



BOARD Meeting AGENDA  
April 24, 2018  
**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.**

Call meeting to order:

Consent Items:

- Action Summary      March 20, 2018
- Financials              March 2018

Action Items:

- Review BOD election nominees presented by nominating committee
- Establish Community Awards nomination review committee
  - (3 BOD members; 2 Chamber members at large)

Executive Director's Report:

- WIW P&L comparisons 2012 through 2018
- Outline budget prep process and time line
- Arts in April recap

Closed Session:

- BOD review of Executive Director evaluations to achieve consensus for presentation to Executive Director at May BOD meeting

Announcements:

- Chamber Mixer @ Triple S Ranch 4600 Mountain Home Ranch Rd.~ May 10<sup>th</sup> @ 5:30pm-7:00pm
- Concerts in the Park begin Thursday, June 14<sup>th</sup> @ 6:30 PM @ Pioneer Park



**Board Meeting Action Summary**

March 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, Eden Umble

**Absent:** Nick Kite, Shane Pavitt, Clive Richardson, Laura Swanton      **Staff:** Chris Canning

**Guest(s):** Danielle Schmitz (NVTA)

**Meeting Called to Order:** 12:06 PM by S. Patel

**Consent Items:**

- Action Summary February 20, 2018
  - Motioned: Lennon      Seconded: LaBranche      Passed: 8-0-0
- Financials February 2018
  - Motioned: Carone      Seconded: Umble      Passed: 8-0-0

**Action Items:**

- Received presentation from Napa Valley Transportation Authority regarding Regional Measure 3 ballot initiative
- Reviewed and approved scholarship committee's award recipients and the request for an additional \$1,000 award for a fifth recipient totaling \$5,000.
  - Current scholarship fund balance is \$4,896 which is \$104 short of the need. The balance would be drawn from the Chamber's general operating funds.
    - Motioned: Ingalls      Seconded: LaBranche      Passed: 8-0-0
- Informed BOD that the City will be addressing the vacant commercial property issue during an upcoming City Council meeting (April). The BOD had raised this issue with the City in January.
- Discussed the upcoming lodging meeting (Mar. 22<sup>nd</sup> @ 2pm @ Calistoga Spa Hot Springs) to discuss employee housing and transportation issues including possible county-wide increase in TID or TOT supported by Chamber BOD.
- Established the BOD election nominating committee.
  - Committee will include BOD members Patel, Ingalls, Umble, Lennon
  - Nominations and slate of candidates to be presented to BOD for consideration at April meeting.
  - BOD members terms expiring but eligible for re-election: Ingalls, Kite
  - BOD members terming out and not eligible for re-election: Caserta, Richardson
- Reviewed timeline for Executive Director's evaluation process. BOD members will receive Survey Monkey invite to complete the evaluation by April 6<sup>th</sup>.
- Agreed to move the April BOD meeting from the 17<sup>th</sup> to the 24<sup>th</sup>.
  - Motioned: Umble      Seconded: Carone      Passed: 8-0-0

**Executive Director's Report:**

- Presented 2018 Concerts in the Park scheduling including winery participants
- Reviewed final Winter in the Wineries P&L which netted \$77,689.

**Next BOD Meeting:** April 24th @ Calistoga Spa Hot Springs

Meeting adjourned at – 1:06 PM 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  
March 2018**

**Summary of Cash Flow:**

Cash as of 03/01/18:	315,185.68
Net Income or (Loss) from P&L:	(15,069.06)
Accounts Receivable change (increase) or decrease:	(15,927.33)
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	(691.38)
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	890.66
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 03/31/18:	284,455.57

**P&L vs. Budget:**

<b>Current Month</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
<b>Total Income</b>	41,008.79	40,033.34	975.45 <sup>1</sup>
<b>COGS &amp; Expenses</b>	<u>56,077.85</u>	<u>63,334.00</u>	<u>(7,256.15)</u> <sup>2</sup>
<b>Net Income</b>	(15,069.06)	(23,300.66)	8,231.60
<b>YTD</b>			
Total Income	628,829.16	598,599.98	30,229.18 <sup>3</sup>
COGS & Expenses	<u>564,962.59</u>	<u>577,097.00</u>	<u>(12,134.41)</u> <sup>4</sup>
Net Income	63,866.57	21,502.98	42,363.59
<b>YTD Winter in the Wineries</b>			
Total Income	102,456.00	60,050.00	42,406.00
COGS & Expenses	<u>24,938.88</u>	<u>25,140.00</u>	<u>(201.12)</u>
Net Income	77,517.12	34,910.00	42,607.12
<b>Projected Next Month</b>			
Total Income		37,833.34	
COGS & Expenses		<u>42,085.00</u>	
Net Income		(4,251.66)	

