

# CALISTOGA

## CHAMBER OF COMMERCE

1133 Washington Street, Calistoga, CA 94515

Board Meeting Action Summary  
August 21, 2012  
Calistoga Spa Hot Springs, Calistoga  
12:00 PM

BOD Attendees: Aphrodite Caserta, Andrea DeTrinidad, Paul Dohring, Leonard LaBranche, Carlene Moore, Jon Seeger, Michael Swanton, Anne Steinhauer\*

Absent: Georgi Carlin-Costello, Margaret Law, Robin Richardson, Lil Ticen

Staff: Chris Canning, Carolyn Hernandez

Guest: Felipe Barragon

Carlene Moore called the meeting to order at 12:07 PM.

Consent Items:

- Action Summary July 17, 2012
  - Motioned: DeTrinidad      Seconded: LaBranche      Passed: 7-0-0
- Financials July 2012
  - Motioned: Steinhauer      Seconded: DeTrinidad      Passed: 8-0-0

Action Items:

- Discussed the format for Community information meetings to be held at the mobile home parks
  - Agreed upon format, attendees, in-bounds/out-of-bounds subjects
  - Chamber cannot endorse Measure B but must discuss the impact of resort development
- Agreed upon and approved funding for public information campaign supporting development
  - Full page ad in Calistoga Tribune (color) for \$1,100. Funded solely from Chamber budget
  - Timing of ad: prefer Oct 4<sup>th</sup> but could do Sept. 27<sup>th</sup>. TBD with Tribune staff
    - Motioned: LaBranche      Seconded: DeTrinidad      Passed: 8-0-0
  - Rejected direct mail piece concept
- Received Marketing Committee report regarding Calistoga branding project from Felipe Barragon
  - Reviewed and agreed upon importance of the project
  - Accepted marketing committee's recommendation to accept Augustine Ideas RFP
  - Agreed to present project funding request to the TBID committee for approx. \$30K in total for all three elements.
    - Motioned: Steinhauer      Seconded: LaBranche      Passed: 8-0-0

Executive Director's Report:

- Updated BOD on staffing changes and transition from Allison Day to Carolyn Denero for Membership & Events Coordinator

Next Meeting: September 18, 2012 @ 12:00 PM Calistoga Spa Hot Springs

Meeting adjourned at – 1:28 PM  
Notes taken by Chris Canning

Action Items submitted by Chris Canning

\*: Indicates late arrival impacting vote counts