



*Calistoga Chamber
of Commerce*

BOARD Meeting AGENDA
January 16, 2018
Calistoga Spa Hot Springs
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.

Call meeting to order:

Consent Items:

- Action Summary November 14, 2017
- Financials November 2017 & December 2017

Action Items:

- Review presentation outline for General Membership meeting
- Review City response to vacant commercial property action letter sent by BOD
- Discuss position on potential TOT increase for housing and transportation support

Executive Director's Report:

- Tractor Parade recap including financials
- Winter in the Wineries status update
- Calistoga Shuttle App support
- Harvest Table awarded Napa County Event of the Year 2017

Announcements:

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



Calistoga Chamber
of Commerce

Board Meeting Action Summary

November 14, 2017 @ 12:00 PM ~ Calistoga Spa Hot Springs Resort

BOD Attendees: Sharon Carone, Aphrodite Caserta, Nick Kite, Leonard LaBranche, Mike Lennon, Stephen Patel, Shane Pavitt, Clive Richardson*, Laura Swanton, Eden Umble

Absent: Pam Ingalls, Daniel Kaiser

Staff: Chris Canning, Tenae Stewart

Guest(s):

Meeting Called to Order: 12:04 PM by S. Patel

Consent Items:

- Action Summary September 19, 2017 & October 17, 2017
 - Motioned: Lennon Seconded: Umble Passed: 9-0-0
- Financials September 2017 & October 2017
 - Motioned: Swanton Seconded: N/A Passed: 10-0-0

Action Items:

- Approved cancellation of December 19, 2017 BOD meeting as has been the tradition for the holiday season
 - Motioned: Pavitt Seconded: Lennon Passed: 10-0-0
- Agreed on BOD holiday dinner date and time of December 18th (Mon.) at 6:30pm
 - Location TBD

Executive Director's Report:

- Reviewed Chamber provided resources for business members impacted by fire recovery including business interruption assistance, employee assistance, Small Business Administration assistance.
- Staff to look into Chamber secured or sourced business interruption insurance similar to that of the City's policy. Could be an insurance pool concept organized by the Chamber for member businesses.
- Presented marketing efforts and messaging evolution related to fire impact. Primary focus now on "back in business".
- Reviewed Harvest Table financial summary including nearly \$6,000 in loss primarily driven by unanticipated cost increases from security/police and public works related to impacts of Berry Street bridge closure.
- Tenae outlined Tractor Parade logistics including route change because of Berry Street bridge closure and the challenge in securing security as required by the City and our insurance provider.
- Tenae reviewed Holiday Village preparations and added events for this year.
- Winter in the Wineries program will contribute 10% of profits toward fire relief efforts.
- Noted that Harvest Table trade mark issue and salary survey would be brought back to the BOD in January.
- Reviewed partner organization collaboration report.

Special Announcements:

- Annual Chamber general membership meeting will be January 30, 2018 @ 6:00 PM. Location TBD
- Chamber will organize a lodging membership meeting to discuss affordable housing issue and potential funding source via TOT increase. Date, time, location TBD

Next BOD Meeting: January 16th, 2017 @ Calistoga Spa Hot Springs

Meeting adjourned at – 1:14 PM

Notes taken by Chris Canning

Action Items submitted by Chris Canning

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

**Calistoga Chamber of Commerce
Executive Summary
November 2017**

Summary of Cash Flow:

Cash as of 11/01/17:	288,626.14
Net Income or (Loss) from P&L:	(2,849.63)
Accounts Receivable change (increase) or decrease:	(37,283.33)
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	(23,782.41)
Payroll Liabilities Adjustment	0.00
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	0.00
Accrued Expense increase or (decrease):	0.00
Office Equipment Asset (increase) or decrease:	0.00
Petty Cash (increase) or decrease:	0.00
Prepaid Expenses (increase) or decrease	667.98
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 11/30/17:	225,445.75

