

# CALISTOGA

## CHAMBER OF COMMERCE

1133 Washington Street, Calistoga, CA 94515

Board Meeting Action Summary  
September 18, 2012  
Calistoga Spa Hot Springs, Calistoga  
12:00 PM

BOD Attendees: Aphrodite Caserta, Georgi Carlin-Costello, Andrea DeTrinidad, Paul Dohring, Leonard LaBranche, Margaret Law\*, Carlene Moore, Robin Richardson\*, Michael Swanton, Anne Steinhauer\*, Lil Ticen

Absent: Jon Seeger

Staff: Chris Canning, Carolyn Denero

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

Consent Items:

- Action Summary August 21, 2012
  - Motioned: DeTrinidad      Seconded: Dohring      Passed: 8-0-0
- Financials August 2012
  - Motioned: Ticen      Seconded: DeTrinidad      Passed: 8-0-0

Action Items:

- Discussed policy proposal requiring members to have a business license from their respective municipalities of operation.
  - BOD directed staff to cross reference current membership with list of registered business license holders to determine potential scale of gap.
  - Will resurface this topic at the October BOD meeting.
- Current strategic planning documents were presented to BOD for reference.
  - Will be reviewed as scheduled at February 2013 BOD meeting.

Executive Director's Report:

- Introduced Carolyn Denero as new Events & Membership Coordinator
- Updated BOD on feedback from the community information meetings held at the mobile home parks.
  - Presentations were well received
- Updated status of TID funding request for brand identity project.
  - TID committee requested additional information for clarification
  - Chamber will re-present on October
- Updated status of Holiday Village programming for Tractor parade weekend

BOD Member Ideas for Discussion:

- Assess most requested missing retail items within Calistoga
- Forward development project talking points
- Get membership renewal placards delivered
- List vacant commercial properties on Chamber and City websites

Next Meeting:      October 16, 2012 @ 12:00 PM      Calistoga Spa Hot Springs

Meeting adjourned at – 1:30 PM

Notes taken by Chris Canning

Action Items submitted by Chris Canning

\*: Indicates late arrival impacting vote count variances