



Calistoga Chamber
of Commerce

Board Meeting Action Summary

February 16, 2016 @ 12:00 PM ~ Calistoga Spa Hot Springs

BOD Attendees: Aphrodite Caserta, Sharon Carone, Debbie Greene, Leonard LaBranche, Mike Lennon, Carlene Moore*, Stephen Patel, Nancy Putney-Abernathy, Clive Richardson, Michael Swanton

Absent: Daniel Kaiser, Shane Pavitt

Staff: Chris Canning

Guest(s): Tenae Stewart

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

Consent Items:

- Action Summary January 19, 2016
 - Motioned: Moore Seconded: Carone Passed: 9-0-0
- Financials January 2016
 - Motioned: Swanton Seconded: Richardson Passed: 10-0-0

Action Items:

- Agreed to support Calistoga American Legion request to encourage local businesses to offer paid day off for Veterans on Veteran's Day if they are scheduled to work.
 - Chamber will "encourage" via Chamber eblast, messaging through mixers, and press releases.
 - Motioned: LaBranche Seconded: Carone Passed: 10-0-0
- Approved participation in the execution of the City's new downtown "way-finding" (signage) program.
 - Chamber will apply for funding from TID (approx. \$25,000) and assist in the management of the program as outlined in City's responsibilities document.
 - Motioned: Moore Seconded: Richardson Passed: 10-0-0
- Reviewed new members list for first 6 months of this fiscal year (12 new members).
- Established Scholarship Criteria review and scholarship review committee.
 - Committee members: S. Carone, D. Greene, S. Pavitt, C. Richardson
 - Criteria modifications will be presented by this committee to BOD at March meeting.
- Approved utilization of online survey tool (i.e. Survey Monkey) to complete and tabulate Executive Director evaluation
 - Evaluations will be initiated at the March BOD meeting.
 - Motioned: Moore Seconded: Putney Passed: 10-0-0

Executive Director's Report:

- Reviewed Winter in the Wineries passport program results YTD
 - Program has been very successful with revenues and projected net results double budgeted projections.
 - Final reconciliations will be completed in February. Official program P&L presented at March BOD meeting.
- Confirmed that Harvest Table 2016 will not be impacted by Berry Street bridge construction (delayed).
- "Harvest Table" trademark infringement issue delayed by Charlie Palmer group (Harvest Table Restaurant, St. Helena).
 - Chamber attorney will make one more attempt before taking next legal action.
- Informed BOD that Ragnar Relay will no longer finish in Calistoga as result of County BOS ruling on use of County roads. This will have a significant impact to Chamber revenues from event day sales as well as business impact within community.
- Establishment of Calistoga TID non-profit status almost complete as required by the Chamber BOD.

Next BOD Meeting: **March 15, 2016** @ Calistoga Spa Hot Springs

Meeting adjourned at – 1:01 PM

Action Items submitted by Chris Canning

Notes taken by Chris Canning

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