

# Calistoga Tourism Business Improvement District Committee

## COMMITTEE MEETING AGENDA

March 28, 2013  
Solage Calistoga  
755 Silverado Trail  
Calistoga, CA  
11:00 AM to 12:30 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  
October 22, 2012

Action Items:

- Review current funding request applications
  - Napa County Fairgrounds Applications (3)
  - Chamber of Commerce & Visitor Bureau Applications (2)
  - Napa Valley Vine Trail Application (1)

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

Calistoga Tourism Business Improvement District Agenda-

March 7, 2011

Page 2 of 2

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, October 19, 2012.

# Calistoga TBID Committee

Action Items/Minutes  
March 28, 2013  
Solage Calistoga  
Calistoga, CA  
11:00 AM

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

Absent:

Guest(s): Carlene Moore, Executive Director- Napa County Fair Grounds

Call to Order: M. Quast at 11:10 AM

Consent Items:

- Financial Update YTD including balance sheet
  - Accepted Report as Presented
    - Motioned: Quast Second: Hill Passed: 7-0-0
- Action Items October 22, 2012
  - Accepted Reports as Presented
    - Motioned: Hensley Second: Dunsford Passed: 7-0-0

Action Items:

- Reviewed Napa County Fair Funding Requests:
  - Add/move race weekend to non-holiday \$10,000
    - DENIED based upon lack of O/N stay impact
    - Motioned: Hill Second: Woods Passed: 7-0-0
  - Enhanced arts programming for Fair \$14,000
    - DENIED w/ request for modified program outlining impact to guest experience in town w/ public art placement
    - Motioned: Dunsford Second: Hill Passed: 7-0-0
  - Enhanced entertainment/programming for Fair \$35,000
    - Tabled for further discussion on name and image change w/ more detailed proposal.
- Reviewed Chamber of Commerce Funding Requests:
  - Billboard funding for 3 yr lease and creative work \$38,000
    - Tabled for review of proposed creative materials
  - Visitcalistoga.com URL purchase/reimbursement \$10,000
    - APPROVED partial funding of \$5,000
    - Motioned: Woods Second: Hensley Passed: 6-1-0
- Reviewed NV Vine Trail Funding Request:
  - Application turned away as a result of no specific amount requested on application.

Ideas/Information for Future Discussion/Action:

- Request was made to bring more capital projects versus programming
- Better signage options for downtown was requested

Meeting adjourned at – 12:43 PM

Next Meeting: TBD

Action Items submitted by C. Canning