



Board Meeting Action Summary
August 19, 2014 @ 12:00 PM
Calistoga Spa Hot Springs

BOD Attendees: Aphrodite Caserta, Joel Creager*, Andrea DeTrinidad, Leonard LaBranche, Mike Lennon, Stephen Patel, Carlene Moore, Brian Rios*, Michael Swanton

Absent: Sharon Carone, Nancy Putney-Abernathy, Jon Seeger

Staff: Chris Canning, Carolyn Denero

Guest(s):

Meeting Called to Order: 12:13 PM by M. Swanton

Consent Items:

- Action Summary July 15, 2014
 - Motioned: Moore Seconded: LaBranche Passed: 7-0-0
- Financials July 2014
 - Motioned: Moore Seconded: DeTrinidad Passed: 8-0-0

Action Items:

- Addressed issue with TID committee being organized under the Chamber's non-profit status
 - Creates issues for tax reporting and potential governance responsibility of Chamber over TID.
 - BOD agreed to separate TID and have them create their own non-profit status ASAP.
 - Motioned: Moore Seconded: Lennon Passed: 8-0-0

Committee Reports:

- N/A

Executive Director's Report:

- Announced hiring of Robin Richardson as Welcome Center Administrator to replace Elizabeth moving to part-time status.
- Outlined metrics to be included in member communications to include: TOT, sales tax, member count, visitor center traffic, website traffic, and Google analytics (suggested by Caserta). These will begin in October and will be outlined with the goals and objectives of the Chamber.
- Denero provided a detailed Harvest Table update including ticket sales which are very strong
- Denero updated BOD on slow start to Winter in the Wineries participation. Swanton and Creager agreed to assist in winery solicitation for this important revenue generating program.
- Reviewed collaborative partner meetings: nothing significant to report

Next BOD Meeting: September 16, 2014 @ Calistoga Hot Springs

Meeting adjourned at – 1:03 PM
Notes taken by Chris Canning

Action Items submitted by Chris Canning

*: Indicates late arrival or early departure impacting vote count variances