



Calistoga Chamber  
of Commerce

BOARD Meeting AGENDA  
September 19, 2017  
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 August 15, 2017
- Financials July 2017 and August 2017

Action Items:

- Review and approve draft letter to City for vacant commercial property mitigation

Executive Director's Report:

- Harvest Table event summary (logistical execution, not financial)
- Winter in the Wineries update
- Salary survey update (incomplete)
- Partner organization collaboration report

Announcements:

- Joint Chamber Mixer w/ Yountville and St. Helena- Oct. 11<sup>th</sup> @ 5:30 PM @ Beringer Winery



**Board Meeting Action Summary**  
August 15, 2017 @ 12:00 PM ~ Mount View Hotel & Spa

**BOD Attendees:** Sharon Carone, Aphrodite Caserta, Pam Ingalls, Leonard LaBranche, Mike Lennon, Stephen Patel, Shane Pavitt, Laura Swanton, Eden Umble

**Absent:** Daniel Kaiser, Nick Kite, Clive Richardson      **Staff:** Chris Canning      **Guest(s):**

**Meeting Called to Order:** 12:02 PM by S. Patel

**Consent Items:**

- Action Summary July 18, 2017
  - Motioned: Carone      Seconded: Umble      Passed: 9-0-0
- Financials July 2017
  - Review and approval postponed until Sept. BOD meeting as a result of wrong financials (June instead of July) being included in agenda packets.

**Action Items:**

- Discussed petitioning the City to implement an ordinance to encourage vacant commercial property owners to actively pursue tenants. BOD directed staff to draft letter to the City for BOD review at Sept. meeting.
- Approved staff recommendation not to manage and staff the beer tent for the Ragnar Relay event in November.
  - Financial impact was mitigated through the budget already approved by BOD.
    - Motioned: Lennon      Seconded: LaBranche      Passed: 9-0-0
- Approved staff recommendation to sponsor the *Calistoga Custom & Classic Car Show* on May 20, 2018.
  - Chamber will be responsible for applications, permits, insurance and noticing. Related costs to be reimbursed by event promoter.
  - Chamber will partner with Winrod Productions to execute event and Chamber will operate beverage tent(s) and keep all proceeds for beer/wine sales.
    - Motioned: Pavitt      Seconded: Swanton      Passed: 9-0-0

**Executive Director's Report:**

- Updated BOD on logistics for Harvest Table execution. All is progressing well.
- Summary of Winter in the Wineries progress was given. Passports should be ready two weeks sooner than last year.
- Salary review study needs further data for hospitality industry jobs. Plan to present finished report at next BOD meeting.
- Partner organization collaboration report was presented.

**Next BOD Meeting:** Sept. 19, 2017 @ Calistoga Spa Hot Springs

Meeting adjourned at – 12:50 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  
July 2017**

**Summary of Cash Flow:**

Cash as of 07/01/17:	230,493.41
Net Income or (Loss) from P&L:	(6,132.51)
Accounts Receivable change (increase) or decrease:	21,266.79
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	4,380.58
Payroll Liabilities Adjustment	0.00
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	255.31
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	(222.67)
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 07/31/17:	250,107.91

**P&L vs. Budget:**

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
<b>Current Month</b>			
Total Income	51,101.94	60,083.33	(8,981.39) <sup>1</sup>
COGS & Expenses	<u>57,234.45</u>	<u>55,806.00</u>	<u>1,428.45</u> <sup>2</sup>
Net Income	(6,132.51)	4,277.33	(10,409.84)
<b>YTD</b>			
Total Income	51,101.94	60,083.33	(8,981.39)
COGS & Expenses	<u>57,234.45</u>	<u>55,806.00</u>	<u>1,428.45</u>
Net Income	(6,132.51)	4,277.33	(10,409.84)
<b>Projected Next Month</b>			
Total Income		98,783.33	
COGS & Expenses		<u>53,109.00</u>	
Net Income		45,674.33	

