

CALISTOGA

CHAMBER OF COMMERCE

1133 Washington Street, Calistoga, CA 94515

Board Meeting Action Summary
July 17, 2012
Calistoga Spa Hot Springs, Calistoga
12:00 PM

BOD Attendees: Georgi Carlin-Costello*, Aphrodite Caserta, Andrea DeTrinidad, Leonard LaBranche*, Margaret Law, Carlene Moore, Robin Richardson, Jon Seeger, Michael Swanton, Lil Ticen

Absent: Paul Dohring, Anne Steinhauer

Staff: Chris Canning

Carlene Moore called the meeting to order at 12:03 PM.

Consent Items:

- Action Summary June 19, 2012
 - Motioned: Ticen Seconded: DeTrinidad Passed: 8-0-0
- Financials June 2012 (moved to end of meeting for presence of treasurer)
 - Motioned: Law Seconded: Caserta Passed: 10-0-0

Action Items:

- Welcomed newly elected BOD members
 - Caserta, Dohring (absent), Richardson, Seeger, Swanton
- Approved new and removed previous authorized West America checking account signatures
 - Removed: Ticen & Patel Added: DeTrinidad & Moore
 - Motioned: Law Seconded: DeTrinidad Passed: 8-0-0
- Received presentation from Silver Rose Inn (Kelly Foster) seeking Chamber endorsement for their resort development project.
 - BOD discussed benefits and concerns and agreed to endorse the project for the benefits to the business health of the community.
 - Motioned: Ticen Seconded: Law Passed: 10-0-0
- Discussed strategy communicating the importance of development for the business community.
 - BOD directed staff to outline a marketing strategy to include newspaper ads, FAQ bullet point sheets for distribution.
 - Bob Beck and Jon Seeger offered to assist in communication development.
 - ED will draft initial communication and present to BOD via email for feedback.
- YTD Projects funded by TBID were presented and reviewed.
- ED requested budget adjustment for replacement of PC in the amount of \$1,104.81.
 - Motioned: DeTrinidad Seconded: Swanton Passed: 10-0-0
- Service appreciation plaque presented to Bob Beck for his 11 years of service on the BOD

Closed Session:

- BOD presented the results of the ED evaluation including outlining opportunities for improvement.
- BOD finalized and approved the employment agreement with the ED for 2012/13
 - Adjustment made to bullet points three of bonus criteria. Changes made.
 - Motioned: LaBranche Seconded: DeTrinidad Passed: 10-0-0

Committee Reports:

- NA

BOD Ideas & Requests:

- Update the format of the weekly eblast in layout and information contained
- Identify all info housed on website (i.e. agenda, minutes, financials, etc..)

Next Meeting: August 21, 2012 @ 12:00 PM Calistoga Spa Hot Springs

Meeting adjourned at – 1:57 PM
Notes taken by Chris Canning

Action Items submitted by Chris Canning

*: Indicates late arrival impacting vote counts

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