



Calistoga Chamber  
of Commerce

BOARD Meeting AGENDA  
March 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 February 20, 2018
- Financials February 2018

Action Items:

- Presentation from Napa Valley Transportation Authority- Regional Measure 3
- Review scholarship committee recommendations and request
- Follow-up on City vacant commercial property mitigation request by BOD
- Discuss upcoming lodging meeting addressing workforce challenges
- Establish BOD election nominating committee
- Review Executive Director evaluation process and timeline (due at April BOD meeting)

Executive Director's Report:

- 2018 Concerts in the Park winery participation scheduling update
- Winter in the Wineries final P&L
- Discuss potential staffing adjustments

Announcements:

- Chamber Mixer @ Lincoln Street Antiques Market- April 12<sup>th</sup> @ 5:30 PM



**Board Meeting Action Summary**

February 20, 2018 @ 12:00 PM ~ Calistoga Spa Hot Springs Resort

**BOD Attendees:** Sharon Carone, Aphrodite Caserta, Pam Ingalls, Daniel Kaiser, Leonard LaBranche, Mike Lennon, Stephen Patel\*, Shane Pavitt, Laura Swanton, Eden Umble

**Absent:** Nick Kite, Clive Richardson

**Staff:** Chris Canning

**Guest(s):**

**Meeting Called to Order:** 12:03 PM by L. Swanton

**Consent Items:**

- Action Summary January 16, 2018
  - Motioned: Lennon      Seconded: Carone      Passed: 9-0-0
- Financials January 2018
  - Motioned: Ingalls      Seconded: Pavitt      Passed: 9-0-0

**Action Items:**

- Approved 2018 scholarship criteria and appointed the scholarship review committee
  - Committee: Carone, Lennon, Swanton, Umble
    - Motioned: Umble      Seconded: Swanton      Passed: 10-0-0
- Reviewed Napa & Sonoma Counties 2017 salary review summary.
  - Will add language regarding size/scope of survey
  - Staff will post to Chamber website for membership reference

**Executive Director's Report:**

- Presented 2018 Concerts in the Park scheduling
  - Discussed winery participation as requests have been made for multiple wineries per event
    - Chamber will invite winery members via email and placement will be awarded on first come, first served basis. If more wineries express interest than we have events (10), wineries will have the opportunity to "share" their date if they choose.
- Summary presented for YTD results of Winter in the Wineries program. Financial results were strong
  - Final program P&L to be presented at March BOD meeting.
  - BOD made suggestions to explore "early bird" pricing to drive early sales next year.
- 2018 Visitor Guide update given with publication date estimated for late March.

**Next BOD Meeting:** March 20th @ Calistoga Spa Hot Springs

Meeting adjourned at – 12:42 PM

Action Items submitted by Chris Canning

Notes taken by Chris Canning

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

**Calistoga Chamber of Commerce  
Executive Summary  
February 2018**

**Summary of Cash Flow:**

Cash as of 02/01/18:	292,072.98
Net Income or (Loss) from P&L:	9,074.46
Accounts Receivable change (increase) or decrease:	14,671.00
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	(1,590.41)
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	890.65
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 02/28/18:	315,185.68

**P&L vs. Budget:**

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	62,908.12	58,333.33	4,574.79 <sup>1</sup>
COGS & Expenses	<u>53,833.66</u>	<u>40,192.00</u>	<u>13,641.66</u> <sup>2</sup>
Net Income	9,074.46	18,141.33	(9,066.87)
<b>YTD</b>			
Total Income	587,820.37	558,566.64	29,253.73 <sup>3</sup>
COGS & Expenses	<u>508,884.74</u>	<u>513,763.00</u>	<u>(4,878.26)</u> <sup>4</sup>
Net Income	78,935.63	44,803.64	34,131.99
<b>YTD Winter in the Wineries</b>			
Total Income	102,466.00	60,050.00	42,416.00
COGS & Expenses	<u>24,776.72</u>	<u>25,140.00</u>	<u>(363.28)</u>
Net Income	77,689.28	34,910.00	42,779.28
<b>Projected Next Month</b>			
Total Income		40,033.34	
COGS & Expenses		<u>63,334.00</u>	
Net Income		(23,300.66)	

**YTD Total Revenues, Total Expenses, Net Income:**

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	296,666.64	253,010.02	43,656.62
Chamber Operations	94,134.60	136,250.59	(42,115.99)
Chamber Fundraisers	<u>197,019.13</u>	<u>119,624.13</u>	<u>77,395.00</u>
Totals	587,820.37	508,884.74	78,935.63

