



Calistoga Chamber
of Commerce

SPECIAL BOARD Meeting AGENDA
August 14th, 2018
Calistoga Spa Hot Springs Resort

10:00 AM ~ 11:30 AM

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 July 24, 2018
- Financials July 2018

Action Items:

- Review and approve the Calistoga Promise MOU

Executive Director's Report:

- Update on Harvest Table preparations
- Update on Tractor Parade sponsorship initiative

Closed Session:

- Personnel matter, Executive Director

Announcements:

- Last Concert in the Park Series Aug. 16th @ 6:30 PM @ Pioneer Park
- UpValley Mega Mixer- Aug. 15th @ 5:30 to 7:00 PM @ Merryvale Vineyards
- Calistoga Harvest Table Sept. 9th @ 4:30 PM @ Lincoln Ave.



Board Meeting Action Summary
July 24th, 2018 @ 12:00 PM ~ Calistoga Spa Hot Springs Resort

BOD Attendees: Sharon Carone, Pam Ingalls, Nick Kite, Mike Lennon, Sasan Nayeri, Stephen Patel, Hillary Smith, Laura Swanton*, Eden Umble

Absent: Daniel Kaiser, Leonard LaBranche, Shane Pavitt **Staff:** Chris Canning, Charlene Peters

Meeting Called to Order: 12:09 PM by P. Ingalls

Consent Items:

- Action Summary June 19, 2018
 - Motioned: Carone Seconded: Umble Passed: 8-0-0
- Financials June 2018
 - Motioned: Lennon Seconded: Swanton Passed: 9-0-0
 - Motioned: Patel Seconded: Ingalls Passed: 9-0-0

Action Items:

- Chair Swanton administered oath of office for new BOD member Sasan Nayeri.
 - Welcomed new BOD members Nayeri and Smith as full voting members.
- BOD members reviewed and signed Conflict of Interest Policy form for new fiscal year.
- Discussed and approved 2018-19 strategic planning initiatives.
 - Modified proposed Destination Marketing and Tourism Development bench mark
 - Motioned: Umble Seconded: Kite Passed: 9-0-0
- Reviewed results of Executive Director goals and objectives for 2017-18.
- Reviewed and modified the proposed 2018-19 Executive Director goals and objectives.
 - Modifications included: maintaining reserve at or above current level (\$345,515); increasing membership retention rate from 85% to 90%; modified monthly reporting of advocacy endeavors to quarterly.
 - Motioned: Umble Seconded: Nayeri Passed: 9-0-0

Executive Director's Report:

- Updated BOD on Harvest Table tickets sales on July 16th and logistical preparations for the event on Sept. 9th.
 - BOD discussed possibility of increasing ticket pricing for next year to benefit the chamber or a charity possibly through a ticket auction.
- Charlene Peters demonstrated the new itinerary matcher developed and launched on VisitCalistoga.com
 - This innovative tool was well received. Analytics will be reviewed each month.

Next BOD Meeting: August 21st @ Calistoga Spa Hot Springs

Meeting adjourned at – 1:24 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
July 2018**

Summary of Cash Flow:

<i>Cash as of 07/01/18:</i>	<i>312,493.37</i>
Net Income or (Loss) from P&L:	6,320.55
Accounts Receivable change (increase) or decrease:	11,452.40
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	4,288.96
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):	434.64
Office Equipment Asset (increase) or decrease:	0.00
Petty Cash (increase) or decrease:	0.00
Prepaid Expenses (increase) or decrease	(818.94)
Amortization and depreciation (non cash expense):	<u>67.00</u>
<i>Cash as of 07/31/18:</i>	<i>328,381.43</i>

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	58,109.04	56,750.00	1,359.04 ¹
COGS & Expenses	<u>51,788.49</u>	<u>66,643.00</u>	<u>(14,854.51)</u> ²
Net Income	6,320.55	(9,893.00)	16,213.55
YTD			
Total Income	58,109.04	56,750.00	1,359.04 ³
COGS & Expenses	<u>51,788.49</u>	<u>66,643.00</u>	<u>(14,854.51)</u> ⁴
Net Income	6,320.55	(9,893.00)	16,213.55
YTD Harvest Table			
Total Income	0.00	3,000.00	(3,000.00)
COGS & Expenses	<u>5,941.48</u>	<u>3,800.00</u>	<u>2,141.48</u>
Net Income	(5,941.48)	(800.00)	(5,141.48)
Projected Next Month			
Total Income		116,000.00	
COGS & Expenses		<u>57,593.00</u>	
Net Income		58,407.00	

