



Board Meeting Action Summary
April 22, 2014
Calistoga Spa Hot Springs
12:00 PM

BOD Attendees: Sharon Carone, Aphrodite Caserta, Joel Creager, Leonard LaBranche, Mike Lennon*, Carlene Moore, Stephen Patel, Robin Richardson, Jon Seeger, Michael Swanton

Absent: Andrea DeTrinidad, Margaret Law

Staff: Chris Canning

Guest(s):

Meeting Called to Order: 12:02 PM by C. Moore

Consent Items:

- Action Summary March 18, 2014 (one correction: Swanton spelling)
Motioned: Lennon Seconded: Swanton Passed: 10-0-0
Financials March 2014
Motioned: Swanton Seconded: Carone Passed: 10-0-0

Action Items:

- Reviewed scholarship review committee's recommendations for award recipients
Discussed nomination progress for 2014 BOD elections.
Chair Moore sought direction from BOD to begin destination marketing contract renewal discussion with City manager
2014/2015 Membership dues increase approved
Community Awards nominating committee was established

Committee Reports:

- N/A



Calistoga Chamber
of Commerce

Executive Director's Report:

- Outlined 2014/15 budget prep timeline. Finance committee will receive draft budget in advance of the May finance meeting for review and modification. Draft budget will then be presented to BOD at May BOD meeting for further discussion. Final approval by BOD to occur at June BOD meeting.
- Debriefed on success of Brand Ambassador Program. 155 attendees with positive feedback thus far. Awaiting survey results for further discussion.
- Presented dropped members list for discussion and to seek assistance from some BOD members. Seven members were identified and assigned to specific BOD members for support. Staff will send recap notes to those BOD members before approaching dropped members.
- Discussed minor changes to Concerts in the Park format. Chamber will no longer be providing beer and soft drink sales due to lack of demand. No food catering would be provided for similar reason.
- Reviewed the balance of year calendar of events.

Adjourned into Closed Session:

- Annual Executive Director Evaluation was discussed (ED was not present).
- The Chair will present the ED with the results of the evaluation.

Next BOD Meeting: May 20, 2014 @ Calistoga Hot Springs

Meeting adjourned at – 2:00 PM
Notes taken by Chris Canning

Action Items submitted by Chris Canning
*: Indicates late arrival or early departure impacting vote count variances