



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA
September 22, 2015
Calistoga Spa Hot Springs, Conference Room
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 August 18, 2015
- Financials August 2015

Action Items:

- Chamber response and involvement with Valley Fire incident
- Impacted Calistoga based employees support
- Modified Harvest Table briefing

Committee Reports:

- N/A

Executive Director's Report:

- Staff response and execution of Valley Fire activities
- Winter in the Wineries Update
- Update downtown "way finding" (signage) initiative

Announcements:

- TBD



Board Meeting Action Summary
August 18, 2015 @ 12:00 PM
Calistoga Spa Hot Springs

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

Absent: Joel Creager, Nancy Putney-Abernathy

Staff: Chris Canning, Carolyn Denero Guest(s):

Meeting Called to Order: 12:03 PM by M. Lennon

Consent Items:

- Action Summary July 21, 2015
Financials June 2015
Motioned: Carone Seconded: Swanton Passed: 10-0-0
Motioned: Swanton Seconded: Pavitt Passed: 10-0-0

Action Items:

- Reviewed "Harvest Table" trademark coexistence agreement proposed to Harvest Table Restaurant in St. Helena
BOD supported staff working with the City and TID in development of a downtown way finding (signage) program.
Received update on Chamber initiated Employee Shuttle Program (ESP) as a potential mitigation to the labor issue that is troubling a large number of members.

Executive Director's Report:

- C. Denero updated the BOD on elements of the Harvest Table preparations including logistics, staffing, volunteer needs, and event execution.
C. Denero offered status on Winter in the Wineries 2015-16 with targeted timelines.
C. Denero shared that the display ad campaign program for 2015-16 is fully committed and that advertising impressions are over delivering.
C. Canning updated some staffing changes for two part-time employees with no impact to operations.
New Marketing & PR Manager has been hired (Charlene Peters) and will begin Sept. 3rd.

Next BOD Meeting: September 22, 2015 @ Calistoga Spa Hot Springs

Meeting adjourned at - 1:25 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
August 2015**

Summary of Cash Flow:

Cash as of 08/01/15:	142,416.79
Net Income or (Loss) from P&L:	(12,938.57)
Accounts Receivable change (increase) or decrease:	(9,710.42)
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	(177.65)
Accrued Payroll 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	(8,308.85)
Loan Payable increase or (decrease):	0.00
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 08/31/15:	111,348.30

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	36,806.80	50,260.42	(13,453.62) ¹
COGS & Expenses	49,745.37	64,952.00	(15,206.63) ²
Net Income	(12,938.57)	(14,691.58)	1,753.01
YTD			
Total Income	154,671.90	161,520.84	(6,848.94) ³
COGS & Expenses	<u>104,578.33</u>	<u>125,004.00</u>	(20,425.67) ⁴
Net Income	50,093.57	36,516.84	13,576.73
Projected Next Month			
Total Income		58,260.42	
COGS & Expenses		<u>83,252.00</u>	
Net Income		(24,991.58)	

Harvest Table

YTD	Total Income	9,040.00	15,000.00	(5,960.00)
	Total COGS & Expenses	<u>9,189.76</u>	<u>8,300.00</u>	<u>889.76</u>
	Net Income	(149.76)	6,700.00	(6,849.76)

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	85,520.84	61,657.22	23,863.62
Chamber Operations	60,111.06	27,909.52	32,201.54
Chamber Fundraisers	<u>9,040.00</u>	<u>15,011.59</u>	<u>(5,971.59)</u>
Totals	154,671.90	104,578.33	50,093.57

Receivables:

Uncollected Membership Dues increase or (decrease):	(5,716.00)
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	(18,350.00)

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	1,172.36	994.71	(177.65)
A/P over 30 days	0.00	0.00	0.00

Notes:

- ¹ Advertising Income over \$200; Membership Income over \$3,066; Participation Income under \$16,500; Retail Sales Income under \$220
- ² COGS over \$4,130 (HT Event Production posting in August); Expenses under \$19,336 (Insurance budgeted for \$4,167 but accrued instead; Advertising Guides budgeted for \$10,000 not realized in August; Payroll Expenses under \$2,724)
- ³ YTD Advertising Income over \$2,450; YTD Membership Income over \$16,460; YTD Participation Income under \$12,960; YTD Retail Sales Income under \$137; YTD Sponsorship Income under \$13,000; YTD Visitor Guides Income over \$337
- ⁴ YTD COGS over \$4,513 (YTD HT Event Production); YTD Expenses under \$24,939 (YTD Insurance under \$3,687; YTD Marketing under \$13,946; YTD Payroll Expenses under \$7,338)

