



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA
November 14, 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 October 17, 2017
- Financials September 2017 and October 2017

Action Items:

- Consider cancelation of Dec. 19th BOD meeting
- Set date for BOD holiday dinner (options: Dec. 4th, 6th, 18th or 20th)

Executive Director's Report:

- Review Chamber provided/organized fire impact resource support for businesses
- Present marketing initiatives during and after fire incident
- Harvest Table event summary - financials
- Tractor Parade preparations- budget impacts of lack of available security firms
- Holiday Village preparation update
- Winter in the Wineries update- % profit toward Fire Relief Fund
- Getting back on track: Harvest Table trade mark issue, completed salary survey
- Salary survey update (incomplete)
- Partner organization collaboration report

Announcements:

- Annual Holiday Mixer- Dec. 14th 5:30 to 7:00pm @ The Calistoga Inn
- General Membership mtg.- Jan. 30th 6:00pm @ TBD



Calistoga Chamber
of Commerce

Emergency (Special) Board Meeting Action Summary
October 17, 2017 @ 12:00 PM ~ Calistoga Spa Hot Springs Resort

BOD Attendees: Sharon Carone, Pam Ingalls, Daniel Kaiser, Nick Kite, Leonard LaBranche, Mike Lennon, Stephen Patel, Shane Pavitt, Laura Swanton, Eden Umble

Absent: Aphrodite Caserta, Clive Richardson

Staff: Chris Canning

Guest(s):

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

Consent Items:

- N/A

Action Items:

- Reviewed current and future potential business impacts of Tubbs Fire on members
 - Extended business interruption from visitor concerns of post fire conditions
- Discussed Visit Napa Valley and the Chamber's communication strategy for post fire messaging including timing
 - Support of those impacted messaging followed by recovery and "back in business" communications
- Outlined Chamber resources being offered to membership
 - Landing page including support resources for business grants and employee assistance, safe clean up, business interruption insurance resources, donation links, etc..

Executive Director's Report:

- Updated staff impacts from Tubbs Fire including temporary displacements and Chamber support (i.e. full payroll continued during evacuation period)
- Discussed potential impacts to budgeted revenue specifically related to Winter in the Wineries sales
 - Would discuss potential discounting of program with participants

Next BOD Meeting: **November 14, 2017 @ Calistoga Spa Hot Springs**

Meeting adjourned at – 12:45 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
September 2017**

Summary of Cash Flow:

Cash as of 09/01/17:	290,612.38
Net Income or (Loss) from P&L:	(29,940.18)
Accounts Receivable change (increase) or decrease:	2,879.54
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	22,085.92
Payroll Liabilities Adjustment	0.00
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	125.00
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	890.66
Amortization and depreciation (non cash expense):	<u>67.00</u>
Cash as of 09/30/17:	286,720.32

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	66,284.83	83,083.33	(16,798.50) ¹
COGS & Expenses	96,225.01	102,625.00	(6,399.99) ²
Net Income	(29,940.18)	(19,541.67)	(10,398.51)
YTD			
Total Income	227,732.10	241,949.99	(14,217.89) ³
COGS & Expenses	<u>208,873.93</u>	<u>211,540.00</u>	(2,666.07) ⁴
Net Income	18,858.17	30,409.99	(11,551.82)
YTD Harvest Table			
Total Income	50,608.13	50,000.00	608.13
COGS & Expenses	<u>55,761.63</u>	<u>41,300.00</u>	14,461.63
Net Income	(5,153.50)	8,700.00	(13,853.50)
Projected Next Month			
Total Income		54,233.33	
COGS & Expenses		<u>52,034.00</u>	
Net Income		2,199.33	

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	129,999.99	93,619.36	36,380.63
Chamber Operations	40,323.98	48,529.80	(8,205.82)
Chamber Fundraisers	<u>57,408.13</u>	<u>66,724.77</u>	(9,316.64)
Totals	227,732.10	208,873.93	18,858.17

Receivables:

Uncollected Membership Dues increase or (decre)	(3,069.00)
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	(2,879.54)

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	383.61	22,469.53	22,085.92
A/P over 30 days	0.00	0.00	0.00

- Notes:**
- ¹ Advertising Income under \$4,750; Membership Income under \$5,311; Participation Income under \$5,500; Retail Sales Income under \$987; Sponsorship Income under \$250
 - ² COGS over \$15,008 (Harvest Table COGS over \$13,515); Expenses under \$21,408 (Dues & Subscriptions over \$1,457; Marketing under \$23,104; Payroll expenses under \$2,538; Donations over \$3,820)
 - ³ YTD Advertising Income under \$11,000; YTD Membership under \$1,052; YTD Participation over \$2,363; YTD Retail Sales under \$529; YTD Sponsorship under \$4,000)
 - ⁴ YTD COGS over \$11,054 (Harvest Table COGS over \$10,050); YTD Expenses under \$13,720 (Dues & Subscriptions over \$1,324; Marketing under \$16,257; Office Supplies over \$2,701; Payroll expenses under \$7,576; Donations / Scholarship over \$7,820)

