



Calistoga Chamber
of Commerce

Board Meeting Action Summary

August 18, 2015 @ 12:00 PM
Calistoga Spa Hot Springs

BOD Attendees: Sharon Carone, Aphrodite Caserta, Debbie Greene, Daniel Kaiser, Leonard LaBranche, Mike Lennon, Carlene Moore*, Stephen Patel, Shane Pavitt, Clive Richardson, Michael Swanton

Absent: Joel Creager, Nancy Putney-Abernathy

Staff: Chris Canning, Carolyn Denero

Guest(s):

Meeting Called to Order: 12:03 PM by M. Lennon

Consent Items:

- Action Summary July 21, 2015
 - Motioned: Carone Seconded: Swanton Passed: 10-0-0
- Financials June 2015
 - Motioned: Swanton Seconded: Pavitt Passed: 10-0-0

Action Items:

- Reviewed "Harvest Table" trademark coexistence agreement proposed to Harvest Table Restaurant in St. Helena
 - HT St. Helena seems amenable to the agreement
 - Our attorney will process the agreement through completion (expense to date \$725)
- BOD supported staff working with the City and TID in development of a downtown way finding (signage) program.
 - Priorities for this program are to assist pedestrian visitors with information, encouraging ped traffic to "outlying" businesses (i.e. across Lincoln Ave. bridge) and to eliminate "A" frame signs which have become a public safety concern and an aesthetic issue.
 - BOD recommended having signage be as generic (no specific business names used) as possible while still offering guidance to guests. Design updates will be brought back to BOD.
- Received update on Chamber initiated Employee Shuttle Program (ESP) as a potential mitigation to the labor issue that is troubling a large number of members. C. Canning is working with Larry Arnoff (Chamber member) on this project.
 - Entered the data collection phase and now moving on to the feasibility phase including seeking potential grant and partnerships with NCTPA and private employers as funding sources.
 - Target for project launch, assuming feasibility remains positive, is April 2016. BOD updates will continue.

Executive Director's Report:

- C. Denero updated the BOD on elements of the Harvest Table preparations including logistics, staffing, volunteer needs, and event execution.
- C. Denero offered status on Winter in the Wineries 2015-16 with targeted timelines. Strong support from past participants has been expressed.
- C. Denero shared that the display ad campaign program for 2015-16 is fully committed and that advertising impressions are over delivering.
- C. Canning updated some staffing changes for two part-time employees with no impact to operations.
- New Marketing & PR Manager has been hired (Charlene Peters) and will begin Sept. 3rd.

Next BOD Meeting: **September 22, 2015 @ Calistoga Spa Hot Springs**

Meeting adjourned at – 1:25 PM
Notes taken by Chris Canning

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