



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA
June 19, 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 May 15, 2018
- Financials May 2018

Action Items:

- Receive presentation from Calistoga Promise
- Welcome newly elected BOD members
- Thank departing BOD members for service
- Nominate & Elect new BOD officers
- Review and approve 2018/19 BOD meeting calendar
- Review and approve the 2018/19 operating budget

Executive Director's Report:

- Update Concerts in the Park schedule
- Update on Community Awards event expansion and venue change
- Review potential incremental 2018-19 events
- Status of Welcome Center and Chamber office lease renewal
- Staffing update, new team member Jennifer Johnson
- Collaboration report

Announcements:

- Concerts in the Park Series begins Thursday June 21st @ 6:30 PM @ Pioneer Park
- Community Awards & Chamber Induction - June 25th @ 11:30 AM @ Pioneer Park
- Harvest Table Ticket Sales- July 16th @ 12:00 PM sharp!



Board Meeting Action Summary

May 15, 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): Lissa Gibbs (NV College); Danny Merchant (Veranda Project)

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

Consent Items:

- Action Summary April 24, 2018
 - Motioned: Lennon Seconded: LaBranche Passed: 9-0-0
- Financials April 2018
 - Motioned: Swanton Seconded: Umble Passed: 10-0-0

Action Items:

- Received presentation and Q&A from Napa Valley College regarding program offerings and requests for additional needs for and from the business community.
- Received presentation and Q&A from the proposed Veranda Resort project for the current Gliderport.
- Reviewed and approved Chamber's 2016 IRS form 990 tax return.
 - Motioned: Umble Seconded: Swanton Passed: 10-0-0
- Reviewed draft 2018-19 Chamber operating budget.
 - Approved staff compensation adjustments for 2018-19
 - Motioned: Pavitt Seconded: Swanton Passed: 10-0-0
 - No adjustments to draft budget were requested
 - Final budget to be presented for approval at June BOD meeting
- Updated on Community Awards nomination status
 - 14 nominations received to date (deadline COB May 18th)
 - Nominations committee to be convened week of May 23rd for category selections

Executive Director's Report:

- Identified potential cancelation of first concert in the park (Jun. 14th) as result of construction/modifications to Pioneer Park
- Postponed discussion on additional revenue generating events until June BOD
- Staffing update: Hailey and Craig to be taking new positions elsewhere. Mary Anne Dimitry has taken Welcome Center Ambassador position.

Closed Session:

- Adjourned into closed session with Canning to review results and deliver summary of board member evaluations of Executive Director. BOD was satisfied with Canning's performance. Evaluation placed in personnel file/

Next BOD Meeting: June 19th @ Calistoga Spa Hot Springs

Meeting adjourned at – 1:39 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
May 2018**

Summary of Cash Flow:

<i>Cash as of 05/01/18:</i>	317,871.91
Net Income or (Loss) from P&L:	10,416.78
Accounts Receivable change (increase) or decrease:	100.00
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	1,250.88
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:	100.00
Prepaid Expenses (increase) or decrease	890.65
Amortization and depreciation (non cash expense):	<u>67.00</u>
<i>Cash as of 05/31/18:</i>	330,697.22

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	66,629.15	62,833.34	3,795.81 ¹
COGS & Expenses	<u>56,212.37</u>	<u>50,155.00</u>	<u>6,057.37</u> ²
Net Income	10,416.78	12,678.34	(2,261.56)
YTD			
Total Income	731,991.01	699,266.66	32,724.35 ³
COGS & Expenses	<u>659,967.49</u>	<u>669,337.00</u>	<u>(9,369.51)</u> ⁴
Net Income	72,023.52	29,929.66	42,093.86
YTD Winter in the Wineries			
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
Projected Next Month			
Total Income		74,033.34	
COGS & Expenses		<u>74,701.00</u>	
Net Income		(667.66)	

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	396,666.63	355,536.27	41,130.36
Chamber Operations	136,715.25	182,383.21	(45,667.96)
Chamber Fundraisers	<u>198,609.13</u>	<u>122,048.01</u>	<u>76,561.12</u>
Totals	731,991.01	659,967.49	72,023.52

Receivables:

