

Calistoga Tourism Business Improvement District Committee

COMMITTEE MEETING AGENDA

May 13, 2013

Calistoga Visitor Center

Calistoga, CA

10:00 AM to 11:30 AM

REVISED

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

Call meeting to order:

Public Comment:

Consent Items:

- Financial Update YTD
- Action Items March 28, 2013

Action Items:

- Receive presentation from Chamber of Commerce Marketing Committee on brand strategy project update and results as requested
- Receive presentation from Chamber of Commerce for requested capital projects for committee direction before formal funding request is submitted
 - Parklet Project
 - Downtown Way-Finding (signage)
- Review current funding request applications
 - Napa Valley Film Festival 2013
 - Chamber of Commerce Revised billboard funding

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, May 10, 2013.

Calistoga TBID Committee

Action Items/Minutes
May 13, 2013
Solage Calistoga
Calistoga, CA
10:00 AM

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

Absent:

Guest(s): C. Hernandez (Chamber), P. Barragon (Chamber), E. Umble (NVFF)

Call to Order: M. Quast at 10:05 AM

Consent Items:

- Financial Update YTD including balance sheet
 - Accepted Report as Presented
 - Motioned: Dunsford Second: Woods Passed: 7-0-0
- Action Items March 28, 2013
 - Accepted Reports as Presented
 - Motioned: Dunsford Second: Quast Passed: 7-0-0

Action Items:

- Received presentation from Chamber Marketing Committee (Hernandez & Barragon) on brand identity project progress and results.
 - Consensus of group was positive and satisfied with progress
- Received presentation from Chamber for requested capital projects seeking consensus to bring forward a formalized proposal.
 - Parklet Project- well received and consensus to apply resources for formal application in coming months
 - Downtown Way-Finding signage- some interest and concern expressed in terms of necessity. Chamber will do further research in coming months
- Reviewed Napa Valley Film Festival funding request
 - Marketing funds for promoting Calistoga events \$15,000
 - Committee expressed concern about NVFF's ability to generate overnight stays.
 - Modified support was offered at \$5,000
 - Motioned: Hill Second: Dunsford Passed: 7-0-0
- Reviewed Chamber of Commerce Funding Request:
 - Revised Billboard funding for initial lease period (6 mos) and creative costs \$8,000
 - Approved
 - Motioned: Woods Second: Hill Passed: 7-0-0

Ideas/Information for Future Discussion/Action:

- Request was made for exploring options for separate reserve account

Meeting adjourned at – 11:35 AM

Next Meeting: TBD

Action Items submitted by C. Canning