



**Board Meeting Action Summary**  
January 19, 2016 @ 12:00 PM  
Calistoga Spa Hot Springs

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

Absent: Nancy Putney-Abernathy, Carlene Moore, Michael Swanton

Staff: Chris Canning

Guest(s):

Meeting Called to Order: 12:04 PM by M. Lennon

Consent Items:

- Action Summary November 17, 2015
  - Motioned: Carone                      Seconded: LaBranche                      Passed: 8-0-0
- Financials November 2015
  - Motioned: Richardson                      Seconded: Pavitt                      Passed: 8-0-0
- Financials December 2015
  - Motioned: Pavitt                      Seconded: Richardson                      Passed: 8-0-0

Action Items:

- Accepted resignation of BOD member Joel Creager as a result of a relocation
  - Motioned: LaBranche                      Seconded: Carone                      Passed: 8-0-0
  - BOD agreed to maintaining BOD vacancy until next election (May 2016) rather than call for special election or an appointment from previous election results (May 2015)
    - Motioned: Greene                      Seconded: Carone                      Passed: 8-0-0
- Authorized Exec. Dir. to seek RFP for destination marketing website re-design not to exceed \$30,000
  - Motioned: Greene                      Seconded: Kaiser                      Passed: 9-0-0

Executive Director's Report:

- Announced resignation/departure of Carolyn Denero as Membership & Events Coordinator at end of January
  - Tenae Stewart was promoted to Membership & Events Coordinator from Welcome Center Ambassador role
  - Search for new Welcome Center Ambassador has been posted
    - Seeking part-time (24 hr/wk) resource or a shared full-time resource with St. Helena Welcome Center
- Presented General Membership meeting (Jan. 26<sup>th</sup>) presentation outline for review
- Reviewed Tractor Parade execution and feedback from debriefs
- Updated progress on Winter in the Wineries program: sales/revenues are far exceeding projections
- Discussed challenges to execution of Harvest Table 2016 related to potential bridge closures (Berry St. and Lincoln Ave.)
  - Staff is exploring program alternatives and will present options at next BOD meeting
- "Harvest Table" trade mark challenge matter update was given
  - Harvest Table Restaurant in St. Helena has delayed the process
  - Exec. Dir. will re-engage at the close of this month
- Updated all of the business and store front changes in town

Next BOD Meeting:                      **February 16, 2016 @ Calistoga Spa 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