Uncollected Membership Dues increase or (decre)	1,766.00
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	(100.00)

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	1,757.52	3,008.40	1,250.88
A/P over 30 days	0.00	0.00	0.00

Notes:

- ¹ Advertising Income over \$1,250; Membership Income under \$1,433; Retail Sales Income under \$1,121; Sponsorship Income over \$1,100; Visitors Guide Income over \$4,000
- ² COGS under \$701; Expenses over \$6,758 (Marketing over \$10,727; Payroll over \$823; Scholarship under \$5,000)
- ³ YTD Advertising Income under \$10,225; YTD Donations Income under \$3,525; YTD Membership over \$1,223; YTD Participation Income over \$1,648; YTD Retail Sales under \$7,563; YTD Sponsorship Income over \$8,310; YTD Ticket Sales Income over \$41,356; YTD Visitors Guide Income over \$1,500
- ⁴ YTD COGS over \$9,792 (Harvest Table COGS over \$1,787; HV COGS over \$8,125); YTD Expenses under \$19,161 (Accounting under \$3,950; Conferences under \$2,026; Credit Card Merchant Fees over \$1,122; Dues & Subscriptions over \$3,649; Marketing under \$10,993; Meeting Expenses under \$1,328; Office Supplies over \$5,421; Payroll Expenses under \$12,769; Donations / Scholarship over \$3,620)



Calistoga Chamber
of Commerce

2018 - 2019 Board of Directors & Staff

Updated: 06/12/2018

Term Expires: June 2021

Pam Ingalls
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Sasan Nayeri
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Hillary Smith
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Term Expires: June 2020

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Term Expires: June 2019

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Stephen Patel (Chair)
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Laura Swanton (Vice-Chair)
Laura Michael Wines, Inc.
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Staff

Chris Canning
Executive Director
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Start: March 1, 2010

Charlene Peters
PR & Marketing Manager
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September 3, 2015

Tenae Stewart
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August 30, 2015

Craig Haskell
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April 4, 2016

Mary Anne Dimitry
Welcome Center Ambassador
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Start: April 17, 2018

James White
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March 31, 2016

Excerpt from Chamber Bylaws

ARTICLE 10

OFFICERS OF THE CORPORATION

10.1 OFFICERS QUALIFICATIONS AND TERMS OF OFFICE. The elected officers of the Chamber shall be a Chairperson, a Vice-Chair, a Treasurer, immediate Past-Chairperson, and Secretary (this position will be filled by the Executive of the Chamber). These officers shall serve terms of one year commencing on July 1st and ending on the next succeeding June 30th. The Chairperson may serve no more than two (2) consecutive terms as Chair.

10.2 ELECTION OF OFFICERS. Within five days following the regular election of new Directors, the Chairperson shall appoint three Directors, one of whom shall be the Vice-Chair, to serve as a Nominating Committee for officers for the next calendar year. The Executive shall be an advisory, non-voting member of this Nominating Committee. This Nominating committee shall select and secure the acceptance of one or more nominees for each elected officer position. The Vice-Chair shall automatically be the nominee of the Nominating Committee for Chairperson unless the Vice-Chair is unwilling or unable to serve. These nominations shall be presented to the Board at its regular June meeting, whereupon the Board may nominate other qualified candidates before declaring the nominations closed and proceeding to the election of the new officers either at that time or, at the discretion of the Board, the following regularly scheduled meeting. A majority of the voting members present at said meeting should be required for election.

ARTICLE 11

DUTIES OF OFFICERS

11.1 CHAIRPERSON OF THE BOARD. The Chairperson shall preside at all meetings of the Chamber's membership, the Board and the Executive Committee, and shall, with the approval of the Board and/or in accordance with these Bylaws, or policies, budgets and programs approved by the Board, and with the advice and assistance of the Executive assign and define the duties of the officers and committees of the Chamber. The Chairperson, with the council of the Executive shall have the authority to fill board vacancies, with executive committee ratification, appoint directors for, and shall assist in the selection of members to serve on, the various standing and special committees of the Chamber.

11.2 VICE-CHAIR. The Vice-Chair will act in absence of the Chairperson and be the Chairperson-Elect.

11.3 TREASURER. The Treasurer shall chair the Chamber's Finance Committee and shall, with the advice and assistance of the Executive, oversee the performance of its responsibilities.