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	65,216.66	53,833.33	11,383.33 ¹
COGS & Expenses	<u>68,066.29</u>	<u>58,292.00</u>	<u>9,774.29</u> ²
Net Income	(2,849.63)	(4,458.67)	1,609.04
YTD			
Total Income	341,125.27	350,016.65	(8,891.38) ³
COGS & Expenses	<u>329,025.74</u>	<u>321,866.00</u>	<u>7,159.74</u> ⁴
Net Income	12,099.53	28,150.65	(16,051.12)
YTD Winter in the Wineries			
Total Income	14,325.00	9,600.00	4,725.00
COGS & Expenses	<u>17,457.36</u>	<u>7,465.00</u>	<u>9,992.36</u>
Net Income	(3,132.36)	2,135.00	(5,267.36)
Projected Next Month			
Total Income		72,383.33	
COGS & Expenses		<u>98,141.00</u>	
Net Income		(25,757.67)	

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	196,666.65	155,161.66	41,504.99
Chamber Operations	65,260.49	85,721.59	(20,461.10)
Chamber Fundraisers	<u>79,198.13</u>	<u>88,142.49</u>	<u>(8,944.36)</u>
Totals	341,125.27	329,025.74	12,099.53

Receivables:

Uncollected Membership Dues increase or (decre)	(3,122.75)
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	4,700.00

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	26,179.58	2,397.17	(23,782.41)
A/P over 30 days	0.00	0.00	0.00

Notes:

- ¹ Advertising Income over \$6,875; Donations Income over \$1,000 (pass-through); Membership Income over \$1,183; Participation Income under \$315; Retail Sales Income under \$1,051; Sponsorship Income over \$150; Ticket Sales Income over \$3,541
- ² COGS over \$3,080 (WIW Event Production); Expenses over \$6,695 (Marketing over \$6,044, Donations over \$1,000 as pass-through)
- ³ YTD Advertising Income under \$9,875; YTD Membership under \$190; YTD Participation over \$1,678; YTD Retail Sales under \$1,779; YTD Sponsorship under \$3,400; YTD Ticket Sales over \$3,675
- ⁴ YTD COGS over \$11,018 (Harvest Table COGS over \$1,787; WIW COGS over \$9,746); YTD Expenses under \$3,858 (Accounting under \$1,750; Dues & Subscriptions over \$2,576; Marketing under \$3,864; Office Supplies over \$3,535 Payroll Expenses under \$10,019; Donations / Scholarship over \$9,020)

**Calistoga Chamber of Commerce
Executive Summary
December 2017**

Summary of Cash Flow:

Cash as of 12/01/17:	225,445.75
Net Income or (Loss) from P&L:	19,202.38
Accounts Receivable change (increase) or decrease:	24,133.33
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	10,395.75
Payroll Liabilities Adjustment	0.00
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	2,755.48
Accrued Expense increase or (decrease):	0.00
Office Equipment Asset (increase) or decrease:	0.00
Petty Cash (increase) or decrease:	0.00
Prepaid Expenses (increase) or decrease	890.66
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 12/31/17:	282,890.35

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	90,782.20	72,383.33	18,398.87 ¹
COGS & Expenses	<u>71,579.82</u>	<u>98,141.00</u>	<u>(26,561.18)</u> ²
Net Income	19,202.38	(25,757.67)	44,960.05
YTD			
Total Income	431,907.47	422,399.98	9,507.49 ³
COGS & Expenses	<u>400,605.56</u>	<u>420,007.00</u>	<u>(19,401.44)</u> ⁴
Net Income	31,301.91	2,392.98	28,908.93
YTD Tractor Parade			
Total Income	15,205.00	15,950.00	(745.00)
COGS & Expenses	<u>13,192.70</u>	<u>14,565.00</u>	<u>(1,372.30)</u>
Net Income	2,012.30	1,385.00	627.30
YTD Winter in the Wineries			
Total Income	41,235.00	25,050.00	16,185.00
COGS & Expenses	<u>18,482.36</u>	<u>22,840.00</u>	<u>(4,357.64)</u>
Net Income	22,752.64	2,210.00	20,542.64
Projected Next Month			
Total Income		77,833.33	
COGS & Expenses		<u>53,564.00</u>	
Net Income		24,269.33	

