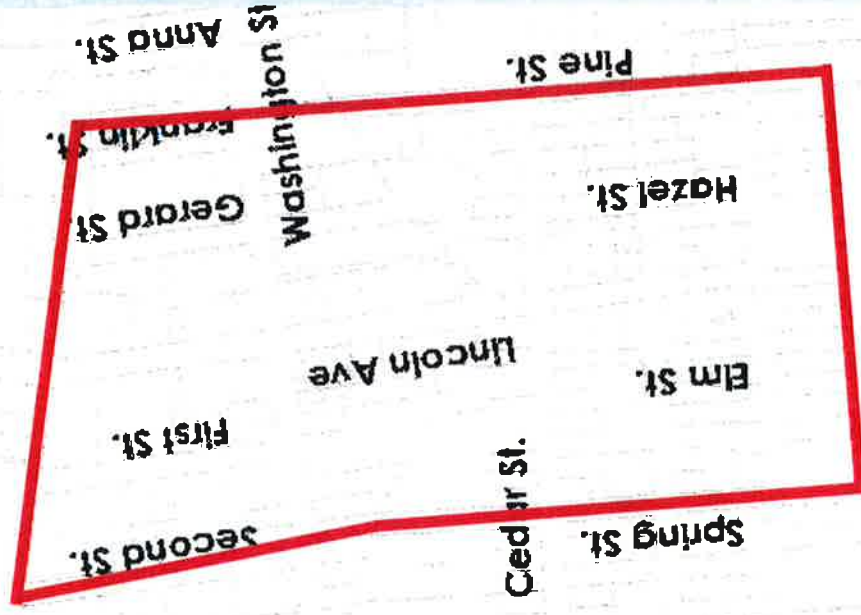
# Summary of October 21 Forum

General support for  
identifying all downtown  
businesses and public  
facilities through directory  
maps