**Receivables:**

Uncollected Membership Dues increase or (decre)	(350.00)
Non-membership A/R > 90 days	1,250.00
Non-membership A/R increase or (decrease):	(14,621.00)

**Payables:**

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	4,238.12	2,647.71	(1,590.41)
A/P over 30 days	0.00	0.00	0.00

**Notes:**

- <sup>1</sup> Advertising Income under \$500; Donations Income under \$5,000; Membership Income over \$2,988; Retail Sales Income under \$2,235; Sponsorship Income over \$420; Ticket Sales Income over \$11,402; Visitors Guide Income under \$2,500
- <sup>2</sup> COGS over \$1,337; Expenses over \$12,305 (Marketing over \$8,483, Office Supplies over \$1,923 - new computer)
- <sup>3</sup> YTD Advertising Income under \$12,975; YTD Donations Income under \$4,250; YTD Membership over \$4,203; YTD Participation Income over \$1,648; YTD Retail Sales under \$5,449; YTD Sponsorship Income over \$7,210; YTD Ticket Sales Income over \$41,366; YTD Visitors Guide Income under \$2,500
- <sup>4</sup> YTD COGS over \$9,178 (Harvest Table COGS over \$1,787; HV COGS over \$8,125); YTD Expenses under \$14,057 (Accounting under \$2,900; Conferences under \$1,376; Credit Card Merchant Fees over \$1,494; Dues & Subscriptions over \$2,528; Insurance under \$1,758; Marketing under \$13,501, Meeting Expenses under \$1,451; Office Supplies over \$5,156; Payroll Expenses under \$9,068; Donations / Scholarship over \$8,820)



## 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 02/20/2018

### Proposed Recipients & Award Amounts:

- Stephania Martinez \$1,000
- Cynthia Cortez \$1,000
- Sadie Monhoff \$1,000
- Alyson Pochini \$1,000
- Ana Karen Valentin \$1,000\*

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\*: Indicates an additional scholarship the committee would like to award beyond BOD's initial approval. Current scholarship account balance as of 03/16/2018 is \$4,896. The Chamber would need to subsidize the additional award until additional scholarship funds are generated throughout the coming year.

ARTICLE 6  
BOARD OF DIRECTORS

6.1 COMPOSITION OF THE BOARD OF DIRECTORS. The Board of Directors shall be composed of no less than nine (9) and no more than thirteen (13) members, as determined by the Board, including the (past Chairperson). No active business member may hold more than one seat on the board.

6.2 QUALIFICATION FOR BOARD MEMBERSHIP. Voting members of the Board shall be Chamber members in good standing.

6.3 TERM. Elected Directors shall serve three-year terms, such terms shall commence on July 1st following their election, and end on June 30<sup>th</sup> thereafter. Directors are eligible to serve two (2) consecutive terms unless the Director serves on the Executive Committee, in which case the Director will serve until Executive Committee duties are completed. One third of Board members shall be up for election each year. The term of persons appointed to fill a vacancy in the voting membership of the Board shall run to the date of expiration of the directorship they were appointed to fill.

ARTICLE 7  
VOTING

7.1 NOMINATING COMMITTEE. At the regular March Board meeting each year the Chairperson shall present for approval a Nominating Committee, which shall consist of three to five members. The Chairperson shall be an advisory, non-voting member of the Nominating Committee. The membership shall be noticed of the available board positions. At the regular April meeting of the Board, the Nominating Committee shall present to the Board, for approval or modification by majority vote, a slate of qualified nominees for voting membership on the Board.

(over)





7.2 ELECTION OF DIRECTORS. Election of the Directors shall be by a vote from the membership. Nominees shall be placed on ballots that will be mailed to the last address of record for each member, ballots to be returned no later than five (5) days prior to the May Board meeting. The Chairperson shall appoint at least one (1) voting board member who is not running for his or her next term, and two (2) members not on the board of directors to validate the count of the ballots. All ballots timely returned shall be counted and the candidates receiving the greatest number of votes, up to the number of candidates needed to fill the open directorships, shall be announced, and shall be deemed elected. In case of a tie vote, the incumbent Board shall determine the issue.

7.4 SEATING OF NEW DIRECTORS. All newly elected Directors shall be seated at the following meeting of the Board and shall be participating members of the Board thereafter, with voting rights beginning on the next succeeding July 1<sup>st</sup>.



## Process and Timeline for Executive Director's Evaluation 2018

### March:

- BOD members receive an invitation (Survey Monkey) to participate and complete the online Executive Director evaluation.