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	229,999.98	184,457.25	45,542.73
Chamber Operations	78,539.36	104,258.54	(25,719.18)
Chamber Fundraisers	<u>123,368.13</u>	<u>111,889.77</u>	<u>11,478.36</u>
Totals	431,907.47	400,605.56	31,301.91

Receivables:

Uncollected Membership Dues increase or (decre)	(386.75)
Non-membership A/R > 90 days	25.00
Non-membership A/R increase or (decrease):	8,450.00

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	2,397.17	12,792.92	10,395.75
A/P over 30 days	0.00	0.00	0.00

Notes:

- ¹ Advertising Income under \$2,300; Donations Income under \$250; Membership Income over \$2,054; Participation Income under \$30; Retail Sales Income under \$2,726; Sponsorship Income over \$10,190 (TID HV); Ticket Sales Income over \$11,460
- ² COGS under \$2,812 (WIW Event Production); Expenses under \$23,749 (Marketing under \$21,239);
- ³ YTD Advertising Income under \$12,175; YTD Donations Income over \$750; YTD Membership over \$1,864; YTD Participation Income over \$1,648; YTD Retail Sales under \$4,506; YTD Sponsorship over \$6,790; YTD Ticket Sales over \$15,135
- ⁴ YTD COGS over \$8,792 (Harvest Table COGS over \$1,787; HV COGS over \$8,125); YTD Expenses under \$28,193 (Accounting under \$2,100; Dues & Subscriptions over \$2,303; Insurance under \$1,691; Marketing under \$24,997; Office Supplies over \$2,871; Payroll Expenses under \$10,835; Donations / Scholarship over \$9,020)

**Calistoga Chamber of Commerce
 Profit & Loss Budget vs. Actual - Tractor Parade
 July through December 2017**

	<u>Jul - Dec 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
40000 · Income			
40100 · Income - Advertising	0.00	0.00	0.00
40200 · Income - City Contract	0.00	0.00	0.00
40300 · Income - Commissions	0.00	0.00	0.00
40400 · Income - Donations	0.00	0.00	0.00
40500 · Income - Mailing Lists	0.00	0.00	0.00
40600 · Income - Membership	0.00	0.00	0.00
40700 · Income - Participation	780.00	1,600.00	-820.00
40800 · Income - Retail Sales	0.00	0.00	0.00
40900 · Income - Sponsorship	14,425.00	14,350.00	75.00
41000 · Income - Ticket Sales	0.00	0.00	0.00
41100 · Income - Visitors Guide	0.00	0.00	0.00
Total 40000 · Income	<u>15,205.00</u>	<u>15,950.00</u>	<u>-745.00</u>
Total Income	15,205.00	15,950.00	-745.00
Cost of Goods Sold			
50000 · Cost of Goods Sold			
50100 · COGS - Event Marketing	0.00	0.00	0.00
50200 · COGS - Event Music / Artist	0.00	0.00	0.00
50300 · COGS - Event Production	11,047.10	10,300.00	747.10
50400 · COGS - Event Staging / Tenting	0.00	0.00	0.00
50500 · COGS - Management Fees	0.00	0.00	0.00
50600 · COGS - Retail Goods	0.00	0.00	0.00
50700 · COGS - Other	0.00	0.00	0.00
Total 50000 · Cost of Goods Sold	<u>11,047.10</u>	<u>10,300.00</u>	<u>747.10</u>
Total COGS	11,047.10	10,300.00	747.10
Gross Profit	4,157.90	5,650.00	-1,492.10
Expense			
60000 · Expenses			
60100 · Accounting	0.00	0.00	0.00
60150 · Amortization Expense	0.00	0.00	0.00
60200 · Automobile / Mileage	0.00	0.00	0.00
60300 · Bank Charges	0.00	0.00	0.00
60400 · Computer Repairs	0.00	0.00	0.00
60500 · Conferences / Seminars	0.00	0.00	0.00
60600 · Contract Labor	0.00	0.00	0.00
60650 · Credit Card Merchant Fees	99.01	0.00	99.01
60700 · Depreciation Expense	0.00	0.00	0.00
60800 · Dues / Subscriptions	0.00	0.00	0.00
60900 · Equipment / Copier Lease	0.00	0.00	0.00
61000 · Equipment Rental	0.00	0.00	0.00
61100 · Insurance	0.00	1,510.00	-1,510.00
61200 · Interest Expense	0.00	0.00	0.00
61300 · Janitorial	0.00	0.00	0.00
61400 · Legal	0.00	0.00	0.00
61500 · Licenses & Permits	85.00	380.00	-295.00
61600 · Marketing / Advertising			
61610 · Advertising Guides	0.00	0.00	0.00
61620 · Calistoga Brochure	0.00	0.00	0.00
61625 · Creative Services	637.50	375.00	262.50
61630 · Internet Marketing	0.00	0.00	0.00
61640 · Media Photo / Video	1,145.00	1,000.00	145.00
61650 · Mixer Expenses	0.00	0.00	0.00
61655 · Outdoor Campaign	0.00	0.00	0.00

