

# Calistoga Tourism Business Improvement District Committee

## COMMITTEE MEETING AGENDA

July 16, 2013

Calistoga Visitor Center

Calistoga, CA

2:00 PM to 3:30 PM

### **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
  - Action Items
- YTD  
May 13, 2013

Action Items:

- Review 2013-14 Proposed operating budget
- Discuss options for separate reserve account for fund rollover
- Update on Pioneer Park & Gazebo upcoming funding request
- Review current funding request applications
  - Chamber of Commerce Trip Advisor Program
- Review deliverable expectations from brand identity project from Augustine ideas

Adjourn

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# Calistoga TBID Committee

Action Items/Minutes  
July 16, 2013  
Calistoga Visitor Center  
Calistoga, CA  
2:00 PM

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

Absent: Richard Hill, Richard Spitler

Guest(s): C. Hernandez (Chamber)

Call to Order: M. Quast at 2:04 PM

## Consent Items:

- Financial Update YTD including balance sheet
  - Accepted Report as Presented
    - Motioned: Woods Second: Hensley Passed: 5-0-0
- Action Items May 13, 2013
  - Accepted Report as Presented
    - Motioned: Hensley Second: Dunsford Passed: 5-0-0

## Action Items:

- Reviewed and approved proposed 2013-14 operating budget
  - Motioned: Hensley Second: Woods Passed: 5-0-0
- Discussed the options for setting reserve funds into separate bank account
  - FDIC insurance was also discussed, Canning to follow-up with suggestions for new account establishment
- Committee was informed by Canning that the Pioneer Park gazebo funding request would be presented at the next TBID meeting.
- Reviewed Calistoga Chamber Destination Marketing funding request
  - Destination marketing for Year-long Trip Advisor program \$19,200
    - Discussed options of selling ads on the Calistoga page or rotating various properties through them. Chamber marketing team will make recommendations after first 4 months.
    - Committee approved funding request with agreement to review program after four months
    - Motioned: Quast Second: Dunsford Passed: 5-0-0
- Discussed the deliverables from the brand identity project from Augustine Ideas.
  - Chamber staff will gather additional materials for review with committee chair.

## Ideas/Information for Future Discussion/Action:

- N/A

Meeting adjourned at – 3:03 PM  
Next Meeting: TBD

Action Items submitted by C. Canning