



Calistoga Chamber  
of Commerce

BOARD Meeting AGENDA  
November 15, 2016  
\*\*\* Mount View Hotel & Spa \*\*\*  
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      October 18, 2016
- Financials              October 2016

Action Items:

- Consider cancellation of December BOD meeting
- Agree upon next step for "Harvest Table" copyright matter

Executive Director's Report:

- Harvest Table recap and P&L review
- Lighted Tractor Parade preparations update
- Holiday Village program overview
- Winter in the Wineries status report
- Collect RSVP's for BOD holiday dinner (Dec. 12<sup>th</sup> @6:30 PM)

Announcements:

- Chamber Holiday Mixer- December 1st @ The Calistoga Inn- 5:30 to 7:00 PM
- Calistoga Lighted Tractor Parade- Dec. 3rd Lincoln Ave. – 7:00 PM
- Chamber General Membership mtg.- Jan. 24<sup>th</sup> @ 6:00 PM- TBD



Calistoga Chamber  
of Commerce

### Board Meeting Action Summary

October 18, 2016 @ 12:00 PM ~ Calistoga Spa Hot Springs

BOD Attendees: Sharon Carone, Aphrodite Caserta, Daniel Kaiser, Nick Kite, Mike Lennon, Carlene Moore, Nancy Putney-Abernathy, Clive Richardson, Laura Swanton

Absent: Pam Ingalls, Stephen Patel, Shane Pavitt

Staff: Chris Canning

Guest(s): Leonard LaBranche

Meeting Called to Order: 12:04 PM by L. Swanton

#### Consent Items:

- Action Summary September 20, 2016
  - Motioned: Moore      Seconded: Lennon      Passed: 9-0-0
- Financials September 2016
  - Motioned: Carone      Seconded: Putney-Abernathy      Passed: 9-0-0

#### Action Items:

- Discussed City's request for Chamber position on allowing food trucks for private events in downtown district.
  - BOD agreed by consensus to make the following recommendations to the City for policy development:
    - Food truck must adhere to all local and county permits and licensing (i.e. local business license, county health permit)
    - Food trucks in downtown district should be used as a catering element for "private events" and not open for general public food sales.
    - The City should encourage but not require local businesses utilize locally based food truck/catering operations.
- Reviewed and agreed by consensus to our lawyer's recommendation to continue dialogue with the Palmer Group regarding a joint use agreement for the use of the Chamber's registered "Harvest Table" name/mark. While it has been a very long process, next and more aggressive steps will be expensive. BOD will revisit the position next meeting.
- BOD endorsed a policy prohibiting staff from committing resources to any one business for exceptional elements (i.e. additional security, fencing, etc...) in the production of the Tractor Parade annual event.
  - Motioned: Moore      Seconded: Richardson      Passed: 9-0-0

#### Executive Director's Report:

- Harvest Table P&L was not finalized but will be presented at next BOD in November
  - Initial indications are that the event had a break-even to slightly positive financial impact as budgeted.
- Winter in the Wineries pre-sales have begun and online marketing has been increased to mitigate lost sales from Sterling Vineyards not participating in this year's event as a result of construction closure. Sterling sold 1,650\* passports last year (corrected from 1,900 quoted during BOD meeting).
- Request was made for BOD volunteers to work the Ragnar Relay beer booth on November 5<sup>th</sup> in Napa. Chamber will share proceeds of beer sales with NC Fair Grounds based upon number of volunteers.

Next BOD Meeting: **November 15th @ Calistoga Spa Hot Springs**

Meeting adjourned at – 12:46 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  
October 2016**

**Summary of Cash Flow:**

<i>Cash as of 10/01/16:</i>	191,094.12
Net Income or (Loss) from P&L:	(15,616.11)
Accounts Receivable change (increase) or decrease:	4,659.12
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	8,842.68
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	0.00
Accrued Expense 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	392.32
Amortization and depreciation (non cash expense):	<u>67.00</u>
<i>Cash as of 10/31/16</i>	189,439.13

**P&L vs. Budget:**

<b>Current Month</b>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
<b>Total Income</b>	41,235.60	50,293.23	(9,057.63) <sup>1</sup>
<b>COGS &amp; Expenses</b>	<u>56,851.71</u>	<u>62,092.00</u>	<u>(5,240.29) <sup>2</sup></u>
<b>Net Income</b>	(15,616.11)	(11,798.77)	(3,817.34)
<b>YTD</b>			
Total Income	261,631.17	305,223.42	(43,592.25) <sup>3</sup>
COGS & Expenses	<u>291,442.75</u>	<u>270,718.00</u>	<u>20,724.75 <sup>4</sup></u>
Net Income	(29,811.58)	34,505.42	(64,317.00)
<b>Projected Next Month</b>			
Total Income		61,843.23	
COGS & Expenses		<u>71,042.00</u>	
Net Income		(9,198.77)	

