

Calistoga Tourism Business Improvement District Committee

BOARD MEETING AGENDA

July 16, 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

YTD
June 11, 2012

Action Items

- Review applications for funding:
 - Jack Rabbit Direct Booking Engine Program: website
 - Jack Rabbit Direct Booking Engine Program: mobile application
 - Holiday Festival Weekend 2012 (Tractor Parade Enhancement)

Adjourn

•

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

Calistoga Tourism Business Improvement District Agenda-

March 7, 2011

Page 2 of 2

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
July 16, 2012
Calistoga Visitor Center
Calistoga, CA
10:00 AM

Committee Attendees: Chris Canning, Michael Dunsford, Joe Hensley, Richard Hill, Michael Quast, Richard Spitler, Michael Woods

Absent:

Call to Order: M. Quast at 10:12 AM

Consent Items:

- Financial Update YTD including balance sheet
- Action Items April 30, 2012
 - Motioned: Woods Seconded: Quast Passed: 7-0-0

Action Items:

- Reviewed funding applications
 - Jack Rabbit Direct Booking Website improvements
 - Request by Chamber: \$8,400
 - Motioned: Hensley Seconded: Hill Passed: 7-0-0
 - Jack Rabbit Direct Booking mobile link creation
 - Request by Chamber: \$4,825
 - Motioned: Hensley Seconded: Hill Passed: 7-0-0
 - Calistoga Holiday Village Weekend
 - Request by Chamber: \$24,949
 - After discussion on scope and scale, funding was approved at \$10,802
 - Motioned: Woods Seconded: Hensley Passed: 7-0-0

Ideas for Future Discussion/Action:

- Modification of funding application for ease of review

Meeting adjourned at – 11:30 AM

Next Meeting: TBD

Action Items submitted by C. Canning