



Board Meeting Action Summary
October 15, 2013
Calistoga Spa Hot Springs
12:00 PM

BOD Attendees: Sharon Carone, Aphrodite Caserta*, Andrea DeTrinidad*, Paul Dohring, Margaret Law, Mike Lennon, Carlene Moore, Robin Richardson, Stephen Patel, Jon Seeger, Michael Swanton

Absent: Leonard LaBranche, Lil Ticen

Staff: Chris Canning

Guest(s):

Meeting Called to Order: 12:01 PM by Carlene Moore

Consent Items:

- Action Summary September 17, 2013
Motioned: Dohring Seconded: Richardson Passed: 9-0-0
Financials September 2013
Motioned: Carone Seconded: Dohring Passed: 10-0-0

Action Items:

- Reviewed final draft of Bylaws before submission to legal consultant for compliance review.
Agreed to modification of bylaw 12.3 to include that the Chairperson or Co-chairperson of any subcommittee of the BOD must be a member of the BOD.
Motioned: Lennon Seconded: DeTrinidad Passed: 10-0-0
Exec. Dir. to submit for compliance review this week.
BOD received 1st quarter year-to-date budget numbers as required.
BOD members acknowledged receipt and review via consensus.
Discussed and agreed via consensus to move strategic planning review process from February to November to allow for more time and active participation of currently seated BOD members.
After discussion of future state and role of the marketing committee BOD agreed to transition marketing committee form a subcommittee of the BOD to an operational committee of the Chamber staff.
This would allow for more flexibility in its organization (chairperson) and an increased ability to support marketing staff.
Motioned: DeTrinidad Seconded: Swanton Passed: 9-1-0

Committee Reports:

- Marketing Committee- presented quarterly update on programs and PR outreach/results. Also discussed future role of the committee and agreement to move it to a quarterly meeting until engaged for next fiscal year marketing plan prep. Next meeting would be January 2014.

Executive Director's Report:

- Presented response regarding FPPC violation. No negative impact received from membership.
Reported on progress of Winter in the Wineries and Holiday Village/Tractor Parade programs.
WIW is progressing well
Holiday Village experiencing challenges with incorporating the Community Bazaar but will work to a solution

Next BOD Meeting: November 19, 2013 @ Calistoga Hot Springs

Meeting adjourned at - 1:01 PM
Notes taken by Chris Canning

Action Items submitted by Chris Canning
*: Indicates late arrival impacting vote count variances