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

	<b>YTD Revenue</b>	<b>YTD Expenses</b>	<b>YTD Net Income</b>
City Contracted	329,999.97	291,638.41	38,361.56
Chamber Operations	101,820.06	153,487.89	(51,667.83)
Chamber Fundraisers	<u>197,009.13</u>	<u>119,836.29</u>	<u>77,172.84</u>
Totals	628,829.16	564,962.59	63,866.57

**Receivables:**

Uncollected Membership Dues increase or (decre)	1,282.00
Non-membership A/R > 90 days	1,750.00
Non-membership A/R increase or (decrease):	(18,156.00)

**Payables:**

	<b>Previous Month</b>	<b>Current Month</b>	<b>Difference</b>
A/P balance	2,647.71	1,956.33	(691.38)
A/P over 30 days	0.00	0.00	0.00

**Notes:**

- <sup>1</sup> Advertising Income over \$2,500; Donations Income over \$725; Membership Income under \$1,943; Retail Sales Income under \$297; Ticket Sales Income under \$10
- <sup>2</sup> COGS over \$1,869; Expenses under \$9,125 (Dues & Subscriptions over \$1,126, Insurance over \$1,598, Marketing under \$9,390, Payroll under \$2,222)
- <sup>3</sup> YTD Advertising Income under \$10,475; YTD Donations Income under \$3,525; YTD Membership over \$2,260; YTD Participation Income over \$1,648; YTD Retail Sales under \$5,746; YTD Sponsorship Income over \$7,210; YTD Ticket Sales Income over \$41,356; YTD Visitors Guide Income under \$2,500
- <sup>4</sup> YTD COGS over \$11,048 (Harvest Table COGS over \$1,787; HV COGS over \$8,125); YTD Expenses under \$23,182 (Accounting under \$3,250; Conferences under \$1,326; Credit Card Merchant Fees over \$1,399; Dues & Subscriptions over \$3,654; Marketing under \$22,891; Meeting Expenses under \$1,376; Office Supplies over \$5,447; Payroll Expenses under \$11,290; Donations / Scholarship over \$8,820)

**Callistoga Chamber of Commerce**  
**Profit & Loss - Winter in the Wineries**  
 July 2012 through June 2018

10:57 AM  
 04/17/18  
 Accrual Basis

	Jul '12 - Jun 13	Jul '13 - Jun 14	Jul '14 - Jun 15	Jul '15 - Jun 16	Jul '16 - Jun 17	Jul '17 - Jun 18	TOTAL
Ordinary Income/Expense							
Income							
40000 · Income	6,900.00	7,700.00	6,825.00	7,200.00	6,875.00	6,800.00	42,300.00
40700 · Income - Participation	41,440.00	21,565.00	66,081.00	79,500.00	56,775.00	95,656.00	361,027.00
41000 · Income - Ticket Sales	48,340.00	29,265.00	72,916.00	86,700.00	63,650.00	102,456.00	403,327.00
Total 40000 · Income	48,340.00	29,265.00	72,916.00	86,700.00	63,650.00	102,456.00	403,327.00
Total Income	48,340.00	29,265.00	72,916.00	86,700.00	63,650.00	102,456.00	403,327.00
Cost of Goods Sold							
50000 · Cost of Goods Sold	24.50	219.11	0.00	0.00	0.00	0.00	243.61
50100 · COGS - Event Marketing	6,081.71	6,533.97	10,108.50	14,227.50	11,276.91	10,141.41	58,370.00
50300 · COGS - Event Production	6,106.21	6,753.08	10,108.50	14,227.50	11,276.91	10,141.41	58,613.61
Total 50000 · Cost of Goods Sold	6,106.21	6,753.08	10,108.50	14,227.50	11,276.91	10,141.41	58,613.61
Total COGS	6,106.21	6,753.08	10,108.50	14,227.50	11,276.91	10,141.41	58,613.61
Gross Profit	42,233.79	22,511.92	62,807.50	72,472.50	52,373.09	92,314.59	344,713.39
Expense							
60000 · Expenses							
60200 · Automobile / Mileage	0.00	0.00	0.00	31.63	76.14	0.00	107.77
60650 · Credit Card Merchant Fees	254.37	0.00	0.00	0.00	750.80	1,333.60	2,338.77
61600 · Marketing / Advertising	1,717.50	2,337.50	1,190.00	6,765.61	1,275.00	2,920.00	16,205.61
61625 · Creative Services	7,113.50	5,386.99	4,809.57	1,911.80	6,800.00	7,500.00	33,521.86
61630 · Internet Marketing	1,085.60	2,361.60	8,151.90	3,778.90	4,231.13	2,525.95	22,135.08
61660 · Print Media	0.00	1,465.00	0.00	0.00	0.00	0.00	1,465.00
61600 · Marketing / Advertising - Other	9,916.60	11,551.09	14,151.47	12,456.31	12,306.13	12,945.95	73,327.55
Total 61600 · Marketing / Advertising	0.00	0.00	0.00	0.00	71.25	0.00	71.25
61800 · Office Supplies	12.95	0.00	31.07	0.00	0.00	517.92	561.94
62000 · Postage	0.00	0.00	0.00	155.00	0.00	0.00	155.00
63000 · Other Expenses	10,183.92	11,551.09	14,182.54	12,642.94	13,204.32	14,797.47	76,562.28
Total 60000 · Expenses	250.00	0.00	0.00	0.00	0.00	0.00	250.00
5000 · OPERATING EXPENSES	250.00	0.00	0.00	0.00	0.00	0.00	250.00
69000 · Write Off Bad Debt	10,433.92	11,551.09	14,182.54	12,642.94	13,204.32	14,797.47	76,812.28
Total Expense	31,799.87	10,960.83	48,624.96	59,829.56	39,168.77	77,517.12	267,901.11
Net Ordinary Income	31,799.87	10,960.83	48,624.96	59,829.56	39,168.77	77,517.12	267,901.11
Net Income	31,799.87	10,960.83	48,624.96	59,829.56	39,168.77	77,517.12	267,901.11

