



Tourism Improvement District Committee

COMMITTEE MEETING AGENDA

September 30, 2013
Calistoga Visitor Center
Calistoga, CA
10:00 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:

Public Comment:

Consent Items:

- Financial Update
 - Action Items
- YTD
August 19, 2013

Action Items:

- Review all YTD funding commitments and balances by category
- Review current funding request applications
 - Calistoga Wine Growers promotional mapping tool project
 - Calistoga Chamber destination marketing funding to continue online marketing program (winecountry.com)
 - Calistoga Chamber destination marketing event programming for Holiday Village 2013
 - NC Fair Grounds New Year's event programming

Adjourn

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Calistoga TBID Committee

Action Items/Minutes
September 30, 2013
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

Guest(s): C. Moore (NC Fair Grounds), L. Zahtila (Calistoga Wine Growers)

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

Public Comment:

- N/A

Consent Items:

- Financial Update YTD including balance sheet
 - Accepted Report as Presented
 - Motioned: Spitler Second: Dunsford Passed: 5-0-0
- Action Items August 19, 2013
 - Motioned: Hensley Second: Dunsford Passed: 5-0-0

Action Items:

- Reviewed current funding commitments YTD by category
- Reviewed funding request applications:
 - Calistoga Wine Growers- AVA promotional mapping tool \$4,996
 - Agreed to fund up to \$3,000 contingent upon proof finished product and that product contains link(s) back to lodging booking and VC websites.
 - Motioned: Canning Second: Quast Passed: 5-0-0
 - NC Fair Grounds New Year's Eve programming \$25,000
 - Request for revised application with lower funding amount
 - Requested proof of restaurant support for such an event as complimentary not competing
 - Dunsford abstained from discussion based upon potential conflict.
 - Tabled for revised agreement
 - Calistoga Chamber request for winecountry.com program \$15,000
 - This is a yearlong program continued from 2012/13
 - Motioned: Dunsford Second: Quast Passed: 5-0-0
 - Calistoga Chamber Holiday Village program funding \$17,020
 - This is the second year for this expanded program
 - Will encompass the Community Christmas Bazar.
 - Motioned: Dunsford Second: Quast Passed: 5-0-0

Ideas/Information for Future Discussion/Action:

- N/A

Meeting adjourned at – 11:43 AM

Next Meeting: TBD

Action Items submitted by C. Canning