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	37,500.00	26,907.56	10,592.44
Chamber Operations	20,484.04	14,339.45	6,144.59
Chamber Fundraisers	<u>125.00</u>	<u>10,541.48</u>	<u>(10,416.48)</u>
Totals	58,109.04	51,788.49	6,320.55

Receivables:

Uncollected Membership Dues increase or (decrease)	(6,040.00)
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	(7,755.00)

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	4,138.61	8,427.57	4,288.96
A/P over 30 days	0.00	0.00	0.00

- Notes:**
- ¹ Advertising Income over \$2,125; Membership Income over \$795; Participation Income under \$3,625; Retail Sales Income over \$64; Sponsorship Income over \$2,000
 - ² COGS over \$2,685 (HT over \$1,743); Expenses under \$17,540 (Marketing under \$12,979; Payroll under \$3,244)
 - ³
 - ⁴

DRAFT

SPONSORSHIP: \$20,000



Digital Exposure

- Banner ad space on event landing page on VisitCalistoga.com, (which received over 8,000 pageviews in Nov. - Dec. 2017 alone), with mailing list capture function
- Listing as sponsor in press release
- Co-branding on monthly DTC newsletter from Sept. - Nov. 2018 (10k+ opt-in subscribers)
- Boosted Facebook posts (3)
- Boosted Instagram posts (3)

Offline Exposure

- Sponsor logo on poster
- Announcement of sponsor in KRSH radio spot
- Listing as sponsor on trophies
- Headliner thank you in full page post-parade advertisement in Calistoga Tribune

Added Benefits

- VIP seating for 2 at parade
- Complimentary sweatshirts (2)
- Sponsor representative invited to be a parade judge
- Complimentary membership with Calistoga Chamber



Memorandum of Understanding Between The Calistoga Promise and The Calistoga Chamber of Commerce

THE CALISTOGA PROMISE:

We promise the opportunity of quality postsecondary education and career preparation to every student in the Calistoga Joint Unified School District.

BACKGROUND:

The **Calistoga Chamber of Commerce** and the **Calistoga Promise** have created a partnership to make higher education an attainable goal for every student.

The Calistoga community has a responsibility to prepare its young people for successful careers and productive lives. Today and going forward, our regional economy is tied to the global economy. To prepare our young people for success, we must offer nothing less than a world-class education and the opportunity to pursue a meaningful career. Each student needs and deserves an opportunity to earn a postsecondary credential - and often a college degree. The future of Calistoga depends upon our effectiveness in developing a well-rounded, educated, and engaged citizenry, which will sustain and advance the general well-being and economic strength of the City and surrounding region through innovation.

OUR GOALS:

To fulfill this promise, The Promise partners commit to these goals:

- Provide a world-class education from preschool to high school graduation that prepares Calistoga students for successful engagement in postsecondary educational opportunities and the global knowledge economy.
- Reduce and eliminate the opportunity gaps that exist among ethnic and socioeconomic groups at CJUSD.
- Increase the number of high school students participating in work experience internships.
- Increase the percentage of CJUSD students who are prepared for and attend college: directly from high school, and earn degrees and/or career and technical certificates in the most expedient manner possible.
- Raise the educational attainment rate of the community.
- Increase community engagement in supporting and participating in The Promise.

COMMITMENTS:

We promise to provide information, services and resources to help Calistoga students and their families prepare for postsecondary education.

The **CALISTOGA PROMISE** promises that, starting in kindergarten and continuing through the senior year of high school, students and families will be offered active assistance in:

- Learning about college opportunities and the value of a college education.
- Visiting college campuses.
- Learning about, taking and completing college preparatory courses.
- Preparing for college.
- Applying for college admission.
- Learning about and applying for college financial aid opportunities.

The **CALISTOGA CHAMBER OF COMMERCE** promises to:

- Assist the Calistoga Promise in providing quality worked-based learning activities to high school students.
- Collaborate with the Promise to ensure that all students in the city are college and career ready upon graduation from high school.

We promise to work together to deliver these promises for the young people and families of the Calistoga area.

The **CALISTOGA PROMISE** and the **CALISTOGA CHAMBER OF COMMERCE** will work together on activities that comprise the **CALISTOGA PROMISE**. We will share individual student-level data when appropriate to inform our educational practice and work together to support and encourage success for all students, from preschool to postsecondary education, and into their careers. We will work together to provide, assess, improve and expand high-quality, world-class educational opportunities in the Calistoga community.

CALISTOGA CHAMBER OF COMMERCE

Signature

Printed Name & Title

CALISTOGA PROMISE

Signature

Maria DiGiulio, Promise Ambassador

Signature

Carla Surber, Promise Ambassador