



Calistoga Chamber
of Commerce

Board of Directors Meeting

January 15, 2019
Calistoga Spa Hot Springs
Resort
12:00pm – 1:30pm

Mission statement:

The Calistoga Chamber of Commerce is an association of business people advocating Calistoga as a premier Napa Valley destination in advancement of a strong local economy.

Chamber Board of Directors

Present:

Laura Swanton (Chair)
Pam Ingalls (Vice Chair)
Leonard LaBranche (Treasurer)
Stephen Patel
Nick Kite
Sasan Nayeri
Hillary Smith
Shane Pavitt
Eden Umble
Sharon Carone

Absent:

Dan Kaiser
Michael Lennon

Staff

Troy Campbell (Exec. Director)

MEETING ACTION SUMMARY

Call meeting to order: Laura Swanton, Chair 12:04 PM

Consent Items:

- Action Summary November 13, 2018
Motioned: Eden U. Seconded: Sharon C. Passed: 10-0-0
- Financials November & December 2018
Motioned: Pam I. Seconded: Nick K. Passed: 10-0-0
 - The Finance committee reallocated \$15,000 in the Destination Marketing Budget that was budgeted, but not needed, for the Tractor Parade

Action Items:

- Review Proposal for Business and Retail Strategy
Motion to proceed with the proposal for conducting a Business and Retail Strategy Report Passed: 10-0-0

Executive Director's Report:

- Tractor Parade Recap – barricades were helpful, and we did not receive any negative feedback, only 10 of the roughly 200 sweatshirts left. One change for 2019 would be to create a more significant VIP area.
- Holiday Tree Lighting Recap: Closing Washington Street was positive and made the event better. We will work to continue to embellish the event and support retailers.
- Winter in the Wineries status update: online sales up 70%, sold more in the year than ever before
Total Income: \$64,957.00
Total Expenses: \$26,039.59
- Chamber's 75th Anniversary logo - Purple
The board was presented with 4 options to choose from. We will be unveiling the logo at the General Membership meeting.
- Chamber Website
We will be revamping the website to add more features, a retail strategy buildout to explain that



project as well as dropping our Chamber Nation subscription in light of better plug-ins that work better with other resources we use like Square. This will save the Chamber approximately \$2400 per year.

- Review General Membership Meeting Outline
We are working on the deck for the meeting and it will follow the same format as last year. We will also be announcing we will be embarking on the Calistoga Business & Retail Strategy.
- W.A.C.E Conference – Troy will be attending this conference February 5-8. Workshops include: Executive Leadership - Governance, Board Management, Team Building, Chamber 101, Workforce Development, Reliable, Passive Income Streams (Not Events) and What Chambers Can Do to Influence Community Development
- Member Update:
New members in December and January:
 - Calistoga Thai Kitchen
 - Flourish Chocolate
 - Illumination Technologies California, LLC
 - Storybook Mountain Vineyards
 - UpValley Family Centers of Napa CountyDropped members in December and January:
 - A Man's Supply (out of business, at least for now)
 - Fanny's (remains in Welcome Center and on website)
 - Goodmans (out of business)
 - James Flamson Tax Service (retired)
 - National Wine Shipping
 - Tanit Pan-Asian Cuisine (out of business)
 - (Upcoming are Catch and Rabbit Rabbit Fair Trade)Retention rate as of right now is 91.6%

Calistoga Bev Company will be sponsoring the CITP, Tenae has begun booking the bands.

Charlene has a Media Fam Tour taking place next week.

Announcements:

- Chamber General Membership mtg.- **Jan. 29th** @ 6:30 PM- Boys & Girls Club

Meeting Adjourned at 1:10 p.m.