

# Calistoga Tourism Business Improvement District Committee

## BOARD MEETING AGENDA

February 27, 2012

Calistoga Visitor Center

1133 Washington Street

Calistoga, CA

10:00 AM – 11:30 AM

The Calistoga Tourism Business Improvement District (TBID) Committee has been established by statute to oversee the expenditure of locally collected TBID funds.

Meetings are open to the public and announced in advance.

Committee members are:

- |                                     |                                |
|-------------------------------------|--------------------------------|
| -Chris Canning- Chamber of Commerce | -Michael Quast – Roman Spa     |
| -Michael Dunsford- City Council     | -Richard Spitler- City Manager |
| -Joe Hensley- Aurora Park Cottages  | -Michael Woods- Mt. View Hotel |
| -Richard Hill- Solage Calistoga     |                                |

Call meeting to order:

Roll Call:

Public Comment:

Consent Items:

- Financial Update

Action Items

- Review Projects list with updates
- Review applications for funding:
  - 2012 Pow Wow Trade Show
  - Calistoga Shuttle visitor enhancement program
  - Calistoga Customs & Classics Car Show
  - Napa Valley Film Festival
  - Banner removal (downtown beautification)
- Authorize additional signer for TID checks

Adjourn

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COPIES OF ALL REPORTS AND DOCUMENTS subject to disclosure that relate to each item of business referred to on the agenda are available for public inspection the Friday before each regularly scheduled Tourism Business Improvement Committee meeting at the Calistoga Visitor Center located at 1133 Washington Street, Calistoga, CA. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the Committee regarding any item on this agenda after the agenda has been distributed will also be made available for inspection at the Chamber Office during regular business hours."



**AMERICANS WITH DISABILITIES ACT:** In compliance with the American Disabilities Act, if you need special assistance to participate in this meeting please contact the Visitor Center Office (707) 942-6333. Notification forty-eight (48) hours prior to the meeting will enable the City to make reasonable arrangement to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II).

**POSTING:** I declare a copy of this agenda was posted at City Hall, 1232 Washington Street, Calistoga, among other locations in the city limits of Calistoga, by Friday, April 1, 2011 at 12:00 p.m.

# Calistoga TBID Committee

Action Items/Minutes  
February 27, 2012  
Calistoga Visitor Center  
Calistoga, CA  
10:00 AM

Committee Attendees: Chris Canning, Michael Dunsford, Michael Quast, Michael Woods

Absent: Joe Hensley, Richard Hill, Richard Spitler

Call to Order: M. Quast at 10:07 AM

## Consent Items:

- November 17, 2011                      Action Summary
  - Motioned: Dunsford    Seconded: Canning                      Passed: 4-0-0
- YTD Summary & P&L                      Financials
  - Motioned: Woods        Seconded: Quast                              Passed: 4-0-0

## Action Items:

- Reviewed and updated current and future projects list
  - Approved reimbursement to Chamber for sign at Castle for \$485
  - Discussed finding community groups to take the lead on research & execution of specific project ideas
  - Directed Canning to research cost of temporary help to do the “leg work” on vetting many of the ideas.
- Reviewed funding applications
  - 2012 Pow Wow Trade Show                      Request by Chamber: \$12,000
    - Require a review of ROI in October 2012
    - Motioned: Quast        Seconded: Woods    Passed: 4-0-0
  - Calistoga Visitor Shuttle Program                      Request by Chamber: \$30,000
    - Motioned: Dunsford    Seconded: Woods    Passed: 4-0-0
- Approved reimbursement to Chamber for downtown banner removal in the amount of \$720.
- Authorized adding Michael Dunsford as an additional signer on the West America Bank account
  - Motioned: Woods        Seconded: Quast        Passed: 4-0-0

## Ideas for Future Discussion/Action:

- Create projected budget for BOY
- Invite Chamber Marketing Committee representative to next meeting
- Review existing committee member terms and requirements for participation

Meeting adjourned at – 11:34 AM

Next Meeting: March 19, 2012

Action Items submitted by C. Canning