11.4 SECRETARY. The Secretary shall be responsible for the proper making and maintenance of all official records of the Chamber, and for the preparation and submission or distribution of such reports as the law may require of the Chamber. The Executive of the Chamber will fill this position.



Calistoga Chamber
of Commerce

2018 ~ 2019 Calistoga Chamber Board of Directors Meeting Schedules and Planning Timelines

BOD Approved : TBD

<p>July** 24th**</p> <p>Welcome new BOD members w/ voting rights BOD sets Exec. Dir. goals & objectives Review Strategic Planning Initiatives</p>					
<p>October 16th</p> <p>1st Qtr budget results reviewed</p>					
<p>January 15th</p> <p>Finalize prep. for General Membership Mtg. Attend General Membership Mtg. Mid-Year budget results reviewed</p>					
<p>April 16th</p> <p>BOD election nominees presented to BOD Begin Community Awards nominating process BOD reaches consensus on Exec. Dir. Evaluation</p>					
<p>August 21st</p>					
<p>November** 13th**</p>					
<p>February 19th</p> <p>Review & Establish Scholarship Criteria</p>					
<p>May 21st</p> <p>Election winner names presented to BOD Operating budget draft presented BOD presents Exec. Dir. w/ evaluation results Community Awards winners announced</p>					
<p>September 18th</p>					
<p>December 18th</p> <p>Begin preparation for General Membership mtg.</p>					
<p>March 19th</p> <p>BOD election nominating committee established Distribution of Exec. Dir. Evaluation Materials City Agreement negotiations begin</p>					
<p>June 18th</p> <p>Newly elected BOD members present/can't vote BOD Officers elected Operating budget approved</p>					

** indicates exception to 3rd Tues. schedule

Meeting Materials Availability	Availability
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BOD meeting agendas sent Friday prior to BOD meeting
 Financials sent Friday prior to BOD meeting
 Action Summary / Minutes sent Friday after BOD meeting

Notes:

Quorum achieved with majority of BOD members
 Absence Termination: 3 consecutive or 5 total meetings
 Bylaws require BOD hold @ least 11 mtgs annually

Callistoga Chamber of Commerce
Profit & Loss Budget Overview - Consolidated
July 2018 through June 2019

