

Calistoga Tourism Business Improvement District Committee

BOARD MEETING AGENDA

June 11, 2012

Calistoga Visitor Center

1133 Washington Street

Calistoga, CA

10:00 AM – 11:30 AM

The Calistoga Tourism Business Improvement District (TBID) Committee has been established by statute to oversee the expenditure of locally collected TBID funds.

Meetings are open to the public and announced in advance.

Committee members are:

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|-------------------------------------|--------------------------------|
| -Chris Canning- Chamber of Commerce | -Michael Quast – Roman Spa |
| -Michael Dunsford- City Council | -Richard Spitler- City Manager |
| -Joe Hensley- Aurora Park Cottages | -Michael Woods- Mt. View Hotel |
| -Richard Hill- Solage Calistoga | |

Call meeting to order:

Roll Call:

Public Comment:

Consent Items:

- Financial Update

Action Items

- Review projected close of year balance sheet
- Review & Discuss proposed 2012-13 budget / P&L
- Update status of Napa Valley Film Festival's funding requests
- Review applications for funding:
 - Napa County Fairgrounds
 - Chamber of Commerce destination marketing program enhancements
 - Jack Rabbit direct booking engine support
 - Enhancement to downtown paving project for Lincoln/Washington intersection

Adjourn

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COPIES OF ALL REPORTS AND DOCUMENTS subject to disclosure that relate to each item of business referred to on the agenda are available for public inspection the Friday before each regularly scheduled Tourism Business Improvement Committee meeting at the Calistoga Visitor Center located at 1133 Washington Street, Calistoga, CA. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the Committee regarding any item on this agenda after the agenda has been distributed will also be made available for inspection at the Chamber Office during regular business hours."



AMERICANS WITH DISABILITIES ACT: In compliance with the American Disabilities Act, if you need special assistance to participate in this meeting please contact the Visitor Center Office (707) 942-6333. Notification forty-eight (48) hours prior to the meeting will enable the City to make reasonable arrangement to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II).

POSTING: I declare a copy of this agenda was posted at City Hall, 1232 Washington Street, Calistoga, among other locations in the city limits of Calistoga, by Friday, April 1, 2011 at 12:00 p.m.

Calistoga TBID Committee

Action Items/Minutes
June 11, 2012
Calistoga Visitor Center
Calistoga, CA
10:00 AM

Committee Attendees: Chris Canning, Michael Dunsford, Michael Quast, Michael Woods

Absent: Joe Hensley, Richard Hill, Richard Spitler

Call to Order: M. Quast at 10:05 AM

Consent Items:

- Financial Update YTD including balance sheet
- Action Items April 30, 2012
 - Motioned: Quast Seconded: Woods Passed: 4-0-0

Action Items:

- Reviewed and discussed the proposed 2012-13 operating budget / P&L
 - Agreed upon reserve levels and targeted funding levels by category (see attached)
- Update status of Napa County Film Festival's requests for funding
 - No change in position and still awaiting NVDC funding suggestions
- Reviewed funding applications
 - Dest. Mktg. Content Enhancements Request by Chamber: \$20,000
 - Motioned: Dunsford Seconded: Quast Passed: 4-0-0
 - Online Mktg Campaign 2012/13 Request by Chamber: \$15,500
 - Motioned: Woods Seconded: Dunsford Passed: 4-0-0
 - NC Fair enhanced mktg program Request by NCFG: \$10,000
 - Motioned: Woods Seconded: Dunsford Passed: 4-0-0
 - Mobilization of visitor website project Request by Chamber: \$6,000
 - Motioned: Dunsford Seconded: Woods Passed: 4-0-0
 - Enhancement to downtown paving project
 - Denied as an infrastructure expense.

Ideas for Future Discussion/Action:

- Review/establish Committee rules (i.e. attendance policy)
- Outline meeting dates for new fiscal year

Meeting adjourned at – 11:25 AM

Next Meeting: July 16, 2012 @ 10:00 AM

Action Items submitted by C. Canning