

Calistoga TID Committee

Action Items Summary/Minutes
May 19, 2014 @ 10:00 AM
Calistoga Visitor Center

Committee Attendees: Bob Beck(elected to committee at this meeting), Chris Canning, Joe Hensley, Richard Hill*, Richard Spitler

Absent: Michael Dunsford, Michael Quast

Guest(s): Bob Fiddaman Friends of Pioneer Park, Matt Hickerson (public)

Call to Order: J. Hensley @ 10:04 AM

Public Comment:

- N/A

Consent Items:

- Financial Update YTD including balance sheet
 - Accepted Report as Presented
 - Motioned: Hill Second: Hensley Passed: 4-0-0
- Action Items February 26, 2014
 - Motioned: Hensley Second: Hill Passed: 4-0-0

Action Items:

- Received nomination and approved Bob Beck to join the committee as a lodging representative
 - Motioned: Hill Second: Spitler Passed: 4-0-0
- Reviewed current funding commitments YTD by category and balances
- Reviewed funding request applications:
 - Friends of Pioneer Park- phase 2 funding request \$50,000
 - Approved funding request from TID reserve account
 - Motioned: Canning Second: Spitler Passed: 4-0-1
 - Beck abstained as a member of FOPP
 - Chamber- internet campaign renewal WineCountry.com \$17,500
 - TID requested strategic objective for this program for future
 - TID suggested Chamber press lodging properties to insert tracking codes for completed transactions
 - Approved funding request
 - Motioned: Beck Second: Hill Passed: 4-0-1
 - Chamber TripAdvisor program renewal \$ 21,120
 - TID requested research other DMO best practices with TA
 - Approved funding request
 - Motioned: Hill Second: Beck Passed: 5-0-0
 - Chamber- Ambassador Program Reimbursement \$ 3,709
 - Approved funding request
 - Motioned: Beck Second: Spitler Passed: 4-0-0
 - Chamber- Visitor Shuttle Expansion \$ 24,700
 - Chamber will continue to pursue financial support from wine industry for potential reimbursement of these funds to TID
 - Approved funding request
 - Motioned: Beck Second: Spitler Passed: 4-0-0

- NC Fair Grounds- July 4th program enhancements \$ 10,000
 - Item was tabled as B. Beck recused himself from voting as he sits on NCFG BOD. This coupled with R. Hill's early departure from meeting created a perceived lack of quorum. (research after the meeting showed that the vote still could have been held).
 - Applicant will be notified to determine if they will reapply
- NV Film Festival- 2014 marketing support \$10,000
 - Approved a modified funding amount of \$5,000 which is equal to last year's grant.
 - Motioned: Hensley Second: Canning Passed: 4-0-0
- Chamber- Pretty Muddy start-up funding \$ 20,000
 - This will be a potential reimbursable grant when/if revenue is generated above costs of event production. TID will be reimbursed before any profits can be disbursed.
 - Approved funding request
 - Motioned: Beck Second: Hensley Passed: 4-0-0

Ideas/Information for Future Discussion/Action:

- August committee meeting should focus on review of strategic alignment of funds allocation potentially to include more capital spending.
- Review "special projects" list created with inception of the TID.

Meeting adjourned at – 11:35 AM

Next Meeting: TBD in August

Action Items submitted by C. Canning

*: indicates late arrival or early departure impacting vote count