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	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	TOTAL Jul 18 - Jun 19
Ordinary Income/Expense													
Income													
40000 - Income													
40100 - Income - Advertising	1,250.00	0.00	1,250.00	1,250.00	7,000.00	1,000.00	0.00	0.00	3,000.00	0.00	8,000.00	10,000.00	32,750.00
40200 - Income - City Contract	37,500.00	37,500.00	37,500.00	37,500.00	37,500.00	37,500.00	37,500.00	37,500.00	37,500.00	37,500.00	37,500.00	37,500.00	450,000.00
40300 - Income - Commissions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
40400 - Income - Donations	0.00	0.00	0.00	201.00	0.00	997.00	0.00	0.00	0.00	0.00	0.00	659.00	1,857.00
40500 - Income - Mailing Lists	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
40600 - Income - Membership	9,750.00	12,000.00	7,500.00	10,000.00	3,500.00	7,000.00	4,500.00	7,000.00	4,000.00	1,200.00	20,000.00	32,000.00	118,450.00
40700 - Income - Participation	3,750.00	34,000.00	0.00	250.00	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	39,000.00
40800 - Income - Retail Sales	1,500.00	1,500.00	29,500.00	2,000.00	1,200.00	4,500.00	2,500.00	1,200.00	1,000.00	1,000.00	1,500.00	1,500.00	48,900.00
40900 - Income - Sponsorship	3,000.00	31,000.00	0.00	2,000.00	43,300.00	15,250.00	500.00	0.00	0.00	0.00	0.00	0.00	96,850.00
41000 - Income - Ticket Sales	0.00	0.00	0.00	890.00	4,000.00	15,000.00	28,000.00	12,000.00	0.00	0.00	0.00	3,500.00	63,350.00
41100 - Income - Visitors Guide	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	0.00	0.00	2,000.00
Total 40000 - Income	56,750.00	116,000.00	75,750.00	54,051.00	97,500.00	81,247.00	73,000.00	57,700.00	45,500.00	41,700.00	67,000.00	86,959.00	853,157.00
Total Income	56,750.00	116,000.00	75,750.00	54,051.00	97,500.00	81,247.00	73,000.00	57,700.00	45,500.00	41,700.00	67,000.00	86,959.00	853,157.00
Cost of Goods Sold													
80000 - Cost of Goods Sold													
80100 - COGS - Event Marketing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
80200 - COGS - Event Music / Artist	4,300.00	5,000.00	1,400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13,700.00
80300 - COGS - Event Production	3,500.00	2,000.00	31,000.00	2,000.00	14,500.00	49,000.00	500.00	0.00	0.00	0.00	90.00	6,100.00	108,690.00
80400 - COGS - Event Staging / Tenting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
80500 - COGS - Management Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
80600 - COGS - Retail Goods	500.00	2,000.00	17,000.00	400.00	5,000.00	500.00	500.00	1,000.00	1,500.00	250.00	1,000.00	250.00	29,900.00
80700 - COGS - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50000 - Cost of Goods Sold - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 80000 - Cost of Goods Sold	8,300.00	9,000.00	49,400.00	2,400.00	19,500.00	49,500.00	1,000.00	1,000.00	1,500.00	250.00	1,090.00	9,350.00	152,290.00
Total COGS	8,300.00	9,000.00	49,400.00	2,400.00	19,500.00	49,500.00	1,000.00	1,000.00	1,500.00	250.00	1,090.00	9,350.00	152,290.00
Gross Profit	48,450.00	107,000.00	26,350.00	51,651.00	78,000.00	31,747.00	72,000.00	56,700.00	44,000.00	41,450.00	65,910.00	77,609.00	700,867.00
Expense													
60000 - Expenses													
60100 - Accounting	945.00	945.00	945.00	945.00	945.00	945.00	1,295.00	945.00	945.00	945.00	945.00	945.00	11,880.00
60150 - Amortization Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
60200 - Automobile / Mileage	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	1,500.00
60300 - Bank Charges	16.00	16.00	16.00	16.00	29.00	16.00	16.00	16.00	29.00	16.00	16.00	16.00	218.00
60400 - Computer Repairs	1,060.00	60.00	60.00	60.00	60.00	550.00	60.00	60.00	60.00	60.00	60.00	60.00	2,220.00
60500 - Conferences / Seminars	0.00	0.00	0.00	0.00	200.00	0.00	0.00	750.00	0.00	0.00	0.00	0.00	1,250.00
60600 - Contract Labor	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
60650 - Credit Card Merchant Fees	300.00	350.00	300.00	640.00	300.00	650.00	525.00	600.00	125.00	125.00	125.00	0.00	4,290.00
60700 - Depreciation Expense	67.00	67.00	67.00	67.00	67.00	67.00	67.00	67.00	67.00	67.00	67.00	67.00	804.00
60800 - Dues / Subscriptions	275.00	300.00	1,550.00	550.00	1,000.00	450.00	350.00	300.00	1,000.00	275.00	275.00	275.00	6,600.00
60900 - Equipment / Copier Lease	490.00	490.00	490.00	490.00	490.00	490.00	490.00	490.00	490.00	490.00	490.00	490.00	5,880.00
61000 - Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
61100 - Insurance	870.00	870.00	870.00	870.00	1,620.00	1,620.00	870.00	870.00	3,600.00	1,150.00	870.00	870.00	14,950.00
61200 - Interest Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
61300 - Janitorial	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00
61400 - Legal	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	360.00
61500 - Licenses & Permits	0.00	400.00	0.00	250.00	50.00	0.00	0.00	0.00	0.00	0.00	270.00	0.00	970.00
61600 - Marketing / Advertising	800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00
61620 - Callistoga Brochure	1,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00

