

Calistoga TBID Committee

Brain Storming Session Action Items/Minutes
02-07-2011
Solage Calistoga
Calistoga, CA
12:00 PM – 2:30 PM

Purpose of this meeting was to gather ideas and concepts for consideration of support with TBID funds. Also to discuss a process through which funding requests would be processed.

Committee Attendees: Chris Canning, Michael Dunsford, Richard Hill, Michael Quast, Richard Spitler, Michael Woods

Absent: Joe Hensley

Action Items:

- Discussed Long term vs. Short Term Goals for Project Consideration
 - Long-Term: Longer than 6 mos from now and capital consideration
 - Short-Term: Action taken and realized within 6 mos (“shovel ready” projects)
- Discussed allotment of funds toward these categories
 - Generally agreed to the following:
 - Short-Term: 75% of funds
 - Long-Term: 25% of funds
 - This would need to be flexible and situation specific
 - Projects included:

Long Term:

Downtown signage
Pow Wow Funding
Music Festival Support
Central Plaza development
Gazebo renovations/rebuild
Water feature (fountain)
Downtown street scape

Short Term:

Art Walk
Vacant store front decorating
Additional bike racks in town
Ambassador program (outreach)
Visitor shuttle program
Street performers / Chalk art
Castle exit signage
Calistoga Kiosks: Outlets/NVDC

- Acknowledging this group's role as primarily focusing on reviewing projects to be funded and funds disbursement. It was agreed that the “subject matter experts” for such projects/activities must manage the logistics of any project.
 - The following ideas were identified for immediate review and a subject matter expert was suggested to manage the information gathering process.

Project/Concept:

Vacant store front decorating
Bike Racks
Ambassador Program

Subject Matter Expert:

Calistoga Arts Center
Bike coalition
Calistoga Visitor Center

Visitor Shuttle Service	Chamber of Commerce
Street Performers/ Chalk Art	Music/Arts organization
Castle exit signage	Visitor Center
Kiosks @ Outlets/NVDC	Visitor Center
So. Valley Billboard	Visitor Center
Art Walk	Arts Council
Gazebo renovations/rebuild	Parks & Rec.
Photo/Video Contest	Camera Club

- A formal application process will be developed to manage requests
 - We will review process/documents used by other Valley agencies

Next Meeting for Discussion:

Scheduled for Feb. 22nd @ 2:00 PM at Calistoga Spa Hot Springs

Meeting adjourned at – 11:22 AM
Action Items submitted by C. Canning