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

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	33,333.33	34,382.65	(1,049.32)
Chamber Operations	15,438.61	15,347.19	91.42
Chamber Fundraisers	<u>2,330.00</u>	<u>7,504.61</u>	<u>(5,174.61)</u>
Totals	51,101.94	57,234.45	(6,132.51)

**Receivables:**

Uncollected Membership Dues increase or (decre)	(4,392.00)
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	(20,933.32)

**Payables:**

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	187.57	4,568.15	4,380.58
A/P over 30 days	0.00	0.00	0.00

- Notes:**
- <sup>1</sup> Advertising Income under \$5,750; Membership Income under \$1,278; Participation Income over \$2,330; Retail Sales Income under \$33; Sponsorship Income under \$4,250
- <sup>2</sup> COGS under \$1,132; Expenses over \$2,561 (Marketing over \$5,097, Office Supplies over \$2,120, Payroll Expenses under \$4,551)

**Calistoga Chamber of Commerce  
Executive Summary  
August 2017**

**Summary of Cash Flow:**

Cash as of 08/01/17:	250,107.91
Net Income or (Loss) from P&L:	54,930.86
Accounts Receivable change (increase) or decrease:	(1,143.66)
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	(4,184.54)
Payroll Liabilities Adjustment	0.00
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	(1,483.32)
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	(7,681.87)
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 08/31/17:	290,612.38

**P&L vs. Budget:**

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	110,345.33	98,783.33	11,562.00 <sup>1</sup>
COGS & Expenses	<u>55,414.47</u>	<u>53,109.00</u>	<u>2,305.47</u> <sup>2</sup>
Net Income	54,930.86	45,674.33	9,256.53
<b>YTD</b>			
Total Income	161,447.27	158,866.66	2,580.61 <sup>3</sup>
COGS & Expenses	<u>112,648.92</u>	<u>108,915.00</u>	<u>3,733.92</u> <sup>4</sup>
Net Income	48,798.35	49,951.66	(1,153.31)
<b>Projected Next Month</b>			
Total Income		83,083.33	
COGS & Expenses		<u>102,625.00</u>	
Net Income		(19,541.67)	

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

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	96,666.66	63,688.35	32,978.31
Chamber Operations	29,667.61	33,793.53	(4,125.92)
Chamber Fundraisers	<u>35,113.00</u>	<u>15,167.04</u>	<u>19,945.96</u>
Totals	161,447.27	112,648.92	48,798.35

**Receivables:**

Uncollected Membership Dues increase or (decrease)	(5,752.00)
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	3,768.00

**Payables:**

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	4,568.15	383.61	(4,184.54)
A/P over 30 days	0.00	0.00	0.00

**Notes:**

- <sup>1</sup> Advertising Income under \$500; Membership Income over \$5,537; Participation Income over \$5,045; Retail Sales Income over \$492; Sponsorship Income over \$500; Ticket Sales Income over \$488
- <sup>2</sup> COGS under \$2,822 (Event Production under \$3,790; Retail Goods over \$1,817); Expenses over \$5,128 (Licenses & Permits over \$802; Marketing over \$1,750; Payroll under \$487; Scholarship over \$4,000)
- <sup>3</sup> YTD Advertising Income under \$6,250; YTD Membership over \$4,259; YTD Participation over \$7,375; YTD Retail Sales over \$459; YTD Sponsorship under \$3,750; YTD Ticket Sales over \$488
- <sup>4</sup> YTD COGS under \$3,955 (Event Production); YTD Expenses over \$7,689 (Marketing over \$6,847; Office Supplies over \$2,484; Payroll under \$5,038; Scholarship over \$4,000)



Date: September 19, 2017  
To: Chamber Board of Directors  
From: Chris Canning, Executive Director  
Re: August 2017 Collaborative Organizations Participation

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- August 10<sup>th</sup> VNV Annual Sales & Marketing Conference
- Received industry updates
  - Presented Calistoga Destination Marketing overview
- August 31<sup>st</sup> VNV BOD Meeting
- Enhanced participation for Calistoga properties for media visits

Index:

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

