



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA

October 27, 2015

Mount View Hotel & Spa Conference Room (1st Floor)

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 September 22, 2015
- Financials September 2015

Action Items:

- Review downtown signage program progress and offer staff direction
- Discuss financial impact and outstanding issues of Harvest Table event modification
- Receive update on Valley Fire Relief Fund and disbursement options

Committee Reports:

- N/A

Executive Director's Report:

- Introduction of Charlene Peters, PR & Marketing Manager
- Winter in the Wineries progress report and revised program launch date
- Update on "Harvest Table" trademark issue
- Tractor Parade update with safety improvement modifications (route change)

Announcements:

- Chamber Mixer- November 12th @ Calistoga Roastery- 5:30 to 7:00 PM
- Calistoga Lighted Tractor Parade- Dec. 5th Lincoln Ave. – 7:00 PM



Calistoga Chamber
of Commerce

Board Meeting Action Summary

September 22, 2015 @ 12:00 PM
Calistoga Spa Hot Springs

BOD Attendees: Sharon Carone, Aphrodite Caserta, Joel Creager, Leonard LaBranche, Mike Lennon, Stephen Patel, Shane Pavitt, Nancy Putney-Abernathy, Clive Richardson, Michael Swanton

Absent: Debbie Greene, Daniel Kaiser, Carlene Moore

Staff: Chris Canning

Guest(s):

Meeting Called to Order: 12:06 PM by M. Lennon

Consent Items:

- Action Summary August 18, 2015
 - Motioned: Swanton Seconded: Carone Passed: 10-0-0
- Financials August 2015
 - Motioned: Pavitt Seconded: Swanton Passed: 10-0-0

Action Items:

- Received update on Chamber response to Valley Fire incident
 - Outlined Chamber’s engagement in messaging and coordination of relief efforts
 - Participation in communicating relief services for Calistoga based employees
 - Impact to Chamber staff and their current status
- Briefed on impact of Harvest Tables changes made as a result of Valley Fire
 - Explained rationale for continuing with HT in its modified form and use as a fundraising event for victims (\$7,700 raised at HT dinners)
 - Outlined potential financial risks including the ticket refunding requests. Financial results ready for Oct. BOD

Executive Director’s Report:

- ED presented staff’s involvement through response and execution of Chamber initiatives
 - All members went well beyond the call of duty to initiate and execute our participation and response
- Winter in the Wineries Update
 - Program execution is approximately 3 weeks behind schedule but actions being taken to close that gap
 - Still have strong interest in participation by businesses to be included in the program
- Update on downtown way finding signage program including creative and costs to be presented in October.

Next BOD Meeting: **October 20, 2015 @** Calistoga Spa Hot Springs

Meeting adjourned at – 12:51 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
September 2015**

Summary of Cash Flow:

| | |
|---|--------------|
| Cash as of 09/01/15: | 111,348.30 |
| Net Income or (Loss) from P&L: | (3,206.28) |
| Accounts Receivable change (increase) or decrease: | 59,560.42 |
| Undeposited Funds (increase) or decrease: | 0.00 |
| Accounts Payable increase or (decrease): | 4,552.03 |
| Accrued Payroll increase or (decrease): | 0.00 |
| Office Equipment Asset - computer (increase) or decrease: | (580.47) |
| Petty Cash (increase) or decrease: | 0.00 |
| Prepaid Expenses (increase) or decrease | 999.98 |
| Loan Payable increase or (decrease): | 0.00 |
| Amortization and depreciation (non cash expense): | <u>67.00</u> |
| Cash as of 09/30/15: | 172,740.98 |

P&L vs. Budget:

| Current Month | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
|----------------------|-------------------|-------------------|---------------------------------|
| Total Income | 53,854.56 | 58,260.42 | (4,405.86) ¹ |
| COGS & Expenses | <u>57,060.84</u> | <u>83,252.00</u> | <u>(26,191.16)</u> ² |
| Net Income | (3,206.28) | (24,991.58) | 21,785.30 |
| YTD | | | |
| Total Income | 208,526.46 | 219,781.26 | (11,254.80) ³ |
| COGS & Expenses | <u>161,639.17</u> | <u>208,256.00</u> | <u>(46,616.83)</u> ⁴ |
| Net Income | 46,887.29 | 11,525.26 | 35,362.03 |
| Projected Next Month | | | |
| Total Income | | 73,760.42 | |
| COGS & Expenses | | <u>75,702.00</u> | |
| Net Income | | (1,941.58) | |

