

CALISTOGA

CHAMBER OF COMMERCE

1133 Washington Street, Calistoga, CA 94515

Board Meeting Action Summary
October 23, 2012
Mount View Hotel & Spa, Calistoga
12:00 PM

BOD Attendees: Aphrodite Caserta, Paul Dohring, Margaret Law, Carlene Moore, Robin Richardson, Michael Swanton, Lil Ticen, Jon Seeger

Absent: Georgi Carlin-Costello, Andrea DeTrinidad, Leonard LaBranche, Anne Steinhauer

Staff: Chris Canning, Carolyn Denero

Carlene Moore called the meeting to order at 12:04 PM.

Consent Items:

- Action Summary September 18, 2012
 - Motioned: Dohring Seconded: Law Passed: 8-0-0
- Financials September 2012
 - Motioned: Dohring Seconded: Ticen Passed: 8-0-0

Action Items:

- Discussed whether or not to fund a full page ad supporting the resort development projects
 - Completed 3 community information meetings supporting development (not any specific ballot measure).
 - Considered cost of ad (\$1,400) vs. already communicated Chamber support.
 - BOD consensus was not to fund the ad but continue to encourage the community to support development.
- Chamber staff requested direction/decision on music format for spring music event (Mustard, Mud & Music) so that logistics planning could proceed
 - Format options: Main stage versus multiple venues
 - Agreed upon multiple smaller venues in the interest of driving traffic along Lincoln Ave. with suggestions of adding additional elements (i.e. street performers, farmers market vendors)
 - Motioned: Law Seconded: Richardson Passed: 8-0-0

Executive Director's Report:

- Informed BOD that Calistoga TBID approved funding for brand identity project.
- Presented Holiday Village concepts around Tractor Parade (i.e. tree lighting event, downtown decorations, store window deco contest, breakfast w/ Santa. Holiday arts and crafts for kids, Christmas stories for kids at participating hotels).
- Will start the process of cross-referencing business licenses with Chamber membership list to determine potential issue if active business license becomes requirement for Chamber membership.
- Announced that destination marketing presentation to City Council will be postponed until after the election to avoid concerns about impact to election results.
- Updated Chamber Nation software conversion was going well and billing process fully implemented.
- Handed out current by-laws (2007) for review by BOD members.
- Informed BOD that Winter in the Wineries passports were going to print and available within 5 business days.

BOD Member Ideas for Discussion:

Next Meeting: November 20, 2012 @ 12:00 PM Calistoga Spa Hot Springs

Meeting adjourned at – 1:17 PM
Notes taken by Chris Canning

Action Items submitted by Chris Canning

*: Indicates late arrival impacting vote count variances

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