



Board Meeting Action Summary

October 21, 2014 @ 12:00 PM
Calistoga Spa Hot Springs

BOD Attendees: Aphrodite Caserta, Andrea DeTrinidad, Leonard LaBranche, Mike Lennon, Stephen Patel, Nancy Putney-Abernathy, Jon Seeger, Michael Swanton

Absent: Sharon Carone, Joel Creager, Carlene Moore, Brian Rios

Staff: Chris Canning, Carolyn Denero

Guest(s):

Meeting Called to Order: 12:07 PM by M. Swanton

Consent Items:

- Action Summary September 16, 2014
 - Motioned: LaBranche Seconded: DeTrinidad Passed: 8-0-0
- Financials September 2014
 - Motioned: DeTrinidad Seconded: Seeger Passed: 8-0-0

Action Items:

- Reviewed summary of Harvest Table 2014 including financials, retailer feedback and potential challenges for 2015
 - Event was achieved its financial goal of break even
 - Berry Street bridge closure may create complications for 2015 event based upon limited detour options
 - Retailers are interested in participating in next year's event
 - BOD will formally vote on approval to execute Harvest Table 2015 which will commit resources and staffing

Committee Reports:

- N/A

Executive Director's Report:

- Informed the BOD that the TID committee, at the request of the BOD, has agreed to create their own 501C and no longer fall under Chamber's
 - They will need until January to do so
- Denero provided an update on Winter in the Wineries progress for 2014
 - Passports to be available Nov. 15th
 - Price reduced from \$75 to \$50
 - Focus must be placed on sales through the "big 3" wineries: Castle, Sterling, Chateau
- Requested a BOD member attend the City Council meeting this evening to support Tractor Parade event permit
 - Dr. Wilkinson's was requesting significant mitigations to allow event to pass their property (fencing, dedicated security guard, liability insurance, portable toilettes)
 - Chamber does not support these mitigation and deems them unnecessary
 - Chairman Swanton agreed to attend

Next BOD Meeting: November 18, 2014 @ Calistoga Hot Springs

Meeting adjourned at – 12:47 PM
Notes taken by Chris Canning

Action Items submitted by Chris Canning

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