Harvest Table

| | | | | |
|-----|-----------------------|------------------|------------------|--------------------|
| YTD | Total Income | 9,040.00 | 42,000.00 | (32,960.00) |
| | Total COGS & Expenses | <u>17,365.69</u> | <u>44,300.00</u> | <u>(26,934.31)</u> |
| | Net Income | (8,325.69) | (2,300.00) | (6,025.69) |

YTD Total Revenues, Total Expenses, Net Income:

| | <u>YTD Revenue</u> | <u>YTD Expenses</u> | <u>YTD Net Income</u> |
|---------------------|--------------------|---------------------|-----------------------|
| City Contracted | 113,281.26 | 87,218.15 | 26,063.11 |
| Chamber Operations | 86,005.20 | 51,233.50 | 34,771.70 |
| Chamber Fundraisers | <u>9,240.00</u> | <u>23,187.52</u> | <u>(13,947.52)</u> |
| Totals | 208,526.46 | 161,639.17 | 46,887.29 |

Receivables:

| | |
|--|------------|
| Uncollected Membership Dues increase or (decre): | (2,124.00) |
| Non-membership A/R > 90 days | 0.00 |
| Non-membership A/R increase or (decrease): | (1,500.00) |

Payables:

| | <u>Previous Month</u> | <u>Current Month</u> | <u>Difference</u> |
|------------------|-----------------------|----------------------|-------------------|
| A/P balance | 994.71 | 5,546.74 | 4,552.03 |
| A/P over 30 days | 0.00 | 0.00 | 0.00 |

Notes:

- ¹ Donations Income over \$14,484 (Valley Fire Relief Fund \$13,996); Membership Income over \$7,698; Participation Income under \$4,800 (HT budgeted at \$5,000); Retail Sales Income under \$21,888 (HT budgeted at \$22,000); Sponsorship Income over \$100
- ² COGS under \$28,707 (HT); Expenses over \$2,516 (Marketing over \$3,801 due to timing; Payroll expenses under \$2,843; \$1000 Scholarship paid out)
- ³ YTD Advertising Income over \$2,450; YTD Donations Income over \$14,484 (Fire); YTD Membership Income over \$24,158; YTD Participation Income under \$17,760; YTD Retail Sales Income under \$22,025; YTD Sponsorship Income under \$12,900; YTD Visitors Guide Income over \$337
- ⁴ YTD COGS under \$24,194 (HT); YTD Expenses under \$22,423 (Marketing under \$10,145; Payroll expenses under \$10,181)



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Portable Signs & Alternatives

**COMMUNITY FORUM
OCTOBER 21, 2015**

Concern: Safety



Concern: Safety



Concern: Impact on Aesthetics



Concern: Impact on Aesthetics



Concern: Impact on Aesthetics



Concern: Sign Clutter



Concern: Sign Clutter



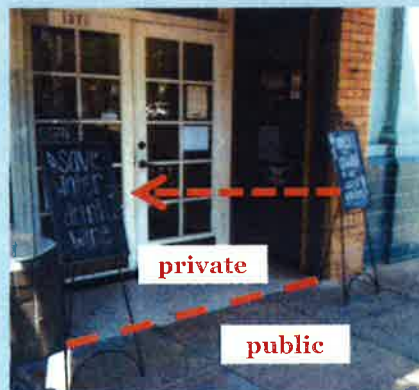
Solution: Enforce Existing Sign Regulations

- Calistoga Municipal Code prohibits:
 - Portable signs located in a public right-of-way
 - Off-site signs



Solution: Move Portable Signs to Private Property

- Calistoga Municipal Code allows portable signs on private property, subject to City approval



