

CALISTOGA

CHAMBER OF COMMERCE

1133 Washington Street, Calistoga, CA 94515

Board Meeting Action Summary

February 19, 2013

Chateau Montelena

12:00 PM

BOD Attendees: Aphrodite Caserta, Andrea DeTrinidad, Paul Dohring, Leonard LaBranche, Margaret Law, Carlene Moore, Robin Richardson, Jon Seeger, Anne Steinhauer, Michael Swanton

Absent: Georgi Carlin-Costello, Lil Ticen

Staff: Chris Canning, Carolyn Denero

Carlene Moore called the meeting to order at 12:45 PM.

Consent Items:

- Action Summary January 15, 2013
 - Motioned: Steinhauer Seconded: LaBranche Passed: 10-0-0
- Financials January 2013
 - Motioned: Swanton Seconded: Richardson Passed: 10-0-0

Action Items:

- Created committee to establish criteria for the awarding of the annual Chamber scholarship
 - Criteria need to be created by the next BOD meeting (Mar. 19th).
 - Committee consists of: Dohring, Moore, Ticen
- Discussed the acquisition of a new URL: visitcalistoga.com for a negotiated rate of \$10,000
 - This is consistent with the industry trends including visitnapavalley.com
 - Funding would be sought from TID application and/or reallocation of destination marketing funds.
 - BOD was supportive of this strategic acquisition
 - Motioned: Steinhauer Seconded: Caserta Passed: 10-0-0
- Reviewed proposal to secure a billboard near the entrance of Calistoga
 - Billboard is located on Rt 29 facing southbound. Currently the Old Faithful Geyser board
 - Lease arrangement is for three (3) years at a rate of \$1,000 per month
 - This rate was determined to be competitive relative to other options in the market
 - Board location was determined to be strategic for “announcing” the arrival/location of downtown. Can also be utilized to advertise events
 - Agreement will be reviewed by Dohring
 - BOD supported the action
 - Motioned: Steinhauer Seconded: Swanton Passed: 9-1-0
- Discussion on Executive Director contracted bonus achievements was tabled until next meeting to allow Exec. Committee to review and make recommendations at next BOD meeting.

Executive Director's Report:

- Winter in the Wineries program summary was given by Carolyn Denero
 - Approximately 2,800 passports sold (400 less than previous year). Good weather in Tahoe and less emphasis by Sterling Winery impacted sales.
 - Billing reconciliation is in process. Program was fiscally successful again
- Update on Spring Music Festival (Mustard, Mud & Music) presented by Carolyn Denero
 - Planning is ahead of schedule and has great support from membership
- Announced that May car show would not be happening as a result of the promoter canceling
- Discussed ED participation in VNV strategic planning meetings

Next Meeting: March 19th @ Calistoga Hot Springs

Meeting adjourned at – 1:24 PM

Notes taken by Chris Canning

Action Items submitted by Chris Canning

*: Indicates late arrival impacting vote count variances

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