Callistoga Chamber of Commerce
Profit & Loss Budget Overview - Consolidated
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	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	TOTAL
61625 - Creative Services	3,750.00	750.00	150.00	1,300.00	1,250.00	4,300.00	0.00	600.00	3,500.00	2,000.00	2,800.00	10,000.00	30,400.00
61630 - Internet Marketing	6,000.00	1,500.00	5,000.00	1,750.00	5,500.00	3,600.00	9,000.00	7,500.00	1,750.00	500.00	8,500.00	8,500.00	59,100.00
61640 - Media Photo / Video	0.00	1,200.00	800.00	0.00	350.00	1,200.00	450.00	0.00	4,500.00	0.00	0.00	2,000.00	10,500.00
61650 - Mixer Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
61655 - Outdoor Campaign	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
61660 - Print Media	400.00	500.00	6,200.00	8,400.00	2,650.00	3,100.00	1,175.00	3,200.00	4,000.00	0.00	2,500.00	3,000.00	35,125.00
61670 - PR Firm Fees	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	300.00	3,600.00
61680 - Trade Shows / Fam Trips	0.00	0.00	625.00	0.00	0.00	625.00	0.00	0.00	625.00	0.00	0.00	625.00	2,500.00
61690 - Visitor Signs	0.00	0.00	0.00	0.00	1,750.00	0.00	0.00	0.00	0.00	0.00	1,750.00	0.00	3,500.00
61600 - Marketing / Advertising - Other	800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00
Total 61600 - Marketing / Advertising	13,550.00	4,250.00	13,075.00	11,750.00	11,900.00	13,125.00	10,925.00	11,600.00	14,675.00	2,800.00	15,850.00	24,425.00	147,825.00
61700 - Meeting Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
61800 - Office Supplies	800.00	900.00	700.90	550.00	600.00	550.00	750.00	800.00	725.00	550.00	600.00	550.00	8,075.00
61900 - Payroll Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
61903 - Employee Bonus	1,708.00	1,708.00	1,708.00	1,708.00	1,708.00	1,708.00	1,708.00	1,708.00	1,708.00	1,708.00	1,708.00	1,708.00	20,496.00
61905 - Employee Health Insurance	1,292.00	1,292.00	1,292.00	1,292.00	1,292.00	1,292.00	1,292.00	1,292.00	1,292.00	1,292.00	1,292.00	1,292.00	15,504.00
61920 - Employee Paid Vacation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
61930 - Employee Wages	29,429.00	29,429.00	29,429.00	29,429.00	29,429.00	29,429.00	29,429.00	29,429.00	29,429.00	29,429.00	29,429.00	29,429.00	353,148.00
61940 - Payroll Service	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
61950 - Payroll Tax Expense	2,958.00	2,958.00	2,958.00	2,958.00	2,958.00	2,958.00	2,958.00	2,958.00	2,958.00	2,958.00	2,958.00	2,958.00	35,496.00
61960 - Severance Pay	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
61970 - Worker's Compensation Insurance	249.00	249.00	249.00	249.00	249.00	249.00	249.00	249.00	249.00	249.00	249.00	249.00	2,988.00
61900 - Payroll Expenses - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 61900 - Payroll Expenses	35,636.00	35,636.00	35,636.00	35,636.00	35,636.00	35,636.00	35,636.00	35,636.00	35,636.00	35,636.00	35,636.00	35,636.00	427,632.00
62000 - Postage	160.00	160.00	160.00	160.00	310.00	285.00	260.00	160.00	310.00	160.00	160.00	160.00	2,445.00
62100 - Rent	2,306.00	2,306.00	2,306.00	2,306.00	2,306.00	2,306.00	2,306.00	2,378.00	2,378.00	2,378.00	2,378.00	2,378.00	28,104.00
62200 - Repairs / Maintenance	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00
62300 - Storage	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
62400 - Supplies	25.00	0.00	0.00	0.00	0.00	0.00	25.00	0.00	0.00	0.00	0.00	0.00	50.00
62500 - Taxes - Federal / State	395.00	395.00	395.00	395.00	395.00	395.00	395.00	395.00	395.00	395.00	395.00	395.00	4,740.00
62600 - Telephone / Fax / Cell	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
62700 - Training	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	4,800.00
62800 - Travel / Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
62900 - Utilities	430.00	430.00	430.00	430.00	430.00	430.00	430.00	430.00	430.00	430.00	430.00	430.00	5,160.00
62910 - Electric / Gas	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00	324.00
62920 - Trash	86.00	86.00	86.00	86.00	86.00	86.00	86.00	86.00	86.00	86.00	86.00	86.00	1,032.00
62930 - Water	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 62900 - Utilities	543.00	543.00	543.00	543.00	543.00	543.00	543.00	543.00	543.00	543.00	543.00	543.00	6,516.00
63000 - Other Expenses	0.00	0.00	4,000.00	0.00	500.00	0.00	0.00	0.00	0.00	500.00	0.00	0.00	5,000.00
63200 - Donations	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	4,000.00
63100 - Scholarship Fund	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
63000 - Other Expenses - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 63000 - Other Expenses	0.00	0.00	4,000.00	0.00	500.00	0.00	0.00	0.00	0.00	4,500.00	0.00	0.00	9,000.00
Total 60000 - Expenses	58,343.00	48,593.00	62,018.00	56,433.00	57,756.00	61,543.00	56,240.00	57,265.00	61,893.00	50,995.00	59,585.00	67,985.00	698,619.00
6000 - OPERATING EXPENSES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6500 - OPERATING EXPENSES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
66000 - Contingencies & Development	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
69000 - White Off Bad Debt	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6000 - OPERATING EXPENSES - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 6000 - OPERATING EXPENSES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Calistoga Chamber of Commerce
Profit & Loss Budget Overview - Consolidated
July 2018 through June 2019

