

Calistoga Tourism Business Improvement District Committee

COMMITTEE MEETING AGENDA

October 22, 2012

Calistoga Visitor Center

1133 Washington Street

Calistoga, CA

10:00 AM to 11:00 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 YTD
- Action Items September 11, 2012

Action Items

- Revisit Tabled Funding Request for Brand Identity Project:
 - Additional materials have been provided as requested (attached)
- Time Permitting (max. of 60 mins allotted for this meeting)
 - Review current “ideas list” for projects to fund

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, October 19, 2012.

Calistoga TBID Committee

Action Items/Minutes
October 22, 2012
Calistoga Visitor Center
Calistoga, CA
10:00 AM

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

Absent: Richard Hill, Michael Woods

Call to Order: M. Quast at 10:13 AM

Consent Items:

- Financial Update YTD including balance sheet
- Action Items September 11, 2012
 - Accepted Reports as Presented
 - Motioned: Hensley Seconded: Dunsford Passed: 5-0-0

Action Items:

- Reviewed requested follow-up items pertaining to Brand Identity Project
 - Requested by Calistoga Chamber of Commerce: \$35,200
 - APPROVED
 - Motioned: Hensley Seconded: Spitler Passed: 5-0-0
- Reviewed current “ideas list” to determine probability
 - Agreed that project “champions” had to be identified to scope the work

Ideas/Information for Future Discussion/Action:

- Provide quarterly update analytics
- Designate % of funds to be set aside for long term projects
- Create list of ideas for downtown improvements based on guest surveys from lodging properties

Meeting adjourned at – 10:59 AM

Next Meeting: TBD

Action Items submitted by C. Canning