



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA
July 19, 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 June 21, 2016
- Financials June 2016

Action Items:

- Welcome new BOD members and acknowledge voting privileges
- Review current strategic planning initiatives and give direction for potential modifications
- Review and approve Executive Director's Goals and Objects for fiscal 2016-17
- BOD Conflict of Interest form renewals

Committee Reports:

- N/A

Executive Director's Report:

- Employee Shuttle Program update
- Harvest Table preparation update
- "Harvest Table" trade mark update

Announcements:

- Concerts in the Park every Thursday through Aug. 25th @ 6:30 PM @ Pioneer Park



Board Meeting Action Summary
June 21, 2016 @ 12:00 PM ~ Calistoga Spa Hot Springs

BOD Attendees: Sharon Carone, Daniel Kaiser, Leonard LaBranche, Mike Lennon, Carlene Moore, Stephen Patel, Shane Pavitt, Clive Richardson, Nancy Putney-Abernathy, Michael Swanton

Absent: Aphrodite Caserta

Staff: Chris Canning

Guest(s): Laura Swanton

Meeting Called to Order: 12:05 PM by M. Lennon

Consent Items:

- Financials May 2016
 - Motioned: Pavitt Seconded: Swanton Passed: 10-0-0
- Action Summary May 17, 2016
 - Motioned: Moore Seconded: Carone Passed: 10-0-0

Action Items:

- Welcomed new BOD member present: Laura Swanton.
- Thanked departing BOD members: Leonard LaBranche and Michael Swanton
- Nominated candidates and elected new BOD officers. Vote was done as a slate after nominations process.
 - Chairperson- Stephen Patel Vice-Chairperson- Laura Swanton
 - Treasurer- Mike Lennon
 - Secretary- Chris Canning (required in by-laws / non-voting member)
 - Motioned: Moore Seconded: LaBranche Passed: 10-0-0
- Reviewed and approved Fiscal 2016-17 proposed operating budget
 - Motioned: Moore Seconded: Pavitt Passed: 10-0-0
- Reviewed, modified and approved 2016-17 BOD meeting calendar
 - Motioned: Carone Seconded: Moore Passed: 10-0-0

Executive Director's Report:

- Updated progress on Employee Shuttle Program. Sparse ridership with varying degrees of subsidy support from employers. Next job fair is June 28th and will be critical to program's success. BOD financial support set to run out by close of July if additional funding or subsidy is not achieved.
- Updated Harvest Table preparations. All is on track and on budget.

Next BOD Meeting: July 19th @ Calistoga Spa Hot Springs

Meeting adjourned at – 1:02 PM

Action Items submitted by Chris Canning

Notes taken by Chris Canning

*: Indicates late arrival or early departure impacting vote count variances

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

Summary of Cash Flow:

Cash as of 06/01/16:	208,180.86
Net Income or (Loss) from P&L:	27,706.84
Accounts Receivable change (increase) or decrease:	1,743.80
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	1,776.77
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	8,046.00
Office Equipment Asset - computer (increase) or decrease:	0.00
Petty Cash (increase) or decrease:	0.00
Prepaid Expenses (increase) or decrease:	224.25
Loan Payable increase or (decrease):	0.00
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 06/30/16	247,745.52 ¹

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	98,075.15	101,560.42	(3,485.27) ²
COGS & Expenses	<u>70,368.31</u>	<u>55,155.00</u>	<u>15,213.31</u> ³
Net Income	27,706.84	46,405.42	(18,698.58)
Less Valley Fire Relief Fund	<u>(4,329.95)</u>		
Actual Net Income	32,036.79	46,405.42	(14,368.63)
YTD			
Total Income	869,014.79	748,175.04	120,839.75 ⁴
COGS & Expenses	<u>760,530.42</u>	<u>734,492.00</u>	<u>26,038.42</u> ⁵
Net Income	108,484.37	13,683.04	94,801.33
Projected Next Month			
Total Income		118,093.23	
COGS & Expenses		<u>62,992.00</u>	
Net Income		55,101.23	

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	363,125.04	362,838.54	286.50
Chamber Operations	274,538.63	228,470.08	46,068.55
Valley Fire Relief Fund	89,329.95	89,329.95	0.00
Chamber Fundraisers	<u>142,021.17</u>	<u>79,891.85</u>	<u>62,129.32</u>
Totals	869,014.79	760,530.42	108,484.37

Receivables:

