



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA
August 15, 2017
*****Mount View Hotel & Spa*****
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 July 18, 2017
- Financials July 2017

Action Items:

- Advocacy discussion for reduction in long-term vacant commercial properties
- Approval to forfeit execution of Ragnar Relay beer tent program

Executive Director's Report:

- Consideration of Chamber sponsorship of *Calistoga Custom & Classic Car Show*
- Update on Harvest Table and logistics preparations
- Winter in the Wineries update
- Update on progress of salary review survey
- Partner organization collaboration report

Announcements:

- Concerts in the Park series last concert Thurs. Aug. 17th @ 6:30 PM @ Pioneer Park
- Ribbon cutting- Calistoga Motor Lodge @ 5pm on Aug. 31st
- Harvest Table @ Lincoln Ave. @ 4:30pm on Sept. 10th



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of Commerce

Board Meeting Action Summary
July 18, 2017 @ 12:00 PM ~ Calistoga Spa Hot Springs

BOD Attendees: Sharon Carone, Aphrodite Caserta, Pam Ingalls, Daniel Kaiser, Stephen Patel, Shane Pavitt, Clive Richardson, Laura Swanton

Absent: Nick Kite, Leonard LaBranche, Mike Lennon, Eden Umble **Staff:** Chris Canning **Guest(s):**

Meeting Called to Order: 12:05 PM by S. Patel

Consent Items:

- Action Summary June 20, 2017
 - Motioned: Swanton Seconded: Carone Passed: 8-0-0
- Financials June 2017
 - Motioned: Pavitt Seconded: Ingalls Passed: 8-0-0

Action Items:

- Conflict of Interest forms were signed by present BOD members
- Approved Chamber operating budget for fiscal 2017-18 (previously reviewed/discussed at June BOD meeting)
 - Motioned: Richardson Seconded: Swanton Passed: 8-0-0
- Reviewed proposed 2017-18 Strategic Planning Initiatives
 - Request to include tourism sustainability ideas and concepts into the strategic plan was agreed upon and will be presented at next BOD.
- Agreed by consensus on Executive Director 2017-18 goals and objectives

Executive Director's Report:

- Presented data from Nelson 2017 Salary Guide to address BOD request for salary/compensation survey.
 - BOD agreed not to commission specific Calistoga survey but directed staff to extract Napa County data from existing Nelson guide.
 - Specific data needs to be sourced for hotel/lodging and restaurants
- Harvest Table ticket sales report was presented including the fact that all tickets were sold within 39 minutes of being made available at 12:00 PM on July 18th.
 - Minimal number of disgruntled people contacted the Chamber; Chamber staff did an excellent job of managing the process including complaints.

Next BOD Meeting: **August 15 , 2017 @ Calistoga Spa Hot Springs**

Meeting adjourned at – 1:02 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
June 2017**

Summary of Cash Flow:

Cash as of 06/01/17:	225,290.25
Net Income or (Loss) from P&L:	26,629.73
Accounts Receivable change (increase) or decrease:	(23,436.18)
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	(266.99)
Payroll Liabilities Adjustment	0.00
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	1,228.01
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	981.59
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 06/30/17:	230,493.41

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	101,750.75	65,743.73	36,007.02 ¹
COGS & Expenses	<u>75,121.02</u>	<u>58,007.00</u>	<u>17,114.02</u> ²
Net Income	26,629.73	7,736.73	18,893.00
YTD			
Total Income	728,089.45	761,720.76	(33,631.31) ³
COGS & Expenses	<u>718,240.79</u>	<u>716,484.00</u>	<u>1,756.79</u> ⁴
Net Income	9,848.66	45,236.76	(35,388.10)
Projected Next Month			
Total Income		60,083.33	
COGS & Expenses		<u>55,806.00</u>	
Net Income		4,277.33	

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	372,119.40	374,343.21	(2,223.81)
Chamber Operations	210,285.65	237,492.41	(27,206.76) ⁵
Chamber Fundraisers	<u>145,684.40</u>	<u>106,405.17</u>	<u>39,279.23</u>
Totals	728,089.45	718,240.79	9,848.66

Receivables:

Uncollected Membership Dues increase or (decre)	15,211.00
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	24,783.32

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	454.56	187.57	(266.99)
A/P over 30 days	0.00	0.00	0.00

Notes:

- ¹ Advertising Income over \$20,333; Donations Income over \$659; Membership Income over \$919; Retail Sales Income under \$11; Sponsorship Income over \$11,300 (COI); Ticket Sales Income under \$1,110; Visitors Guide Income over \$4,000
- ² COGS over \$2,204 (CIP Music); Expenses over \$14,910 (Conferences over \$2,213; Marketing over \$17,484; Payroll Expenses under \$7,066 due to Commissions)
- ³ YTD Advertising Income over \$8,246; YTD Donations Income under \$6,143; YTD Membership Income over \$8,690; YTD Participation Income over \$5,570; YTD Retail Sales Income under \$28,189 (Ragnar under \$17K); YTD Sponsorship Income over \$14,484; YTD Ticket Sales Income under \$4,835; YTD Visitors Guide Income under \$30,605
- ⁴ YTD COGS over \$39,703 (UVES consists of \$47,276); YTD Expenses under \$37,946 (Credit card fees under \$2,231; Dues & Subscriptions over \$3,329; Insurance under \$1,673; Legal under \$2,700; Marketing under \$23,074; Meeting Expenses over \$2,018; Office Supplies over \$1,328; Payroll under \$14,484; Taxes under \$1,375; Travel under \$4,116; Donations over \$4,020; Other Expenses over \$1,716 for Softball sponsorship and gift bags)
- ⁵ UVES Shuttle COGS \$47,276



EVENT PROFILE

Event: *Calistoga Customs & Classics Car Show*

Location: Lincoln Ave. (road closure)

Date/Time: May 12, 2018 (Mother's Day weekend) 10:00 AM to 4:00 PM

Purpose: Increase "day-tripper" visitation and pedestrian traffic in Calistoga during the off-season

Beneficiaries:

Primary: Retail Establishments
Restaurants
Tasting Rooms
Day Spas

Secondary: Lodging (incremental overnight stays and enhanced guest experience)

Description:

Downtown Calistoga will turn into a veritable show room of muscle cars, hot rods and classics. Lincoln Avenue will be closed from Myrtle St. to the entrance of Cal Mart to accommodate over 100 cars from 10am-4pm creating a street festival feeling. In conjunction with the cars there will be live music (on both end of the street). Merchants are invited to bring their wares out onto the sidewalk for display and sale. It is Mother's Day weekend. As with all of our events we are encouraging complete Calistoga participation. The Chamber will generate revenue from operation of beverage tent(s) for sale of beer, wine and non-alcoholic products.

Logistics:

- Lincoln Ave. impacted from Myrtle St. to the entrance of Silverado Ace Hardware's parking lot.
- Parking restrictions on Lincoln Ave. will begin at 8:00 AM
- Lincoln Ave. will be closed to traffic from 10:00 AM to 4:00 PM
- Participating cars will begin arriving as early as 7:00 AM
- Sidewalk display use can begin at 10:00 AM and end at 4:00 PM



Date: August 11, 2017
To: Chamber Board of Directors
From: Chris Canning, Executive Director
Re: July 2017 Collaborative Organizations Participation

July 5th NVVT marketing meeting
July 19th Calistoga TID BOD meeting
July 19th NVTA BOD meeting

Index:

VNV: Visit Napa Valley (formerly the NV Destination Council)
NVV: Napa Valley Vintners Association
TID: Tourism Improvement District
NVTA: Napa Valley Transportation Authority