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01/12/18

Accrual Basis

Calistoga Chamber of Commerce
Profit & Loss Budget vs. Actual - Tractor Parade
 July through December 2017

	<u>Jul - Dec 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
61660 · Print Media	147.00	1,000.00	-853.00
61670 · PR Firm Fees	0.00	0.00	0.00
61680 · Trade Shows / Fam Trips	0.00	0.00	0.00
61690 · Visitor Signs	0.00	0.00	0.00
Total 61600 · Marketing / Advertising	1,929.50	2,375.00	-445.50
61700 · Meeting Expenses	0.00	0.00	0.00
61800 · Office Supplies	32.09	0.00	32.09
61900 · Payroll Expenses			
61903 · Employee Bonus	0.00	0.00	0.00
61905 · Employee Commissions	0.00	0.00	0.00
61910 · Employee Health Insurance	0.00	0.00	0.00
61920 · Employee Paid Vacation	0.00	0.00	0.00
61930 · Employee Wages	0.00	0.00	0.00
61940 · Payroll Service	0.00	0.00	0.00
61950 · Payroll Tax Expense	0.00	0.00	0.00
61960 · Severance Pay	0.00	0.00	0.00
61970 · Worker's Compensation Insurance	0.00	0.00	0.00
Total 61900 · Payroll Expenses	0.00	0.00	0.00
62000 · Postage	0.00	0.00	0.00
62100 · Rent	0.00	0.00	0.00
62200 · Repairs / Maintenance	0.00	0.00	0.00
62300 · Storage	0.00	0.00	0.00
62400 · Supplies	0.00	0.00	0.00
62500 · Taxes - Federal / State	0.00	0.00	0.00
62600 · Telephone / Fax / Cell	0.00	0.00	0.00
62700 · Training	0.00	0.00	0.00
62800 · Travel / Entertainment	0.00	0.00	0.00
62900 · Utilities			
62910 · Electric / Gas	0.00	0.00	0.00
62920 · Trash	0.00	0.00	0.00
62930 · Water	0.00	0.00	0.00
Total 62900 · Utilities	0.00	0.00	0.00
63000 · Other Expenses			
63200 · Donations	0.00	0.00	0.00
63100 · Scholarship Fund	0.00	0.00	0.00
63000 · Other Expenses - Other	0.00	0.00	0.00
Total 63000 · Other Expenses	0.00	0.00	0.00
Total 60000 · Expenses	2,145.60	4,265.00	-2,119.40
5000 · OPERATING EXPENSES			
65000 · Contengencies & Development	0.00	0.00	0.00
69000 · Write Off Bad Debt	0.00	0.00	0.00
5000 · OPERATING EXPENSES - Other	0.00	0.00	0.00
Total 5000 · OPERATING EXPENSES	0.00	0.00	0.00
70000 · Suspense	0.00	0.00	0.00
Total Expense	2,145.60	4,265.00	-2,119.40
Net Ordinary Income	2,012.30	1,385.00	627.30
Other Income/Expense			
Other Income			
80000 · Interest Income	0.00	0.00	0.00
Total Other Income	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00