## 2018 Community Awards Nominations Criteria

**Citizen of the Year:** The Citizen of the Year award is given to a local whose service and dedication have made a significant contribution to the community. The contributions of the nominee to the community should be of an extraordinary nature.

**Business of the Year:** Nominee must be the Founder, Owner, CEO or President of a Calistoga based company. Demonstrate positive social, economic, and/or environmental impacts on the region. Exemplify a civic community leadership role.

**Gary Barrett Lifetime Achievement Award:** Nominee must be a local resident. The award was established to honor those who have given of their time, energy, and talents over a period of time to benefit Calistoga.

**Volunteer of the Year:** Any individual who contributes to the Calistoga community through volunteer service may be nominated. These awards are designed for volunteers who have a history of selfless, unrecognized service, as well as those volunteers who may be more visible.

**Non-Profit Organization of the Year:** Nominee must be a Calistoga based or Calistoga serving organization with a non-profit certification. The organization must demonstrate a strong commitment to serving the community through positive contributions to its residents.

Note: Current Chamber Board of Directors members and their affiliated organization are not eligible for nomination.

# Community Award Winners History

Modified: 04/20/2018

Year	Citizen of the Year	Business of the Year	Gary Barrett Lifetime Achievement	Volunteer of the Year	Non-Profit of the Year
2017	Alex Dierkhsing and Gayle Keller	Forni Brown Welsh Gardens	Bob Beck	Shirley Blomquist	Friends of Pioneer Park
2016	Viri Agapof, Karen Cakebread, Eily & Mark Galindo, Andy Wild	Calistoga Pet Clinic	Rosie Dunstford	Pat Steele & Tom Leonard	Wine country Animal Lovers
2015	Trudy Bouligny	Calistoga Pottery	Kevin Eisenberg	Ellie Leake	Hearts & Hands Preschool
2014	Thomas Brown & Kelly Foster	The Calistoga Inn	Bob Fiddaman	Barb & Doug Herrmann	Boys & Girls Club / Teen Center of St. Helena & Calistoga
2013	Dario Sattui	Calistoga Beverage Comp.	Beverly "Bev" Barnes	Scott Atkinson & Dr. Steve Franquelin	Calistoga Family Center
2012	Genevieve Welsh- CEF	Calistoga Tribune	Carol Bush	Eddie Engelhart	
2011	Larry Kroman	Café Sarafornia	Shirley Blomquist	Bill Albright, Jim Barnes & Paul Coates (Vets. Mem.)	
2010	Bo Barrett	All Seasons / Hydro Grill	Herb Salinger		
2009	Carlo Marchiori	CallMart	Gene & Debbie Duffy		
2008	Shari Hanson	Calistoga Spa & Dr. Wilks.	Diane Barrett		
2007	Dieter Diess	Silverado Ace Hardware	Carrie Domogalla		
2006	Gary Kraus	CallMart	Jeff Johnson		
2005	Bob Fiddaman		Ann Carver		
2004	Suzan Shaw		Placido Garcia		
2003	Susan Hoffman		Jim & Kathy Flanson		
2002	Not Awarded		Kent Domogalla		
2001			Warren Butler		
2000	Dick Verneil		Minnie Hunt & Laverne Oyarza		
1999	Barryann Stephenson		Audrey Connolly		
1998	Tim Petersen		Bill Nystom		
1997			Betsy Kilburn		
1996			"Golden Girls"- Emmy Sands, Sylvia Scott, Barbara Spaulding, Vera Petersen		
1995			John & Edy Wilkinson		
1994			Gino Birleffi & Shorty Spier		
1993					
1992					
1991					
1990					
1989					
1988	Suzan Shaw				
1987					
1986					
1985	Jo Ellen Noble				