



Calistoga Chamber
of Commerce

BOARD Meeting AGENDA
November 17, 2015
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 27, 2015
- Financials October 2015

Action Items:

- Consider cancelation of December BOD meeting
- Agree upon BOD holiday party for December 14th

Committee Reports:

- N/A

Executive Director's Report:

- Lighted Tractor Parade logistics update
- Holiday Village program overview
- TID funding of billboard campaign
- Winter in the Wineries status report

Announcements:

- Chamber Holiday Mixer- December 3rd @ The Calistoga Inn- 5:30 to 7:00 PM
- Calistoga Lighted Tractor Parade- Dec. 5th Lincoln Ave. – 7:00 PM



Board Meeting Action Summary
October 27, 2015 @ 12:00 PM
Mount View Hotel & Spa

BOD Attendees: Sharon Carone, Aphrodite Caserta, Joel Creager*, Debbie Greene, Daniel Kaiser, Leonard LaBranche, Mike Lennon, Carlene Moore, Stephen Patel, Shane Pavitt, Nancy Putney-Abernathy, Clive Richardson, Michael Swanton

Absent:

Staff: Chris Canning, Charlene Peters

Guest(s):

Meeting Called to Order: 12:07 PM by M. Lennon

Consent Items:

- Action Summary September 22, 2015
Motioned: Swanton Seconded: Labranche Passed: 12-0-0
Financials September 2015
Motioned: Richardson Seconded: Pavitt Passed: 12-0-0

Action Items:

- Reviewed downtown signage presentation offered by the City to replace A-Frames
City goal is to have signage program in place for 1st quarter 2016
BOD came to consensus that Chamber would support mapping signage versus individual business signage
Exec. Dir. will take suggestions to City for discussion with the understanding that City has final say in program structure
Discussed financial impact and outstanding issues from modified Harvest Table
Seven restaurants have outstanding balances when paid in full will bring the event to break-even. Staff will continue to press these businesses to fulfill their payment commitments
Many vendors discounted their costs to the Chamber
Approved donating the money from the Chamber's Valley Fire Relief Fund (\$79,773) to the Upper Valley Family Center's assistance program for fire victims who work or attend school within Napa County
Motioned: Moore Seconded: Greene Passed: 13-0-0

Executive Director's Report:

- Introduced Charlene Peters, Chamber Marketing & PR Manager, to the BOD
Updated Winter in the Wineries program information: online sales start Nov. 2nd. Hard copies available end of Nov.
Harvest Table trade mark issue still pending. Awaiting response from Harvest Table Restaurant (St. Helena) legal team
Tractor Parade (Dec. 5th) route change for safety reasoning was announced along with update on logistics prep.

Next BOD Meeting: November 17, 2015 @ Calistoga Spa Hot Springs

Meeting adjourned at - 1:17 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
October 2015**

Summary of Cash Flow:

<i>Cash as of 10/01/15:</i>	172,740.98
Net Income or (Loss) from P&L:	76,468.76
Accounts Receivable change (increase) or decrease:	(640.00)
Undeposited Funds (increase) or decrease:	0.00
Accounts Payable increase or (decrease):	(4,042.47)
Accrued Payroll increase or (decrease):	1,811.38
Office Equipment Asset - computer (increase) or decrease:	0.00
Petty Cash (increase) or decrease:	0.00
Prepaid Expenses (increase) or decrease	327.23
Loan Payable increase or (decrease):	0.00
Amortization and depreciation (non cash expense):	<u>67.00</u>
<i>Cash as of 10/31/15:</i>	246,732.88 ¹

P&L vs. Budget:

Current Month	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Income	136,465.13	73,760.42	62,704.71 ²
COGS & Expenses	<u>59,996.37</u>	<u>75,702.00</u>	<u>(15,705.63)</u> ³
Net Income	76,468.76	(1,941.58)	78,410.34
Less Valley Fire Relief Fund	<u>65,778.00</u>		
Actual Net Income	10,690.76	(1,941.58)	12,632.34
YTD			
Total Income	344,991.59	293,541.68	51,449.91 ⁴
COGS & Expenses	<u>221,635.52</u>	<u>283,958.00</u>	<u>(62,322.48)</u> ⁵
Net Income	123,356.07	9,583.68	113,772.39
Less YTD Valley Fire Relief Fund	<u>79,773.53</u>		
Actual YTD Net Income	43,582.54	9,583.68	33,998.86
Projected Next Month			
Total Income		42,760.42	
COGS & Expenses		<u>52,652.00</u>	
Net Income		(9,891.58)	

Harvest Table

YTD	Total Income	19,304.80	42,000.00	(22,695.20)
	Total COGS & Expenses	<u>20,620.69</u>	<u>44,300.00</u>	<u>(23,679.31)</u>
	Net Income	(1,315.89)	(2,300.00)	984.11

YTD Total Revenues, Total Expenses, Net Income:

	<u>YTD Revenue</u>	<u>YTD Expenses</u>	<u>YTD Net Income</u>
City Contracted	141,041.68	121,031.76	20,009.92
Chamber Operations	97,531.58	73,567.11	23,964.47
Valley Fire Relief Fund	79,773.53	0.00	79,773.53
Chamber Fundraisers	<u>26,644.80</u>	<u>27,036.65</u>	<u>(391.85)</u>
Totals	344,991.59	221,635.52	123,356.07

Receivables:

Uncollected Membership Dues increase or (decr)	2,573.00
Non-membership A/R > 90 days	0.00
Non-membership A/R increase or (decrease):	640.00

Payables:

	<u>Previous Month</u>	<u>Current Month</u>	<u>Difference</u>
A/P balance	5,546.74	1,504.27	(4,042.47)
A/P over 30 days	0.00	0.00	0.00

Notes:

- ¹ Valley Fire Relief Fund checking balance \$79,774 as of 10/31/15
- ² Advertising Income under \$5,200; Donations Income over \$65,778 (Valley Fire Relief Fund); Membership Income under \$7,584; Participation Income over \$15,805 (HT \$10,265); Retail Sales Income under \$6,320; Sponsorship Income under \$5,864; Visitors Guide Income over \$6,090
- ³ COGS under \$9,661 (WVW Event Production of \$10,000 not realized in October); Expenses under \$6,045 (Marketing under \$14,424; Employee Bonus of \$6,400; HT donation of \$3,255 based on seat sales)
- ⁴ YTD Advertising Income under \$2,750; YTD Donations Income over \$80,262 (Fire); YTD Membership Income over \$16,574; YTD Participation Income under \$1,955; YTD Retail Sales Income under \$28,345; YTD Sponsorship Income under \$18,764; YTD Visitors Guide Income over \$6,427
- ⁵ YTD COGS under \$33,855 (HT under \$24,638, WVW under \$10,000); YTD Expenses under \$28,468 (Insurance under \$3,469; Marketing under \$24,569; Payroll under \$6,160)

