



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA
February 20, 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 January 16, 2018
- Financials January 2018

Action Items:

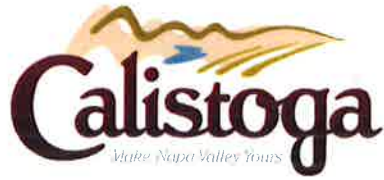
- Review scholarship criteria and appoint review committee
- Review summary of salary survey and discuss disbursement options

Executive Director's Report:

- 2018 Concerts in the Park scheduling update
- Winter in the Wineries summary w/ preliminary financials
- 2018 Visitor Guide Update

Announcements:

- Chamber Mixer w/ St. Helena and Yountville @ Beringer Winery- Feb. 21st @ 5:30 PM
- Chamber Mixer @ Bosko's*- March 8th @ 5:30 PM



Board Meeting Action Summary

January 16, 2018 @ 12:00 PM ~ Calistoga Spa Hot Springs Resort

BOD Attendees: Sharon Carone, Aphrodite Caserta*, Pam Ingalls, Daniel Kaiser, Nick Kite, Mike Lennon, Stephen Patel, Shane Pavitt, Clive Richardson, Laura Swanton

Absent: Leonard LaBranche, Eden Umble

Staff: Chris Canning

Guest(s):

Meeting Called to Order: 12:03 PM by S. Patel

Consent Items:

- Action Summary November 14, 2017
 - Motioned: Lennon Seconded: Swanton Passed: 9-0-0
- Financials November 2017 & December 2017
 - Motioned: Carone Seconded: Swanton Passed: 9-0-0

Action Items:

- Informed that General Membership presentation draft will be sent to BOD for review by end of week of Jan. 22nd
- Discussed City's next steps pertaining to Chamber BOD letter to City regarding vacant commercial property actions
 - City Manager will address with City Council at upcoming Council meeting in February
- BOD agreed by consensus to support VNV in its advocacy for special TOT increase to generate revenues for employee affordable housing and transportation solutions.

Executive Director's Report:

- Presented Tractor parade financials which ended with a positive contribution considering there were significant additional expenses related to route changes because of Berry Street Bridge closure. Financial goal of event production is to break even as it is a destination exposure/PR event.
 - Discussed significant expense impact for 2018 parade as a result of improvements needed for crowd control (barriers). Large company sponsorship to be solicited (i.e. John Deere Tractors, American Ag Credit, etc..)
- Updated BOD on Winter in the Wineries program which is exceeding budgeted expectations to date
- Outlined the success of the new Calistoga Shuttle App in order to improve service for residents and visitors
- Noted that Calistoga Harvest Table 2017 was awarded Napa County Event of the Year by Local Happenings Magazine

Special Announcements:

- Chamber General Membership mtg. Jan. 30th @ 6:30 PM @ Boys & Girls Club.
 - It is requested that all BOD members attend (snacks and wine provided)

Next BOD Meeting: February 20th @ Calistoga Spa Hot Springs

Meeting adjourned at – 12:55 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
January 2018**

Summary of Cash Flow:

<i>Cash as of 01/01/18:</i>	282,890.35
Net Income or (Loss) from P&L:	38,559.26
Accounts Receivable change (increase) or decrease:	(18,690.00)
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	(8,554.80)
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	556.65
Amortization and depreciation (non cash expense):	<u>67.00</u>
<i>Cash as of 01/31/18:</i>	292,072.98

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	93,004.78	77,833.33	15,171.45 ¹
COGS & Expenses	<u>54,445.52</u>	<u>53,564.00</u>	<u>881.52</u> ²
Net Income	38,559.26	24,269.33	14,289.93
YTD			
Total Income	524,912.25	500,233.31	24,678.94 ³
COGS & Expenses	<u>455,051.08</u>	<u>473,571.00</u>	<u>(18,519.92)</u> ⁴
Net Income	69,861.17	26,662.31	43,198.86
YTD Tractor Parade			
Total Income	15,205.00	15,950.00	(745.00)
COGS & Expenses	<u>14,172.70</u>	<u>15,265.00</u>	<u>(1,092.30)</u>
Net Income	1,032.30	685.00	347.30
YTD Winter in the Wineries			
Total Income	81,064.00	50,050.00	31,014.00
COGS & Expenses	<u>21,673.72</u>	<u>24,590.00</u>	<u>(2,916.28)</u>
Net Income	59,390.28	25,460.00	33,930.28
Projected Next Month			
Total Income		58,333.33	
COGS & Expenses		<u>40,192.00</u>	
Net Income		18,141.33	