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

Summary of Cash Flow:

<i>Cash as of 10/01/17:</i>	286,720.32
Net Income or (Loss) from P&L:	(3,909.01)
Accounts Receivable change (increase) or decrease:	1,383.46
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	3,710.05
Payroll Liabilities Adjustment	0.00
Deferred Revenue increase or (decrease):	0.00
Accrued Payroll increase or (decrease):	(125.00)
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	779.32
Amortization and depreciation (non cash expense):	<u>67.00</u>
<i>Cash as of 10/31/17:</i>	288,626.14

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	48,176.51	54,233.33	(6,056.82) ¹
COGS & Expenses	<u>52,085.52</u>	<u>52,034.00</u>	<u>51.52</u> ²
Net Income	(3,909.01)	2,199.33	(6,108.34)
YTD			
Total Income	275,908.61	296,183.32	(20,274.71) ³
COGS & Expenses	<u>260,959.45</u>	<u>263,574.00</u>	<u>(2,614.55)</u> ⁴
Net Income	14,949.16	32,609.32	(17,660.16)
YTD Harvest Table			
Total Income	50,608.13	50,000.00	608.13
COGS & Expenses	<u>55,761.63</u>	<u>45,800.00</u>	<u>9,961.63</u>
Net Income	(5,153.50)	4,200.00	(9,353.50)
Projected Next Month			
Total Income		53,833.33	
COGS & Expenses		<u>58,292.00</u>	
Net Income		(4,458.67)	

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	163,333.32	129,014.50	34,318.82
Chamber Operations	52,253.16	61,827.54	(9,574.38)
Chamber Fundraisers	<u>60,322.13</u>	<u>70,117.41</u>	<u>(9,795.28)</u>
Totals	275,908.61	260,959.45	14,949.16

Receivables:

Uncollected Membership Dues increase or (decr)	5,070.00
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	515.00

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	22,469.53	26,179.58	3,710.05
A/P over 30 days	0.00	0.00	0.00

Notes:

- ¹ Advertising Income under \$5,750; Membership Income under \$321; Participation Income under \$370; Retail Sales Income under \$200; Sponsorship Income over \$450; Ticket Sales Income over \$134
- ² COGS under \$3,116 (Harvest Table COGS under \$4,500); Expenses over \$3,167 (Conferences under \$920; Marketing over \$6,348; Payroll expenses under \$2,248)
- ³ YTD Advertising Income under \$16,750; YTD Membership under \$1,373; YTD Participation over \$1,993; YTD Retail Sales under \$729; YTD Sponsorship under \$3,550; YTD Ticket Sales over \$134
- ⁴ YTD COGS over \$7,938 (Harvest Table COGS over \$5,550); YTD Expenses under \$10,553 (Dues & Subscriptions over \$1,874; Marketing under \$9,909; Office Supplies over \$2,923; Payroll expenses under \$9,824; Donations / Scholarship over \$7,820)

Chamber Marketing Endeavors Related to Fire Incident

- Monday, Oct. 9 Immediate change of website homepage message & social media messages
- Tuesday, Oct. 10 updates on evacuation order, outreach eblast to Chamber members, plus news station coverage w/Chris
- Before repopulation, daily website updates and social media messages.
- Partner outreach with VNV to share messaging for tourists – Phases I and II
- Continued homepage updates on air quality through October 19 using Visit California messaging.
- Campaign to promote open for business:
 - Images beginning with blue skies and a rainbow, of open businesses posted on homepage and social media
 - News television spots: channels 2, 4, 5 and 7, NPR and CBS Radio, Huffington Post, CNN, Wine Country Channel and Brannan's Grill spotlight
 - Working with visiting journalists on stories of recovery
 - Oct. 26 Napa Valley Wine Train press tour
 - Working with Wine Country Media using hashtag #withus as in Relax #withus, Stay #withus, Sip #withus – continued use of this hashtag
- Nov. 1 Direct-to-Consumer email (9,000 opt-ins) with messaging that we are welcoming visitors back
- Worked with CANVAS on a photo collage to show blue skies and open businesses
- Nov. 6 Instagram Takeover of VNV account (60,000 followers) to create a story showing all is well
- Nov. 8 Press Release for WIW welcoming visitors back
- Nov. 12 print adv. for WIW – SF Chronicle special Napa/Sonoma section
- Dec. 1 startup of Virgin America video of Calistoga
- Geotagging campaign related to WIW
- Jan. 21 press tour of the Calistoga AVA during Restaurant Week



Date: November 14, 2013
To: Chamber Board of Directors
From: Chris Canning, Executive Director
Re: Sept. & Oct. 2017 Collaborative Organizations Participation

Sept. 20th NVTA BOD meeting
Sept. 25th CWG- Calistoga Food and Wine planning meeting
Oct. 2nd VNV Housing impact meeting
Oct. 4th Napa Valley College Business Programming Advisory Committee mtg.
Oct. 16th VNV BOD conference call
Oct. 23rd CWG- Calistoga Food and Wine planning meeting
Oct. 26th VNV BOD mtg.

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)