



Board Meeting Action Summary
July 15, 2014 @ 12:00 PM
Calistoga Spa Hot Springs

BOD Attendees: Sharon Carone, Aphrodite Caserta, Joel Creager, Andrea DeTrinidad, Leonard LaBranche, Mike Lennon, Stephen Patel, Nancy Putney-Abernathy\*, Brian Rios, Jon Seeger, Michael Swanton

Absent: Carlene Moore

Staff: Chris Canning, Carolyn Denero

Guest(s):

Meeting Called to Order: 12:05 PM by M. Swanton

Consent Items:

- Action Summary June 17, 2014
Financials June 2014
Motioned: LaBranche
Seconded: DeTrinidad
Passed: 10-0-0
Motioned: LaBranche
Seconded: Creager
Passed: 10-0-0

Action Items:

- Approved the 2014-2015 BOD meeting calendar
Reviewed current strategic goals & objectives to determine applicability moving forward
BOD agreed to maintain current goals and objectives for the new fiscal with more emphasis on sharing metrics on progress (i.e. TOT, STR reports).
Chamber will publish results monthly to membership via member online bulletin
Motioned: DeTrinidad
Seconded: Carone
Passed: 11-0-0
BOD was made aware of TID tax reporting issue and presented options for resolution.
TID currently falls under Chamber non-profit certificate but has not been reported on Chamber tax returns.
Corrections to tax returns have been initiated and will be rectified with amended returns for the past three years.
Chamber has requested input from other TID's and VNV for handling these going forward with the understanding that it may require creating a separate 501-C non-profit designation for the TID. All county municipalities excluding Napa are in the same situation.

Committee Reports:

- N/A

Executive Director's Report:

- Staff requested that Chamber limits its participation with the Community Bizarre for the 2014 Holiday Village concept based upon significant challenges in the working relationship with that organization in 2013.
Delivered report on Concert in the park: all is well with great attendance to date
Harvest Table update was presented. Tickets sales go live on July 16th with anticipated sell-out of event.
Shared destination marketing "wish-list"
Shared collaborative partner engagements for June 2014.
Reported that membership and collections drive has been strong.

Next BOD Meeting: August 19, 2014 @ Calistoga Hot Springs

Meeting adjourned at - 1:20 PM

Notes taken by Chris Canning

Action Items submitted by Chris Canning

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