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01/12/18
Accrual Basis

Calistoga Chamber of Commerce
Profit & Loss Budget vs. Actual - Tractor Parade
July through December 2017

	<u>Jul - Dec 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Net Income	<u>2,012.30</u>	<u>1,385.00</u>	<u>627.30</u>

9:35 AM

01/10/18

Accrual Basis

Calistoga Chamber of Commerce
Profit & Loss Budget vs. Actual - Winter in the Wineries
 July through December 2017

	Jul - Dec 17	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
40000 · Income			
40100 · Income - Advertising	0.00	0.00	0.00
40200 · Income - City Contract	0.00	0.00	0.00
40300 · Income - Commissions	0.00	0.00	0.00
40400 · Income - Donations	0.00	0.00	0.00
40500 · Income - Mailing Lists	0.00	0.00	0.00
40600 · Income - Membership	0.00	0.00	0.00
40700 · Income - Participation	6,800.00	5,750.00	1,050.00
40800 · Income - Retail Sales	0.00	0.00	0.00
40900 · Income - Sponsorship	0.00	0.00	0.00
41000 · Income - Ticket Sales	34,435.00	19,300.00	15,135.00
41100 · Income - Visitors Guide	0.00	0.00	0.00
Total 40000 · Income	<u>41,235.00</u>	<u>25,050.00</u>	<u>16,185.00</u>
Total Income	41,235.00	25,050.00	16,185.00
Cost of Goods Sold			
50000 · Cost of Goods Sold			
50100 · COGS - Event Marketing	0.00	0.00	0.00
50200 · COGS - Event Music / Artist	0.00	0.00	0.00
50300 · COGS - Event Production	9,958.41	12,075.00	-2,116.59
50400 · COGS - Event Staging / Tenting	0.00	0.00	0.00
50500 · COGS - Management Fees	0.00	0.00	0.00
50600 · COGS - Retail Goods	0.00	0.00	0.00
50700 · COGS - Other	0.00	0.00	0.00
Total 50000 · Cost of Goods Sold	<u>9,958.41</u>	<u>12,075.00</u>	<u>-2,116.59</u>
Total COGS	9,958.41	12,075.00	-2,116.59
Gross Profit	31,276.59	12,975.00	18,301.59
Expense			
60000 · Expenses			
60100 · Accounting	0.00	0.00	0.00
60150 · Amortization Expense	0.00	0.00	0.00
60200 · Automobile / Mileage	0.00	0.00	0.00
60300 · Bank Charges	0.00	0.00	0.00
60400 · Computer Repairs	0.00	0.00	0.00
60500 · Conferences / Seminars	0.00	0.00	0.00
60600 · Contract Labor	0.00	0.00	0.00
60650 · Credit Card Merchant Fees	765.24	490.00	275.24
60700 · Depreciation Expense	0.00	0.00	0.00
60800 · Dues / Subscriptions	0.00	0.00	0.00
60900 · Equipment / Copier Lease	0.00	0.00	0.00
61000 · Equipment Rental	0.00	0.00	0.00
61100 · Insurance	0.00	0.00	0.00
61200 · Interest Expense	0.00	0.00	0.00
61300 · Janitorial	0.00	0.00	0.00
61400 · Legal	0.00	0.00	0.00
61500 · Licenses & Permits	0.00	0.00	0.00
61600 · Marketing / Advertising			
61610 · Advertising Guides	0.00	0.00	0.00
61620 · Calistoga Brochure	0.00	0.00	0.00
61625 · Creative Services	2,920.00	0.00	2,920.00
61630 · Internet Marketing	2,500.00	5,700.00	-3,200.00
61640 · Media Photo / Video	0.00	0.00	0.00
61650 · Mixer Expenses	0.00	0.00	0.00
61655 · Outdoor Campaign	0.00	0.00	0.00