**Harvest Table**

<b>YTD</b>	<b>Total Income</b>	46,143.28	36,850.00	9,293.28
	<b>Total COGS &amp; Expenses</b>	<u>45,447.02</u>	<u>34,500.00</u>	<u>10,947.02</u>
	<b>Net Income</b>	696.26	2,350.00	(1,653.74)

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

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	144,039.80	123,298.70	20,741.10
Chamber Operations	61,898.09	107,274.43	(45,376.34) <sup>5</sup>
Chamber Fundraisers	<u>55,693.28</u>	<u>60,869.62</u>	<u>(5,176.34)</u>
<b>Totals</b>	261,631.17	291,442.75	(29,811.58)

**Receivables:**

Uncollected Membership Dues increase or (decre)	238.00
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	(4,716.66)

**Payables:**

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	3,367.19	12,209.87	8,842.68
A/P over 30 days	0.00	0.00	0.00

**Notes:**

- <sup>1</sup> Donations Income under \$799; Membership Income under \$2,298; Participation Income under \$4,525; Retail Sales Income under \$1,803; Sponsorship Income under \$400; Ticket Sales Income over \$850
- <sup>2</sup> COGS under \$3,279 (HT under \$4,240); Expenses under \$1,961 (Conferences/Seminars under \$2,500, Marketing under \$2,128, Payroll under \$1,632, Scholarship expense over \$5,000)
- <sup>3</sup> YTD Advertising Income under \$13,783; YTD Donations Income under \$1,799; YTD Membership Income under \$19,253; YTD Participation Income over \$8,040; YTD Retail Sales Income under \$19,047 (Ragnar); YTD Sponsorship Income over \$1,188; YTD Ticket Sales Income over \$850; YTD Visitors Guide Income over \$395
- <sup>4</sup> YTD COGS over \$40,089 (UVES consists of \$46,696, while COGS Retail is under \$9,942 Ragnar); YTD Expenses under \$19,364 (Conferences/Seminars under \$2,500, Legal under \$2,490; Marketing under \$16,184; Payroll under \$6,968; Donations over \$4,020 (HT), Scholarship expense over \$5,000, Other Expenses over \$1,716 (Softball sponsorship \$998, Gift bags \$718)
- <sup>5</sup> UVES Shuttle COGS \$46,696

## Projected Revenue Timing vs. Budget

As of: Oct. 2016

	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	Total	
Membership Month	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN						Total
Budgeted	\$ 25,000	\$ 7,300	\$ 10,000	\$ 10,700	\$ 3,050	\$ 2,400	\$ 3,600	\$ 2,900	\$ 3,700	\$ 2,650	\$ 700	\$ 30,000						\$ 102,000
Actual*/Projected	\$ 6,813	\$ 4,767	\$ 13,764	\$ 8,402	\$ 2,719	\$ 2,099	\$ 2,600	\$ 1,946	\$ 3,436	\$ 549	\$ 24,500	\$ 30,500						\$ 102,095
Variance: Month	\$ (18,187)	\$ (2,533)	\$ 3,764	\$ (2,298)	\$ (331)	\$ (301)	\$ (1,000)	\$ (954)	\$ (264)	\$ (2,101)	\$ 23,800	\$ 500						\$ 95
Rolling +/- YTD	\$ (18,187)	\$ (20,720)	\$ (16,956)	\$ (19,254)	\$ (19,585)	\$ (19,886)	\$ (20,886)	\$ (21,840)	\$ (22,104)	\$ (24,205)	\$ (405)	\$ 95						\$ 95

	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	Total	
Advertising Month	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN						Total
Budgeted	\$ 27,000	\$ -	\$ -	\$ -	\$ 4,500	\$ 6,000	\$ -	\$ -	\$ -	\$ 1,000	\$ -	\$ -						\$ 38,500
Actual*/Projected	\$ 7,016	\$ 417	\$ 5,783	\$ -	\$ 5,000	\$ 6,144	\$ -	\$ -	\$ -	\$ 1,175	\$ 5,500	\$ 8,250						\$ 39,285
Variance: Month	\$ (19,984)	\$ 417	\$ 5,783	\$ -	\$ 500	\$ 144	\$ -	\$ -	\$ -	\$ 175	\$ 5,500	\$ 8,250						\$ 785
Rolling +/- YTD	\$ (19,984)	\$ (19,567)	\$ (13,784)	\$ (13,784)	\$ (13,284)	\$ (13,140)	\$ (13,140)	\$ (13,140)	\$ (13,140)	\$ (12,965)	\$ (7,465)	\$ 785						\$ 785