DRAFT

	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	TOTAL
70000 - Suspense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	58,343.00	48,593.00	62,018.00	56,433.00	67,756.00	61,543.00	56,240.00	57,265.00	61,883.00	50,995.00	59,585.00	67,965.00	698,619.00
Net Ordinary Income	-9,893.00	58,407.00	-35,968.00	-4,782.00	20,244.00	-29,796.00	15,760.00	-565.00	-17,883.00	-9,545.00	6,325.00	9,644.00	2,248.00
Other Income/Expense													
80000 - Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	-9,893.00	58,407.00	-35,968.00	-4,782.00	20,244.00	-29,796.00	15,760.00	-565.00	-17,883.00	-9,545.00	6,325.00	9,644.00	2,248.00



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Possible 2018-2019 Events

Wellness Retreat: Weekend retreat focused on the spas and fitness scene in Calistoga.

- Hotel blocks at several locations; hotel packages include room and one spa treatment. Guest has the option to add on more treatments at a discounted rate.
- Chamber pays instructors and speakers flat rate for each class (yoga, meditation, pilates, hiking, biking tours) and sells tickets. Could also include music and entertainment.
- Guests can buy a weekend pass or a la carte classes/events.
- Model on Wanderlust Festival and New Life Wellness Retreat (Killington, VT).

Hot Air Balloon Festival: Sunrise flight of hot air balloons

- Admission price to attend takeoff
- Tethered balloon rides (upcharge from admission)
- Full balloon rides (admission price to Chamber, flight price to balloon company)
- Live music, food and sparkling wine vendors set up at takeoff location.
- Look to Sonoma County festival and New Mexico festival for model but with more of a focus on romance than family friendly.

Calistoga Tastemaker Tour: Stops for beer tastings, wine tastings, coffee cupping, tea party, food and cheese samplings.

- Small portions at each stop to keep costs for participating members down.
- Chamber pays members for services at discounted cost and keeps revenue generated by tour ticket sales.

Founder's Day or Historical Downtown event: Focus on the history of Calistoga.

- Ticketed tours of downtown on the Wine Carriage with stops at historically important locations such as Indian Springs, Brannan Cottage and Francis House.
- Wine tastings at the oldest wineries in Calistoga.
- Work closely with the Sharpsteen.

Family Friendly Passport:

- A passport that covers admission to Old Faithful Geyser, Petrified Forest, Safari West, Castello di Amorosa (with grape juice tasting) and activities at Calistoga Art Center.
- Discounts on kids' menus at several restaurants. Pizza making or other activities.
- Revenue generation based on same model as WIW. Not as formal as WIW passport - fold out paper product rather than heavy stapled stock.