### April:

- The Board members complete their individual evaluations online and submit them to the Board Chair via Survey Monkey no later than April 6th.
- The Board Chair or designee compiles the individual evaluations into one document.
- The Board Chair distributes the compiled results to each board member via email for review by April 13th.
- In closed session on April 24th the Board discusses all members' ratings and reaches a consensus for a composite evaluation in each performance area outlined in the job description/evaluation criteria. The Board Chair or designees shall then develop a single evaluation representing the consensus of all the members of the Board.

### May:

- A copy of the consensus evaluation document is submitted to the Executive Director and the Board members by May 5th.
- In closed session on May 16<sup>th</sup> the Board and the Executive Director meet to discuss and/or modify the annual evaluation.
- The Board and Executive Director sign the final evaluation summary, which is placed into the Executive Director's personnel file.
- The Board determines any compensation adjustments to be proposed in the Executive Director's employment agreement for the following fiscal year.

Revised March 2018

## 2018 Concerts in the Park Schedule

Date	Band	Genre	winery participant(s)
14-Jun	Kingsborough	Rock	Laura Michael
21-Jun	The Boys of Summer	Eagles tribute	Huge Bear, Dutch Henry
28-Jun	Saint Ashbury	alternative country	Sebright
5-Jul	Clean Sweep	dance band	2880 Wines, Jericho Canyon
12-Jul	National Park Radio	bluegrass	Barlow, Charles Krug
19-Jul	Maya	latin	Maldonado, Envy
26-Jul	The Klipptones	jazz/pop/swing	Petrified Forest, Brian Arden
2-Aug	Ricky Montijo	Spanish-English rock and funk	Burgess
9-Aug	LC Diamonds	vintage rock/rockabilly	von Strasser, Madrigal
16-Aug	Decades	cover band	August Briggs



**Calistoga Chamber of Commerce**  
**Profit & Loss Budget vs. Actual - Winter in the Wineries**  
**July 2017 through March 2018**

	Jul '17 - Mar 18	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>40000 · Income</b>			
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	95,666.00	54,300.00	41,366.00
41100 · Income - Visitors Guide	0.00	0.00	0.00
<b>Total 40000 · Income</b>	<u>102,466.00</u>	<u>60,050.00</u>	<u>42,416.00</u>
<b>Total Income</b>	102,466.00	60,050.00	42,416.00
<b>Cost of Goods Sold</b>			
<b>50000 · Cost of Goods Sold</b>			
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	10,141.41	12,575.00	-2,433.59
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
<b>Total 50000 · Cost of Goods Sold</b>	<u>10,141.41</u>	<u>12,575.00</u>	<u>-2,433.59</u>
<b>Total COGS</b>	10,141.41	12,575.00	-2,433.59
<b>Gross Profit</b>	92,324.59	47,475.00	44,849.59
<b>Expense</b>			
<b>60000 · Expenses</b>			
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	1,333.60	790.00	543.60
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	7,500.00	6,700.00	800.00
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

**Calistoga Chamber of Commerce**  
**Profit & Loss Budget vs. Actual - Winter in the Wineries**  
**July 2017 through March 2018**

	Jul '17 - Mar 18	Budget	\$ Over Budget
61660 · Print Media	2,525.95	4,500.00	-1,974.05
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
<b>Total 61600 · Marketing / Advertising</b>	<b>12,945.95</b>	<b>11,200.00</b>	<b>1,745.95</b>
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	500.00	-500.00
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
<b>Total 61900 · Payroll Expenses</b>	<b>0.00</b>	<b>500.00</b>	<b>-500.00</b>
62000 · Postage	355.76	0.00	355.76
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
<b>Total 62900 · Utilities</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
63000 · Other Expenses			
63200 · Donations	0.00	0.00	0.00
63100 · Scholarship Fund	0.00	0.00	0.00
<b>Total 63000 · Other Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total 60000 · Expenses</b>	<b>14,635.31</b>	<b>12,565.00</b>	<b>2,070.31</b>
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
<b>Total 5000 · OPERATING EXPENSES</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
70000 · Suspense	0.00	0.00	0.00
<b>Total Expense</b>	<b>14,635.31</b>	<b>12,565.00</b>	<b>2,070.31</b>
<b>Net Ordinary Income</b>	<b>77,689.28</b>	<b>34,910.00</b>	<b>42,779.28</b>
Other Income/Expense			
Other Income			
80000 · Interest Income	0.00	0.00	0.00
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Income</b>	<b>77,689.28</b>	<b>34,910.00</b>	<b>42,779.28</b>