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11/10/16

Accrual Basis

**Calistoga Chamber of Commerce  
Profit & Loss Budget vs. Actual - Harvest Table  
July through October 2016**

	Jul - Oct 16	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
40000 · Income			
40100 · Income - Advertising	0.00	0.00	0.00
40200 · Income - City Contract	0.00	0.00	0.00
40300 · Income - Commissions	0.00	0.00	0.00
40400 · Income - Donations	0.00	0.00	0.00
40500 · Income - Mailing Lists	0.00	0.00	0.00
40600 · Income - Membership	0.00	0.00	0.00
40700 · Income - Participation	23,290.00	17,600.00	5,690.00
40800 · Income - Retail Sales	22,265.28	18,000.00	4,265.28
40900 · Income - Sponsorship	588.00	1,250.00	-662.00
41000 · Income - Ticket Sales	0.00	0.00	0.00
41100 · Income - Visitors Guide	0.00	0.00	0.00
40000 · Income - Other	0.00	0.00	0.00
<b>Total 40000 · Income</b>	<b>46,143.28</b>	<b>36,850.00</b>	<b>9,293.28</b>
<b>Total Income</b>	<b>46,143.28</b>	<b>36,850.00</b>	<b>9,293.28</b>
<b>Cost of Goods Sold</b>			
50000 · Cost of Goods Sold			
50100 · COGS - Event Marketing	0.00	0.00	0.00
50200 · COGS - Event Music / Artist	1,600.00	1,300.00	300.00
50300 · COGS - Event Production	24,441.56	23,000.00	1,441.56
50400 · COGS - Event Staging / Tenting	0.00	0.00	0.00
50500 · COGS - Management Fees	0.00	0.00	0.00
50600 · COGS - Retail Goods	13,950.00	9,000.00	4,950.00
50700 · COGS - Other	0.00	0.00	0.00
50000 · Cost of Goods Sold - Other	0.00	0.00	0.00
<b>Total 50000 · Cost of Goods Sold</b>	<b>39,991.56</b>	<b>33,300.00</b>	<b>6,691.56</b>
<b>Total COGS</b>	<b>39,991.56</b>	<b>33,300.00</b>	<b>6,691.56</b>
<b>Gross Profit</b>	<b>6,151.72</b>	<b>3,550.00</b>	<b>2,601.72</b>
<b>Expense</b>			
60000 · Expenses			
60100 · Accounting	0.00	0.00	0.00
60150 · Amortization Expense	0.00	0.00	0.00
60200 · Automobile / Mileage	0.00	0.00	0.00
60300 · Bank Charges	0.00	0.00	0.00
60400 · Computer Repairs	0.00	0.00	0.00
60500 · Conferences / Seminars	0.00	0.00	0.00
60600 · Contract Labor	0.00	0.00	0.00
60650 · Credit Card Merchant Fees	0.00	0.00	0.00
60700 · Depreciation Expense	0.00	0.00	0.00
60800 · Dues / Subscriptions	0.00	0.00	0.00
60900 · Equipment / Copier Lease	0.00	0.00	0.00
61000 · Equipment Rental	0.00	0.00	0.00
61100 · Insurance	0.00	0.00	0.00
61200 · Interest Expense	0.00	0.00	0.00
61300 · Janitorial	0.00	0.00	0.00
61400 · Legal	0.00	0.00	0.00
61500 · Licenses & Permits	320.00	600.00	-280.00
61600 · Marketing / Advertising			
61610 · Advertising Guides	0.00	0.00	0.00
61620 · Calistoga Brochure	0.00	0.00	0.00
61625 · Creative Services	500.00	0.00	500.00
61630 · Internet Marketing	0.00	0.00	0.00
61640 · Media Photo / Video	0.00	0.00	0.00
61650 · Mixer Expenses	0.00	0.00	0.00
61655 · Outdoor Campaign	0.00	0.00	0.00
61660 · Print Media	600.00	600.00	0.00
61670 · PR Firm Fees	0.00	0.00	0.00
61680 · Trade Shows / Fam Trips	0.00	0.00	0.00
61690 · Visitor Signs	0.00	0.00	0.00