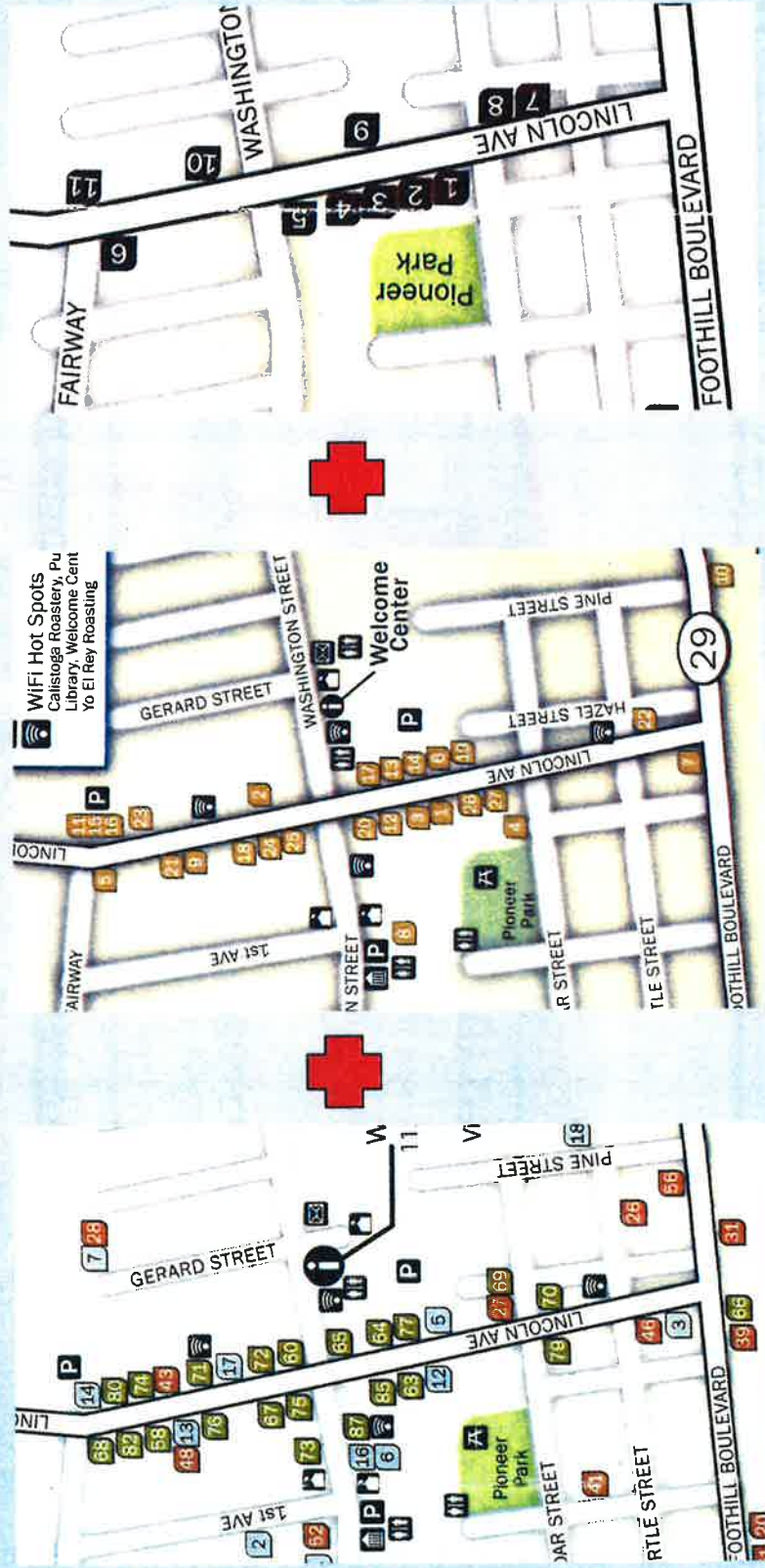
## Directory Sign Program Overview

- Encompass businesses and public facilities in area generally bounded by Spring/Second, Fair Way, Pine/Gerard, Foothill
- Also identify businesses outside boundary within walking distance (e.g., Sam's, Sushi Mambo)



# Directory Sign Program Overview

Similar design to Visit Calistoga maps



Tasting Rooms

Shopping

Dining, Spa/Beauty/Wellness



## Directory Sign Program Overview



Include destinations of interest to visitors:

- Retail
- Food & beverage
- Wine tasting
- Personal services (e.g., spas, salons, banks)
- Public services (e.g., restrooms, Pioneer Park, Visitors Center, museum, library, police station, public parking)

## Directory Sign Program Overview

- Install double-sided signs in 6 locations
- Approximately 2.5' x 3.5' sign area
- Include listing of businesses and services with map
- Update 2 times per year
- Cost: \$25,000 (6 signs)



*Sample design from Kirkwood, CO*

# Directory Sign Program Overview

Install double-sided signs in 6 locations near:

- Calistoga Realty
- Depot
- Hydro Grill
- Brannan's
- Maldonado Winery
- Roam Antiques

Possible additions at other locations (e.g., parking lots)



## Downtown Directory Sign Program Responsibilities Overview

1.27.16 Draft

| Tasks   | Responsible party(ies) |
|---|------------------------|
| Sign locations - refine City's preliminary map        | City &<br>Chamber      |
| Sign frame design<br>Sign-off on proposed design      | Chamber<br>City        |
| Map design<br>Sign-off on proposed design             | Chamber<br>City        |
| Sign frame estimate                                   | Chamber                |
| Map graphics estimate                                 | Chamber                |
| Sign purchase   | Chamber                |
| Sign installation – dependent on type of installation | TBD                    |
| Caltrans encroachment permit application              | City                   |
| Caltrans encroachment permit application fee          | Chamber                |
| Map updating and replacement (ongoing)                | Chamber                |
| Sign maintenance (ongoing)                            | Chamber                |
| Illegal sign removal (ongoing)                        | City                   |

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# Public Notice

*Intent to enforce Calistoga Municipal Code*  
**Portable signs prohibited in public right-of-way**

Please be advised that it is the intent of the City of Calistoga to enforce Municipal Code Section 17.58.020(C), which prohibits portable signs located in a public right-of-way, beginning **April 1, 2016.**

Portable signs of up to 10 square feet may be allowed on private property if a sign permit is obtained from the Calistoga Planning Division, located at 1232 Washington Street.



For more information, please contact Senior Planner Erik Lundquist at 942-2830 or [elundquist@ci.calistoga.ca.us](mailto:elundquist@ci.calistoga.ca.us)

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## Calistoga Chamber of Commerce Scholarship Criteria and Weighting 2014

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The scholarship criteria review committee has recommended and the Board of Directors has approved the use of the following criteria to be utilized when reviewing applicants for the Chamber scholarships

**Calistoga Resident Status:**

Weight: 0%

Applicants must reside within the 94515 postal zone. They do not need to reside within the city limits. Additionally, applicants are not required to attend Calistoga High School.

**GPA Requirement:**

Weight: 0%

A base GPA of at least 3.0 will be required as a qualifier for an applicant to be considered. However, GPA will not be weighted in the decision process.

**Personal Statement (Essay):**

Weight: 45%

A personal statement must be included within the application in order to be considered. This gives the applicant the opportunity to share their background, interests, future plans, and financial need or other special circumstances for consideration.

**Community Service (beyond graduation requirement):**

Weight: 45%

The importance of being involved within the school and community beyond the class room is considered very important. Exceptions can be accommodated in situations where the applicant is unable to participate in such activities as a result of physical or financial constraints.

**Work Experience:**

Weight: 10%

The importance of developing a work ethic along with the recognition of the qualities and skillsets that work can instill upon a person make this a criteria worthy of consideration. Exceptions can be accommodated in situations where the applicant is unable to as a result of physical constraints.

**Process Notes:**

- There are 40 applicants included in the packets for review for 2015. There may be additional applications received from students that do not attend Calistoga HS but not until the week of April 7<sup>th</sup>.
- The applications should be handled as confidential documents.
- You are welcome to write notes on or highlight the applications as you review them.
- You can sort and organize the applications as you see fit (no need to maintain the alphabetical order in which they have been presented to you).
- The review committee will convene in a meeting the week of April 13<sup>th</sup> (actual date to be determined) to select the three (3) award winners to be presented to the BOD.
- The Chamber will award three scholarships each on the amount of \$1,000.