



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA

February 21, 2017

Upstairs @ 1345 Lincoln Ave. (above A Man's Supply Store)

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 17, 2017
- Financials January 2017

Action Items:

- Review scholarship criteria and appoint review committee
- Receive update for "Harvest Table" copyright matter

Executive Director's Report:

- Harvest Table 2017 event confirmation
 - Incremental operational/logistical expenses
 - Revised ticket pricing approval (base/per seat rate increase)
- 2017 Concerts in the Park schedule
- Winter in the Wineries P&L review
- Proposed additional revenue generating events for fiscal 2017/18

Announcements:

- Chamber Mixer @ Calistoga Cryo ~ 211 Wappo Ave. – Mar. 9th @ 5:30 PM
- Responsible Beverage Training @ Indian Springs – Mar. 20th @ 1:00 PM



Board Meeting Action Summary
January 17, 2017 @ 12:00 PM ~ Calistoga Spa Hot Springs

BOD Attendees: Sharon Carone, Aphrodite Caserta, Pam Ingalls, Nick Kite, Mike Lennon, Stephen Patel, Shane Pavitt, Nancy Putney-Abernathy

Absent: Daniel Kaiser, Carlene Moore, Clive Richardson, Laura Swanton

Staff: Chris Canning Guest(s): Leonard LaBranche

Meeting Called to Order: 12:04 PM by S. Patel

Consent Items:

- Action Summary November 15, 2016
Motioned: Lennon Seconded: Caserta Passed: 8-0-0
Financials November 2016 & December 2016
Motioned: Carone Seconded: Pavitt Passed: 8-0-0

Action Items:

- Reviewed general membership (Jan. 24th @ 6pm @ NC Fairgrounds) meeting presentation outline. Slide draft to be sent to BOD prior to meeting for review.
Mid-year budget discussed. Revenue gaps related to Ragnar Relay and Winter in the Wineries falling short of budget projections and previous year performance.
No personnel actions to be taken at this point but review of operational savings will be presented in February after full impact of Winter in the Wineries should be realized.
Harvest Table copyright matter updated with no significant progress to report.
Palmer Group contacts silent on the matter after indicating desire for amicable conclusion in December.
BOD agreed to postpone any further action until next month with the understanding that further action would entail legal pursuit of the matter which will have fiscal impact.

Executive Director's Report:

- Harvest Table 2017 preparations were outlined along with potential challenges to the execution of the event.
Construction to Lincoln Ave. and Berry St. bridges will have significant impact on Chamber's ability to execute the event and may result in suspending the event for 2017. CalTrans update to City is expected in February.
Final decision on event execution needs to be made by the end of March.
Final Tractor Parade 2016 review was presented including debrief feedback notes and final event P&L.
The event net was \$3,860 as a result of generous sponsorships and operational expense containment.
Request for earlier closure of Lincoln Ave. will be explored along with option of food truck court for 2017.
Winter in the Wineries program challenges were shared including slower than projected Passport sales as a result of Sterling Vineyards absence do to construction closure. We remain optimistic that we will meet net budget projections but there is risk.

Next BOD Meeting: February 21, 2017 @ Calistoga Spa Hot Springs

Meeting adjourned at - 12:58 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 2017**

Summary of Cash Flow:

| | |
|--|--------------|
| Cash as of 01/01/17: | 185,941.49 |
| Net Income or (Loss) from P&L: | 33,562.54 |
| Accounts Receivable change (increase) or decrease: | 16,520.56 |
| Undeposited Funds (increase) or decrease: | 0.00 |
| Accounts Payable increase or (decrease): | (14,219.12) |
| Payroll Liabilities Adjustment Dec | (1,101.88) |
| 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 (increase) or decrease: | (977.84) |
| Petty Cash (increase) or decrease: | 0.00 |
| Prepaid Expenses (increase) or decrease | 392.32 |
| Amortization and depreciation (non cash expense): | <u>67.00</u> |
| Cash as of 01/31/17: | 217,874.11 |

P&L vs. Budget:

| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
|-----------------------------|-------------------|-------------------|--------------------------------|
| Current Month | | | |
| Total Income | 76,448.41 | 85,193.23 | (8,744.82) ¹ |
| COGS & Expenses | <u>42,885.87</u> | <u>44,882.00</u> | <u>(1,996.13)</u> ² |
| Net Income | 33,562.54 | 40,311.23 | (6,748.69) |
| YTD | | | |
| Total Income | 458,067.92 | 530,253.61 | (72,185.69) ³ |
| COGS & Expenses | <u>465,693.27</u> | <u>461,059.00</u> | <u>4,634.27</u> ⁴ |
| Net Income | (7,625.35) | 69,194.61 | (76,819.96) |
| Projected Next Month | | | |
| Total Income | | 45,393.23 | |
| COGS & Expenses | | <u>45,057.00</u> | |
| Net Income | | 336.23 | |

Winter in the Wineries

| | | | | |
|-----|-----------------------|------------------|------------------|-----------------|
| | | | | |
| YTD | Total Income | 51,600.00 | 49,500.00 | 2,100.00 |
| | Total COGS & Expenses | <u>23,996.83</u> | <u>24,150.00</u> | <u>(153.17)</u> |
| | Net Income | 27,603.17 | 25,350.00 | 2,253.17 |

YTD Total Revenues, Total Expenses, Net Income:

| | <u>YTD Revenue</u> | <u>YTD Expenses</u> | <u>YTD Net Income</u> |
|---------------------|--------------------|---------------------|--------------------------|
| City Contracted | 229,569.65 | 209,230.46 | 20,339.19 |
| Chamber Operations | 98,803.87 | 157,706.37 | (58,902.50) ⁵ |
| Chamber Fundraisers | <u>129,694.40</u> | <u>98,756.44</u> | <u>30,937.96</u> |
| Totals | 458,067.92 | 465,693.27 | (7,625.35) |

Receivables:

| | |
|---|-----------|
| Uncollected Membership Dues increase or (decre) | (490.00) |
| Non-membership A/R > 90 days | 0.00 |
| Non-membership A/R increase or (decrease): | 12,516.66 |

Payables:

| | <u>Previous Month</u> | <u>Current Month</u> | <u>Difference</u> |
|------------------|-----------------------|----------------------|-------------------|
| A/P balance | 18,298.38 | 4,079.26 | (14,219.12) |
| A/P over 30 days | 0.00 | 0.00 | 0.00 |



DRAFT

Calistoga Chamber of Commerce Scholarship Criteria and Weighting 2016

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.

GPA Requirement:

Weight: 10%

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: 40%

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: 40%

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.

Revised criteria weighting approved by BOD 03/22/2016

| Date | Band |
|-----------|---|
| June 15 | Kingsborough |
| June 22 | Ricky Montijo & the Mojitos* |
| June 29 | Dennis Johnson & the Mississippi Ramblers** |
| July 6 | Swing 7 |
| July 13 | Fog City Swampers* |
| July 20 | National Park Radio** |
| July 27 | Saint Ashbury |
| August 3 | Superlicious** |
| August 10 | Decades |
| August 17 | Poor Man's Whiskey |

*New in 2017

**Returning after a few years

2017 Concerts in the Park Schedule

