

# Calistoga Tourism Business Improvement District Committee

## COMMITTEE MEETING AGENDA

September 11, 2012  
Calistoga Visitor Center  
1133 Washington Street  
Calistoga, CA  
1:00 PM to 2:00 PM

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:

-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

YTD  
July 16, 2012

Action Items

- Review applications for funding:
  - Napa Valley Film Festival marketing support
  - Calistoga Visitor Bureau brand identity funding

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

Calistoga Tourism Business Improvement District Agenda-

March 7, 2011

Page 2 of 2

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  
September 11, 2012  
Calistoga Visitor Center  
Calistoga, CA  
1:00 PM

Committee Attendees: Chris Canning, Michael Dunsford, Joe Hensley, Richard Hill, Michael Quast, Richard Spitler

Absent: Michael Woods

Call to Order: M. Quast at 1:10 PM

Consent Items:

- Financial Update YTD including balance sheet
- Action Items July 16, 2012
  - Motioned: Spitler Seconded: Dunsford Passed: 6-0-0

Action Items:

- Reviewed funding applications
  - Napa Valley Film Festival Marketing Support
    - Request by NVFF: \$25,000
    - DENIED
    - Motioned: Hensley Seconded: Hill Passed: 6-0-0
  - Calistoga Destination Brand Identity Project
    - Request by Chamber: \$35,200
    - TABLED to obtain further information for consideration at next TBID meeting
    - Motioned: Hensley Seconded: Spitler Passed: 5-0-1

Ideas/Information for Future Discussion/Action:

- Provide YTD balance sheet with financials
- List TBID funding successes
- Revisit current "ideas list"

Meeting adjourned at – 2:37 PM

Next Meeting: Tentatively Oct. 22, 2012

Action Items submitted by C. Canning