

Calistoga TID Committee

Action Items Summary
November 3, 2015 @ 10:00 AM
Calistoga Welcome Center

Committee Attendees: Bob Beck, Chris Canning, Marcus Mueller, Michael Quast,
Absent: Michael Dunsford, Richard Spittler

Guest(s): Carlene Moore (NC FG)-via conf. call, Kelly Coudert (Christmas Faire)

Call to Order: M. Quast @ 10:7 AM

Public Comment:

- N/A

Consent Items:

- Action Summary July 22, 2015
 - Motioned: Beck Second: Quast Passed: 4-0-0
- Financials (P&L / Balance Sheet) YTD 2015/16
 - Committee requested future financial reports include YTD vs. budget and YTD vs. previous year. Canning will provide in future
 - Motioned: Beck Second: Canning Passed: 4-0-0

Action Items:

- Reviewed 2015-16 funding commitments and balances by category.
- Reviewed funding request applications:
 - NC Fair Grounds- NYE event Requested \$16,520
 - TID expressed concern about amount of request based upon previous attendance numbers. Expressed concern about advertising/marketing timing. Suggested other sponsors be sought and event needs to be "self-sufficient".
 - TID approved \$10,000 funding grant but not supportive of funding again next year.
 - Motioned: Canning Second: Beck Passed: 3-1 (Quast)
 - Chamber of Commerce- Holiday Village Requested \$12,550
 - TID supportive and looking for "visioning" for desired look/feel of event (i.e. German Christmas Village) in future.
 - TID approved grant funding in full.
 - Motioned: Beck Second: Canning Passed: 4-0-0
 - Chamber of Commerce- Billboard Campaign Requested \$20,550
 - TID approved grant funding in full.
 - Motioned: Beck Second: Quast Passed: 4-0-0
- Reviewed final draft of bylaws
 - Several questions and suggestions made for review and modification.
 - Canning will take back to attorney and set "special meeting" for final approval. Target adoption no later than January
- Reviewed and discussed current Funds Disbursement Guidelines
 - Subcommittee for project review and suggestions and strategic funding created with Beck and Mueller. Report back next regular meeting

Meeting adjourned at – 11:36 AM Next Meeting: TBD
Action Items submitted by C. Canning
*: indicates late arrival or early departure impacting vote count