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	263,333.31	218,505.27	44,828.04
Chamber Operations	86,381.81	120,024.68	(33,642.87)
Chamber Fundraisers	<u>175,197.13</u>	<u>116,521.13</u>	<u>58,676.00</u>
Totals	524,912.25	455,051.08	69,861.17

Receivables:

Uncollected Membership Dues increase or (decre)	(1,383.50)
Non-membership A/R > 90 days	1,250.00
Non-membership A/R increase or (decrease):	19,415.00

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	12,792.92	4,238.12	(8,554.80)
A/P over 30 days	0.00	0.00	0.00

Notes:

- ¹ Advertising Income under \$300; Membership Income under \$649; Retail Sales Income over \$1,292; Ticket Sales Income over \$14,829
- ² COGS under \$814; Expenses over \$1,695
- ³ YTD Advertising Income under \$12,475; YTD Donations Income over \$750; YTD Membership over \$1,215; YTD Participation Income over \$1,648; YTD Retail Sales under \$3,214; YTD Sponsorship over \$6,790; YTD Ticket Sales over \$29,964
- ⁴ YTD COGS over \$7,978 (Harvest Table COGS over \$1,787; HV COGS over \$8,125); YTD Expenses under \$26,498 (Accounting under \$2,550; Conferences under \$1,955; Dues & Subscriptions over \$2,464; Insurance under \$1,725; Marketing under \$21,984; Meeting Expenses under \$2,006; Office Supplies over \$3,233; Payroll Expenses under \$9,573; Donations / Scholarship over \$8,620)

Calistoga Chamber of Commerce Scholarship Criteria and Weighting 2018

The scholarship criteria review committee has recommended and the Board of Directors has approved the use of the following criteria to be utilized when reviewing applicants for the Chamber scholarships

Calistoga Resident Status: Weight: 0%
Applicants must reside within the 94515 postal zone. They do not need to reside within the city limits.

GPA Requirement: Weight: 10%
A base GPA of at least 3.0 will be required as a qualifier for an applicant to be considered. However, GPA will not be weighted in the decision process.

Personal Statement (Essay): Weight: 40%
A personal statement must be included within the application in order to be considered. This gives the applicant the opportunity to share their background, interests, future plans, and financial need or other special circumstances for consideration.

Community Service (beyond graduation requirement): Weight: 40%
The importance of being involved within the school and community beyond the class room is considered very important. Exceptions can be accommodated in situations where the applicant is unable to participate in such activities as a result of physical or financial constraints.

Work Experience: Weight: 10%
The importance of developing a work ethic along with the recognition of the qualities and skillsets that work can instill upon a person make this a criteria worthy of consideration. Exceptions can be accommodated in situations where the applicant is unable to as a result of physical constraints.

Reviewed criteria weighting approved by BOD _____

EVENT PROFILE

Calistoga Winter in the Wineries

Dates: Saturday, December 2, 2017 - Sunday, February 4, 2018



PURPOSE

Increase traffic to participating wineries, restaurants, lodging & retailers in the off-season by offering tastings and/or discounts at participating businesses.

BENEFICIARIES

Primary: Calistoga-based wineries and tasting rooms

Secondary: Restaurants/Lodging/Spas/Retail

LOGISTICS

*Tasting passport to be sold for \$60 via participating businesses, Calistoga Welcome Center, online, and through overnight-stay packages from lodging establishments.

*One (1) passport per person required (no split tastings).

*Each winery can only be visited once during the program period for their tasting.

*Participating businesses shall assist in marketing the event via their club lists, website placement and posting a banner/sign at their property entrance for the duration of the program.

*Utilize this "discount program" as your off-season promotion.

Passport Cost by Venue (Advertised retail price: \$60)

Winery cost: \$18 per passport sold

Lodging property cost: \$30 per passport sold

Retail cost: \$30 per passport sold

Each participating business will be required to contribute a participation fee to offset the development and marketing expense of the program.

*Full page: \$250

*Half page: \$125

Offer Information

*Winery/Tasting Room offer needs to be a complimentary tasting but need not be the winery's full regular flight.

*Participating restaurants will waive corkage fees on the presentation of both a passport and a participating bottle of wine.

*Participating retail businesses will offer a discount of 10% on purchases.

*Participating lodging properties utilizing this program as part of a discounted overnight stay package must reflect the advertised retail value of the passport at \$60 each within their marketing materials.

Time

Please note if appointment is required, blackout periods, and seasonal closures.



