



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA
July 24th, 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 June 19, 2018
- Financials June 2018
- Year End Financials Fiscal 2018

Action Items:

- Welcome newly elected BOD members to 1st official (voting) meeting
- Review and sign annual Conflict of Interest acknowledgements
- Review proposed strategic planning initiatives for 2018-19
- Review results of Executive Director goals and objectives 2017-18
- Consider Executive Director goals and objectives for 2018-19

Executive Director's Report:

- Update on Harvest Table ticket sales and logistics preparations
- Launch of the VisitCalistoga.com Itinerary Matcher

Announcements:

- Concerts in the Park Series every Thursday @ 6:30 PM @ Pioneer Park
- Social Media Workshop- July 31st @ 6:00 to 7:30 PM- @ Brasswood
- Valley-Wide Chamber Mixer- Aug. 8th @ 5:00 to 6:30 PM @ Blue Note, Napa
- UpValley Mega Mixer- Aug. 16th @ 5:30 to 7:00 PM @ Merryvale Vineyards



Board Meeting Action Summary

June 19, 2018 @ 12:00 PM ~ Calistoga Spa Hot Springs Resort

BOD Attendees: Sharon Carone, Aphrodite Caserta, Pam Ingalls, Daniel Kaiser, Leonard LaBranche, Mike Lennon, Laura Swanton, Eden Umble

Absent: Nick Kite, Stephen Patel, Shane Pavitt, Clive Richardson **Staff:** Chris Canning, Jennifer Johnson

Guest(s): Carla Surber, Maria DiGuilio (Calistoga Promise); Hillary Smith (BOD member elect)

Meeting Called to Order: 12:05 PM by L. Swanton

Consent Items:

- Action Summary May 15, 2018
 - Motioned: Lennon Seconded: Carone Passed: 8-0-0
- Financials May 2018
 - Motioned: Carone Seconded: Umble Passed: 8-0-0

Action Items:

- Received presentation and request for an MOU from Calistoga Promise to support their efforts in preparing graduates from Calistoga for continuing education beyond high school.
 - BOD agreed to drafting an MOU and to continue support efforts through job fairs, internships and scholarships.
 - Motioned: Lennon Seconded: Ingalls Passed: 8-0-0
- Welcomed newly elected BOD member Hillary Smith who will officially join the BOD in July.
- Thanked outgoing BOD members Aphrodite Caserta and Clive Richardson for their service on the BOD.
- Chamber BOD officers were nominated and elected for fiscal 2018-19.
 - Chairperson- Laura Swanton
 - Vice-Chairperson- Pam Ingalls
 - Treasurer- Leonard LaBranche
 - Secretary- Chris Canning (non-voting member)
 - Motioned: Lennon Seconded: Carone Passed: 8-0-0
- Reviewed and approved the 2018-19 BOD meeting calendar.
 - Motioned: Carone Seconded: Kaiser Passed: 8-0-0
- Approved Chamber operating budget for fiscal 2018-19 (reviewed and discussed at June BOD meeting)
 - Motioned: Lennon Seconded: Umble Passed: 8-0-0

Executive Director's Report:

- Updated schedule for Concerts in the Park as result of cancelling first concert (June 14th) due to park renovations.
- Community Awards venue change to Pioneer Park as a result of a larger number of award recipients based on the October wildfires. Anticipated attendance is 150 people. Cost impact has mostly been covered by additional donations.
- Reviewed and discussed potential incremental revenue generating events for 2018-19. By consensus BOD directed staff to pursue a hot air balloon festival concept. Staff will return in August with additional information (P&L's) for consideration.
- Informed the BOD that our current office/Welcome Center lease was expired and that the landlord is drafting a lease renewal to be presented to the BOD in July.
- Introduced and welcomed our newest staff member Jennifer Johnson as Welcome Center Administrator.