Food Truck Rodeo:

- Variety of food trucks with primary focus on Calistoga restaurants (Calistoga Inn, Napa Valley Crust). Beer and wine for sale by the Chamber.
- Pay food trucks a flat rate and sell tickets to the whole event. Guests can pay to try three, five or all of the trucks.
- Live music throughout the day.

Porchfest:

- Live music at private homes
- Kids zones with a band
- Partner with Napa Music Collective
 - 227-2122
 - clark@clarkharding.com
- Costs: insurance, maps, bands, marketing

Hot Air Balloon Festival Event Profile

Date: Last Weekend in April or First Weekend in May

- Needs to avoid following conflicts:
 - ENGAGE Art Fair and SARAFORNIA ARTS: First Weekend in April
 - Calistoga Food and Wine: Third Weekend in April

Time: Just before and after sunrise (6:00-6:15 am, depending on date)

Location: Cricket field at Napa County Fairgrounds

Target Market:

- Couples looking for romance (newlyweds, those celebrating anniversaries, etc)
- Ages 25-60
- Interested in food and wine

Attractions/Features of Event:

- Hot Air Balloons:
 - Five tethered balloons in a wide semi-circle (200-300 feet)
 - Three to five balloons launch after sunrise
 - All balloons are inflated and glowing beginning at 5:30 am
- Sparkling Wine:
 - One bar set up with sparkling wines from all Calistoga producers
 - Orange, grapefruit and pomegranate juices available for mimosas
 - Branded sparkling wine flutes with ticket price
- Brunch:
 - Coffee bar representing Calistoga Roastery, Yo el Rey Roasting, Vine Espresso
 - Three to eight booths set up with brunch foods such as waffle bites, donut holes, mini pastries, mini pancake stacks, etc:
 - Café Sarafornia, Sam's Social Club, Johnny's Bar and Restaurant, Evangeline, Calistoga Kitchen, Hydro Grill, Solbar, Bella Bakery
 - If we could somehow use the Fairgrounds kitchen instead of having individual booths, we shouldn't need a health permit nor would we need to rent staging equipment. Options could be to work with just one restaurant to cater everything (but how to choose which restaurant) or to have them prepare at their own kitchens and transport to serve from Fairgrounds kitchen?
- Entertainment:
 - Live music (jazz/classical or something a little edgier, depending on branding)
 - Some kind of performance such as dance or cirque acrobatics
 - Could include other activities such as painting instruction and photo op
 - Incorporate The Wine Carriage

Rentals/Services Needed:

- Balloons and pilots
- Round tables
- Folding wood chairs
- Tablecloths and napkins
- Silverware
- Branded sparkling wine flutes
- China coffee cups
- Bar rental with riser, etc
- Metal ice tubs
- Coolers
- Heaters
- Pop-up tents with walls for each food station
- Hand-washing stations for each food station
- K-rails for tethered balloons
- Floral arrangements for tables
- PA system
- Stage for musicians (unless they can play from a tethered balloon?)
- Professionally printed sponsorship banners for balloons
- Professional photographer

Permits Needed:

- City of Calistoga Special Event Permit (\$50)
- ABC wine license for one dispensing point (\$50)
- Health Department Organizer Permit (\$122)
- Health Department Vendor Permits (one per food station, average \$75 each)
- General Liability Insurance (\$150-500)
- Liquor Liability Insurance (based on number of alcohol sales)

Income:

- Ticket sales (\$75 per person, does not include wine)
 - 300 tickets: \$22,500
- Alcohol sales (\$9 per glass)
 - 450 sales: \$4,050
- Balloon sponsorships (\$250 each)



Date: June 19, 2018
To: Chamber Board of Directors
From: Chris Canning, Executive Director
Re: Recent Collaborative Organizations Participation

Apr. 19th VNV BOD meeting
Apr. 26th STS Airline Advisory Committee meeting
May 8th VNV Hospitality appreciation event, Meritage Resort
May 16th NVVT BOD meeting
Jun. 7th Napa County Chamber executives meeting

Index:

VNV: Visit Napa Valley (formerly the NV Destination Council)
NVV: Napa Valley Vintners Association
TBID: Tourism Business Improvement District
NCTPA: Napa County Transportation and Planning Agency
CWG: Calistoga Wine Growers (AVA)
STS: Sonoma County Airport