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01/10/18

Accrual Basis

Calistoga Chamber of Commerce
Profit & Loss Budget vs. Actual - Winter in the Wineries
July through December 2017

	Jul - Dec 17	Budget	\$ Over Budget
61660 · Print Media	2,222.95	4,500.00	-2,277.05
61670 · PR Firm Fees	0.00	0.00	0.00
61680 · Trade Shows / Fam Trips	0.00	0.00	0.00
61690 · Visitor Signs	0.00	0.00	0.00
Total 61600 · Marketing / Advertising	7,642.95	10,200.00	-2,557.05
61700 · Meeting Expenses	0.00	0.00	0.00
61800 · Office Supplies	0.00	75.00	-75.00
61900 · Payroll Expenses			
61903 · Employee Bonus	0.00	0.00	0.00
61905 · Employee Commissions	0.00	0.00	0.00
61910 · Employee Health Insurance	0.00	0.00	0.00
61920 · Employee Paid Vacation	0.00	0.00	0.00
61930 · Employee Wages	0.00	0.00	0.00
61940 · Payroll Service	0.00	0.00	0.00
61950 · Payroll Tax Expense	0.00	0.00	0.00
61960 · Severance Pay	0.00	0.00	0.00
61970 · Worker's Compensation Insurance	0.00	0.00	0.00
Total 61900 · Payroll Expenses	0.00	0.00	0.00
62000 · Postage	115.76	0.00	115.76
62100 · Rent	0.00	0.00	0.00
62200 · Repairs / Maintenance	0.00	0.00	0.00
62300 · Storage	0.00	0.00	0.00
62400 · Supplies	0.00	0.00	0.00
62500 · Taxes - Federal / State	0.00	0.00	0.00
62600 · Telephone / Fax / Cell	0.00	0.00	0.00
62700 · Training	0.00	0.00	0.00
62800 · Travel / Entertainment	0.00	0.00	0.00
62900 · Utilities			
62910 · Electric / Gas	0.00	0.00	0.00
62920 · Trash	0.00	0.00	0.00
62930 · Water	0.00	0.00	0.00
Total 62900 · Utilities	0.00	0.00	0.00
63000 · Other Expenses			
63200 · Donations	0.00	0.00	0.00
63100 · Scholarship Fund	0.00	0.00	0.00
Total 63000 · Other Expenses	0.00	0.00	0.00
Total 60000 · Expenses	8,523.95	10,765.00	-2,241.05
5000 · OPERATING EXPENSES			
65000 · Contengencies & Development	0.00	0.00	0.00
69000 · Write Off Bad Debt	0.00	0.00	0.00
5000 · OPERATING EXPENSES - Other	0.00	0.00	0.00
Total 5000 · OPERATING EXPENSES	0.00	0.00	0.00
70000 · Suspense	0.00	0.00	0.00
Total Expense	8,523.95	10,765.00	-2,241.05
Net Ordinary Income	22,752.64	2,210.00	20,542.64
Other Income/Expense			
Other Income			
80000 · Interest Income	0.00	0.00	0.00
Total Other Income	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00
Net Income	22,752.64	2,210.00	20,542.64

