



Calistoga Chamber  
of Commerce

### Board Meeting Action Summary

March 17, 2015 @ 12:00 PM  
Calistoga Spa Hot Springs

BOD Attendees: Sharon Carone, Aphrodite Caserta, Joel Creager, Leonard LaBranche, Mike Lennon, Carlene Moore, Nancy Putney-Abernathy, Stephen Patel, Brian Rios, Michael Swanton

Absent: Jon Seeger

Staff: Chris Canning, Carolyn Denero

Guest(s):

Meeting Called to Order: 12:04 PM by M. Swanton

#### Consent Items:

- Action Summary February 17, 2015
  - Motioned: Moore      Seconded: LaBranche      Passed: 10-0-0
- Financials February 2015
  - Motioned: Moore      Seconded: Carone      Passed: 10-0-0

#### Action Items:

- Authorized the ED to execute the BOD election process today with the activation of the nominations committee and the sending of requests for nominations to the entire membership via eblast.
  - Nominations are due no later than April 15<sup>th</sup> for review by nominations committee before presenting the slate of candidates to the BOD at the March BOD meeting.
    - ED was directed to modify the BOD member application for streamlining purposes and to include a candidate statement.
- BOD members received the Executive Director's evaluation packets for their review, completion and submittal to the Chair no later than April 15<sup>th</sup>.

#### Committee Reports:

- While there were no committee reports submitted, a discussion was had about why the Marketing Committee has not been convened in several months. Canning explained that there was a reduction in need and participation in recent months for this group. They could be engaged in the future as circumstances present the opportunity.

#### Executive Director's Report:

- Updates were presented for the *Mudder of All Weekends* event including an amicable resolution of a potential trademark infringement issue with the Tough Mudder organization. Once this event is completed, a new name for the event will be needed.
- The Winter in the Wineries P&L was reviewed demonstrating that the event was a huge commercial success. Feedback from participating businesses was also shared indicating strong interest to repeat the event next year.
- Harvest Table timeline was presented with updates on ticket sales (begin July 15<sup>th</sup>) and enthusiastic participation interest by restaurants and wineries.
- It was noted that the Chamber reached 320 paid members in good standing which is far ahead of projections. Credibility in the Chamber and improved member relations, along with great momentum created by events were factors in this growth.

Next BOD Meeting: April 21st, 2015 @ Calistoga Hot Springs

Meeting adjourned at – 12:56 PM  
Notes taken by Chris Canning

Action Items submitted by Chris Canning  
\*: Indicates late arrival or early departure impacting vote count variances