Uncollected Membership Dues increase or (decre)	12,944.00
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	(3,859.48)

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	4,189.18	5,965.95	1,776.77
A/P over 30 days	0.00	0.00	0.00

Notes:

- ¹ Valley Fire Relief Fund checking balance \$0 as of 06/30/16
- ² Advertising Income over \$4,550; Membership Income under \$14,144; Retail Sales Income under \$1,543; Sponsorship Income over \$8,750; Ticket Sales Income under \$1,099
- ³ COGS under \$3,113; Expenses over \$13,997 after deducting Fire donation of \$4,330 (Marketing/Advertising over \$8,863; Payroll Expenses over \$4,328)
- ⁴ YTD Advertising Income over \$23,074; YTD Donations Income over \$92,332 (Fire); YTD Membership Income over \$11,545; YTD Participation Income under \$490; YTD Retail Sales Income under \$16,475; YTD Sponsorship Income under \$31,103; YTD Ticket Sales Income over \$38,401; YTD Visitors Guide Income over \$3,552
- ⁵ YTD COGS under \$36,681 (HT under \$23,885, TP under \$8,681); YTD Expenses under \$26,611 after removing Fire Fund donation of \$89,330 (Marketing under \$29,656, Payroll Expenses under \$16,077)



2016/17 Chamber Strategic Planning Goals & Initiatives (Draft)

Primary Driver:

Increase the Chamber's relevance to its membership on a daily basis

- **Destination Marketing and Tourism Development**
 - Goal:
 - Establish Calistoga as the premier Napa Valley destination.
 - Bench marks:
 - Highest occupancy rate within NV
 - Greatest number of visits per year within the NV
 - Tactics:
 - Collaboration with other organizations to enhance the Calistoga visitor experience
 - Marketing initiatives to highlight Calistoga's points of difference including emphasis of its small town character and charm
- **Represent/Advocate Business Interests with Government Agencies**
 - Goal:
 - A thriving business environment within Calistoga
 - Bench marks:
 - Less than 10% vacancy rate for commercial property
 - Improved sales tax collections year over year
 - Tactics:
 - Encourage infrastructure development to improve business conditions.
 - Collaboration with government agencies to maintain a positive business environment with minimal interference from regulations
- **Business Development Services**
 - Goal:
 - Create small business development resources
 - Bench Mark:
 - Actual program development by business class
 - Membership participation in activities
 - Tactics:
 - Marketing support
 - Continue to share info on best practices

2016-17 Executive Director Goals & Objectives (proposed)

- Maintain financial stability while growing reserve to meet 25% of annual operating budget
 - Current operating budget: \$611,634
 - 30% Goal: \$183,490 (current reserve: \$207,745*)

*excludes \$40K loan to Upvalley Employee Shuttle

- Continue to grow the membership base while maintaining minimum retention rate of 85%
 - Current membership: 326
 - Current retention rate: 94%

- Development of more informational / educational programming for small businesses
 - Minimum of 4 per year

- Improve communication of advocacy endeavors embarked upon by the Chamber
 - Include in monthly Director's Report

- Maintain and increase collaborations with other destination marketing organizations
 - Current strength: Visit Napa Valley / Destination Council
 - Opportunities: Visit California & St. Helena



Conflict of Interest Policy

The purpose of this Conflict of Interest Policy is to protect the Calistoga Chamber of Commerce. Each Officer, Board Member and staff member shall act in the best interest of the organization and disclose any conflicts of interest.

A conflict of interest exists when officers, board members or staff have a direct or indirect business, professional or personal situation or relationship that may influence or be perceived to influence the judgment or action of the officer, board member or staff when serving The Calistoga Chamber of Commerce. Such conflicts of interest include, but are not limited to: personal and professional affiliations and business dealings.

All real or perceived conflicts of interest will be disclosed to the appropriate level of authority necessary for consideration, resolution and direction.

Officers, Board Members and staff will be required to annually sign a conflict of interest form.

Conflict of Interest Form

I have read and understand the Conflict of Interest Policy, and understand that it is my obligation to act in a manner that promotes the best interest of the Calistoga Chamber of Commerce and to avoid conflicts of interest when making decisions and taking actions on behalf of the Calistoga Chamber of Commerce.

I agree to disclose to the proper level of authority any real or perceived conflicts of interest that may arise during the course of my tenure with the association.

Additionally I agree to abide by the direction and decision rendered by the Calistoga Chamber of Commerce.

Name (print) _____

Signature _____

Date _____