Solution: Move Portable Signs to Private Property

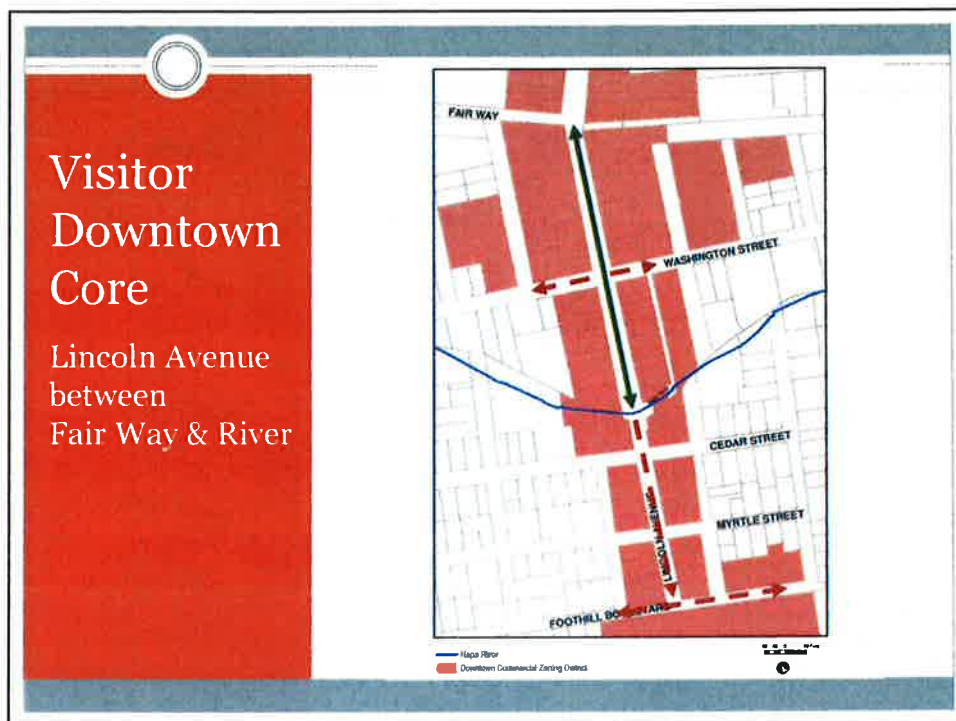


Concern: Identification Outside of Downtown Core

How to inform visitors of:

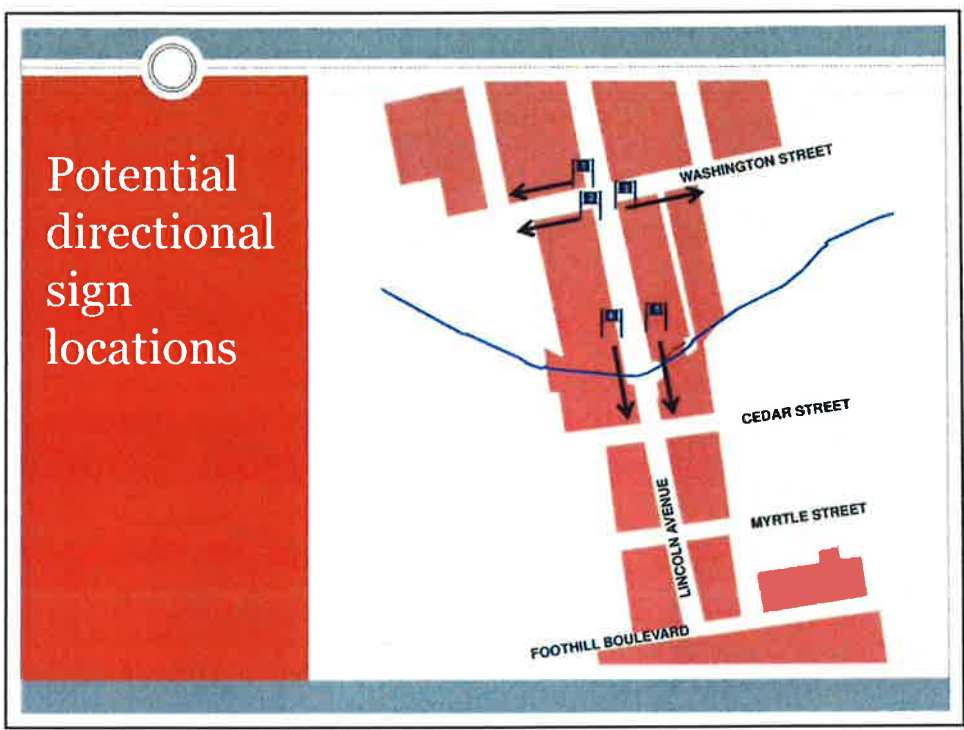
- Businesses outside the Lincoln Avenue travel corridor
- Public facilities in downtown





Solution: Downtown Directional Sign Program

- Install directional signs for businesses in Downtown Commercial Zoning District that are:
 - Located off of Lincoln Avenue
 - Located south of Napa River
- Install directional signs for downtown public facilities



Potential Directional Sign Design: Same Design for Each Business/Facility



Potential Directional Sign Design: Generic Business Listings

At Lincoln & Washington



At Bridge



Potential Downtown Directory Sign Design