Next BOD Meeting: July 24th @ Calistoga Spa Hot Springs

Meeting adjourned at – 12:52 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
June 2018**

Summary of Cash Flow:

Cash as of 06/01/18:	330,697.22
Net Income or (Loss) from P&L:	(12,181.23)
Accounts Receivable change (increase) or decrease:	(14,402.40)
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	1,130.21
Payroll Liabilities Adjustment	0.00
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	5,856.55
Accrued Expense increase or (decrease):	435.36
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 06/30/18:	312,493.37

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	101,460.49	74,033.34	27,427.15 ¹
COGS & Expenses	113,641.72	<u>74,701.00</u>	<u>38,940.72</u> ²
Net Income	(12,181.23)	(667.66)	(11,513.57)
YTD			
Total Income	833,451.50	773,300.00	60,151.50 ³
COGS & Expenses	<u>773,609.21</u>	<u>744,038.00</u>	<u>29,571.21</u> ⁴
Net Income	59,842.29	29,262.00	30,580.29
YTD Community Awards			
Total Income	7,647.40	4,200.00	3,447.40
COGS & Expenses	<u>9,419.70</u>	<u>5,500.00</u>	<u>3,919.70</u>
Net Income	(1,772.30)	(1,300.00)	(472.30)
Projected Next Month			
Total Income		56,750.00	
COGS & Expenses		<u>66,643.00</u>	
Net Income		(9,893.00)	

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	429,999.96	429,866.81	133.15
Chamber Operations	198,795.01	210,215.13	(11,420.12)
Chamber Fundraisers	<u>204,656.53</u>	<u>133,527.27</u>	<u>71,129.26</u>
Totals	833,451.50	773,609.21	59,842.29

Receivables:

Uncollected Membership Dues increase or (decre)	14,027.00
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	10,705.00

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	3,008.40	4,138.61	1,130.21
A/P over 30 days	0.00	0.00	0.00

- Notes: ¹ Advertising Income over \$7,425, Donations Income over \$702; Membership Income over \$5,450; Participation Income over \$1,770; Retail Sales Income under \$467; Sponsorship Income over \$10,550; Ticket Sales Income over \$1,997
- ² COGS over \$3,739; Expenses over \$35,202 (Marketing over \$25,257; Office Supplies over \$3,452; Payroll over \$5,413)
- ³ YTD Advertising Income under \$2,800; YTD Donations Income under \$2,823; YTD Membership over \$6,673; YTD Participation Income over \$3,418; YTD Retail Sales under \$8,031; YTD Sponsorship Income over \$18,860; YTD Ticket Sales Income over \$43,353; YTD Visitors Guide Income over \$1,500
- ⁴ YTD COGS over \$13,531 (Harvest Table COGS over \$1,787; HV COGS over \$8,125); YTD Expenses over \$16,040 (Accounting under \$4,300; Conferences under \$2,276; Credit Card Merchant Fees over \$955; Dues & Subscriptions over \$4,344; Legal over \$954; Marketing over \$14,264; Meeting Expenses under \$1,328; Office Supplies over \$8,873; Payroll Expenses under \$7,356; Travel over \$1,088; Donations / Scholarship over \$3,420)



2018/19 Chamber Strategic Planning Goals & Initiatives **DRAFT**

Primary Driver:

Increase the Chamber's relevance to its membership on a daily basis

- **Destination Marketing and Tourism Development**
 - Goal:
 - Establish Calistoga as the premier Napa Valley destination.
 - Bench marks:
 - Among the highest occupancy rate within NV
 - Implement Destination Marketing Sustainability Initiatives
 - Tactics:
 - Collaboration with other organizations to enhance the visitor experience
 - Marketing initiatives to highlight Calistoga's points of difference including emphasis on its small town character and charm, health and wellness, and access to outdoor activities
- **Represent/Advocate Business Interests with Government Agencies**
 - Goal:
 - A thriving business environment within Calistoga
 - Bench marks:
 - Less than 10% vacancy rate for commercial property
 - Improved sales tax collections year over year
 - Tactics:
 - Encourage infrastructure development to improve business conditions.
 - Collaboration with government agencies to maintain a positive business environment with minimal interference from regulations
- **Business Development Services**
 - Goal:
 - Create small business development resources
 - Bench Mark:
 - Actual program development by business class
 - Membership participation in activities
 - Tactics:
 - Marketing support
 - Continue to share info on best practices
 - Develop programming through partnerships with other agencies

2018-19 Executive Director Goals & Objectives **DRAFT**

- Maintain financial stability while growing reserve to meet 30% of annual operating budget
 - Current operating budget: \$853,157
 - 30% Goal: \$255,947

- Continue to grow the membership base while maintaining minimum retention rate of 85%
 - Current membership: 334
 - Current retention rate: 93.9%

- Development of more informational / educational programming for small businesses
 - Minimum of 4 per year:

- Improve communication of advocacy endeavors embarked upon by the Chamber
 - Include in monthly Director's Report

- Maintain and increase collaborations with other destination marketing organizations
 - Current strength: Visit Napa Valley / Destination Council / St. Helena CC
 - Opportunities: Visit California