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11/10/16

Accrual Basis

**Calistoga Chamber of Commerce**  
**Profit & Loss Budget vs. Actual - Harvest Table**  
 July through October 2016

	Jul - Oct 16	Budget	\$ Over Budget
61600 · Marketing / Advertising - Other	0.00	0.00	0.00
<b>Total 61600 · Marketing / Advertising</b>	<b>1,100.00</b>	<b>600.00</b>	<b>500.00</b>
61700 · Meeting Expenses	0.00	0.00	0.00
61800 · Office Supplies	0.00	0.00	0.00
61900 · Payroll Expenses			
61903 · Employee Bonus	0.00	0.00	0.00
61905 · Employee Commissions	0.00	0.00	0.00
61910 · Employee Health Insurance	0.00	0.00	0.00
61920 · Employee Paid Vacation	0.00	0.00	0.00
61930 · Employee Wages	0.00	0.00	0.00
61940 · Payroll Service	0.00	0.00	0.00
61950 · Payroll Tax Expense	0.00	0.00	0.00
61960 · Severance Pay	0.00	0.00	0.00
61970 · Worker's Compensation Insurance	0.00	0.00	0.00
61900 · Payroll Expenses - Other	0.00	0.00	0.00
<b>Total 61900 · Payroll Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
62000 · Postage	0.00	0.00	0.00
62100 · Rent	0.00	0.00	0.00
62200 · Repairs / Maintenance	0.00	0.00	0.00
62300 · Storage	0.00	0.00	0.00
62400 · Supplies	0.00	0.00	0.00
62500 · Taxes - Federal / State	0.00	0.00	0.00
62600 · Telephone / Fax / Cell	0.00	0.00	0.00
62700 · Training	0.00	0.00	0.00
62800 · Travel / Entertainment	215.46	0.00	215.46
62900 · Utilities			
62910 · Electric / Gas	0.00	0.00	0.00
62920 · Trash	0.00	0.00	0.00
62930 · Water	0.00	0.00	0.00
62900 · Utilities - Other	0.00	0.00	0.00
<b>Total 62900 · Utilities</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
63000 · Other Expenses			
63200 · Donations	3,820.00	0.00	3,820.00
63100 · Scholarship Fund	0.00	0.00	0.00
63000 · Other Expenses - Other	0.00	0.00	0.00
<b>Total 63000 · Other Expenses</b>	<b>3,820.00</b>	<b>0.00</b>	<b>3,820.00</b>
60000 · Expenses - Other	0.00	0.00	0.00
<b>Total 60000 · Expenses</b>	<b>5,455.46</b>	<b>1,200.00</b>	<b>4,255.46</b>
5000 · OPERATING EXPENSES			
65000 · Contengencies & Development	0.00	0.00	0.00
69000 · Write Off Bad Debt	0.00	0.00	0.00
5000 · OPERATING EXPENSES - Other	0.00	0.00	0.00
<b>Total 5000 · OPERATING EXPENSES</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
70000 · Suspense	0.00	0.00	0.00
<b>Total Expense</b>	<b>5,455.46</b>	<b>1,200.00</b>	<b>4,255.46</b>
<b>Net Ordinary Income</b>	<b>696.26</b>	<b>2,350.00</b>	<b>-1,653.74</b>
<b>Other Income/Expense</b>			
Other Income			
80000 · Interest Income	0.00	0.00	0.00
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Income</b>	<b>696.26</b>	<b>2,350.00</b>	<b>-1,653.74</b>



# CALISTOGA

## HOLIDAY VILLAGE

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December 2-4  
**Holiday Village**

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Shops Open 'til 8 pm



FRIDAY

Gingerbread & Wine  
Pairing at Downtown  
Tasting Rooms

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December 3  
7:00-8:00 pm

**Lighted  
Tractor Parade**

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Weather Forecast:  
100% Chance of Snow!

FRIDAY

Window Decorating Contest  
People's Choice

Go to [VisitCalistoga.com](http://VisitCalistoga.com) for more information



# PARTICIPATING WINERIES

MT. ST. HELENA

To Alexander Valley

To Middletown / Clear Lake

SCALE  
0 .5 1 mile

●  
**Reservation Required**

●  
**No Appointment Necessary**

**Bennett Lane Winery**

**Tamber Bey Vineyards**

**Chateau Montelena**

**Laura Michael Wines**

**Lava Vine**

See inset map below for Lincoln Ave. Downtown Calistoga

## Wine Tasting Downtown Calistoga

**A. August Briggs Winery**

**B. Maldonado Family Vineyards**

**C. Heibel Ranch Vineyards**

**D. Picayune Cellars**

**E. Tank Garage Winery**

**F. T-Vine Winery**

**Castello di Amorosa**

Borhe-Napa Valley State Park

To St. Helena and Napa

**All wineries shown are Passport participants.**  
Please review each individual winery page for specific details.