Breakdown of Chamber Sales by State (Shipping Sales Only)					
State /Country	# of Passports	State	# of Passports	State	# of Passports
AZ	8	NJ	9	UT	2
CA	153	NV	4	VT	2
GA	2	NY	10	WA	2
HI	2	OH	8	TX	9
IL	11	OK	2	UT	2
MN	2	OR	4		
MO	1	TX	9		

Note: This chart shows significantly lower out-of-state sales than 2016-2017

This change could be caused by a combination of two things:

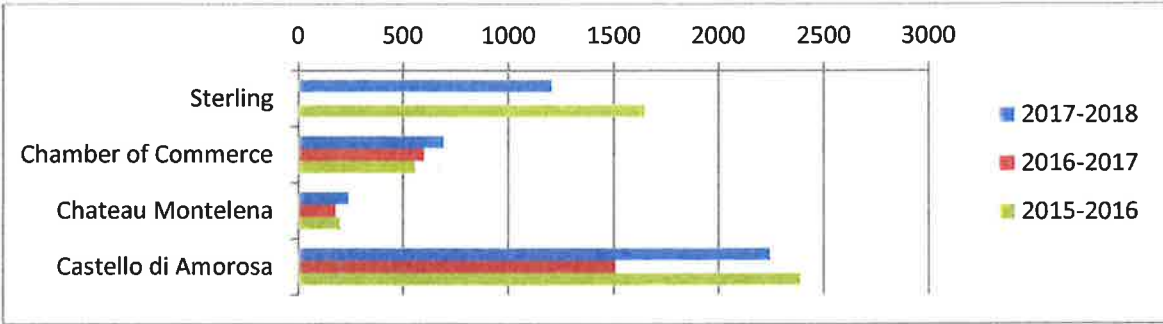
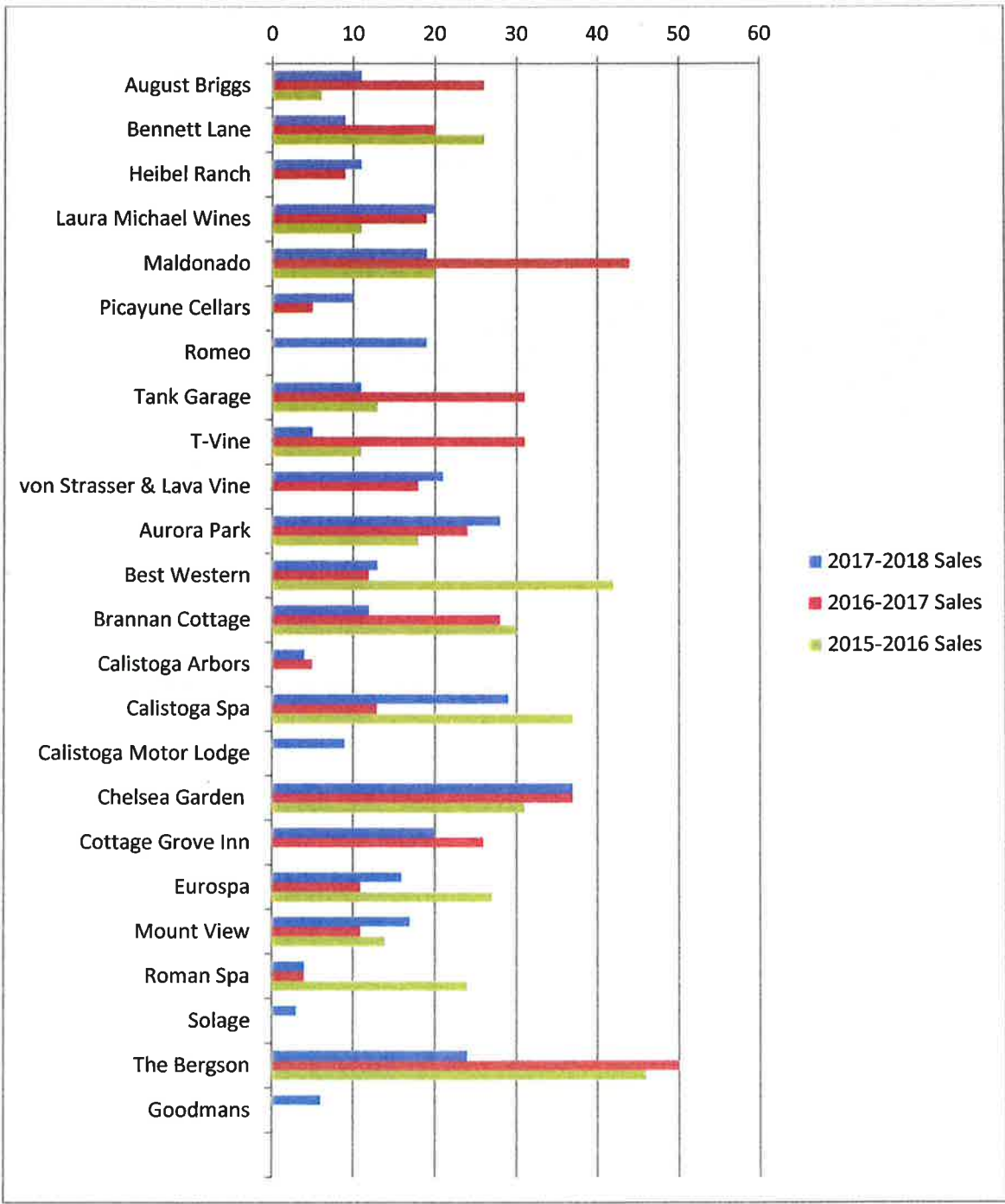
1. We did anticipate having fewer out-of-state Passport customers, as out-of-state tourism has been down overall since the October 2017 fires. We are just now starting to see those return who cancelled their Wine Country trips in the fall, so generally, those visitors missed the Passport season.
2. We did not have the ability in Square to gather zip codes from online customers who chose to pick up in store, so these numbers reflect only about 5% of Passport holders. We are working on a more powerful way to gather this and other important information, such as how customers heard about the program.

Breakdown of Chamber Sales by CA City (Shipping Sales Only)

<i>California City</i>	<i># of Passports</i>	<i>California City</i>	<i># of Passports</i>
Alameda	2	Mountain View	3
Angwin	2	Napa	5
Belmont	3	Novato	5
Benicia	2	Oakland	3
Berkeley	7	Pacificia	6
Brentwood	2	Piedmont	2
Corona	2	Rancho Cordova	1
Corte Madera	2	Redwood City	2
Danville	1	Sacramento	2
Davis	5	San Bruno	2
Discovery Bay	2	San Carlos	1
Dublin	2	San Diego	3
Emeryville	2	San Francisco	8
Fair Oaks	2	San Jose	2
Fairfield	2	San Mateo	2
Folsom	1	San Pablo	1
Foster City	2	San Rafael	5
Fremont	4	San Ramon	1
Hayward	5	Santa Clara	4
Hidden Valley Lake	2	Santa Rosa	11
Irvine	1	Sausalito	1
La Jolla	2	South Lake Tahoe	2
Lake Elsinore	1	Stockton	4
Los Angeles	4	Thousand Oaks	1
Los Gatos	2	Vacaville	4
Mammoth Lakes	2	Vallejo	2
Middletown	1	Walnut Creek	2
Morgan Hill	2	Winchester	1

Chamber Sales Breakdown by Month					
By Month 2016-2017			By Month 2017-2018		
	online	WC		online	WC
October	19		October	16	n/a
November	77		November	91	13
December	173		December	204	104
January	95		January	168	77
February	2		February	6	17
Total:	366	248	Total:	485	211

Business	Total Sold
August Briggs Winery	11
Bennett Lane Winery	9
Castello di Amorosa	2,248
Chateau Montelena	239
Heibel Ranch Vineyards	11
Laura Michael Wines	20
Maldonado Vineyards	19
Picayune Cellars	10
Romeo Vineyards	19
Sterling Vineyards	1,208
Tank Garage Winery	11
T-Vine Winery	5
von Strasser & Lava Vine	21
Aurora Park	28
Best Western	13
Brannan Cottage	12
Calistoga Arbors	4
Calistoga Spa	29
Calistoga Motor Lodge	9
Chelsea Garden Inn	37
Cottage Grove Inn	20
Eurospa & Inn	16
Mount View Hotel	17
Roman Spa	4
Solage	3
The Bergson	24
Goodmans	6
Total Passports Sold by Participating Members:	4,065



Date	Band	Genre
14-Jun	Kingsborough	Rock
21-Jun	The Boys of Summer	Eagles tribute
28-Jun	Saint Ashbury	alternative country
5-Jul	Clean Sweep	dance band
12-Jul	National Park Radio	bluegrass
19-Jul	Maya	latin
26-Jul	The Klipptones	jazz/pop/swing
2-Aug	Ricky Montijo	Spanish-English rock and funk
9-Aug	LC Diamonds	vintage rock/rockabilly
16-Aug	Decades	cover band