



Calistoga TID Board of Directors Agenda

October 8, 2018
Calistoga Welcome Center ~ Calistoga, CA
2:00 PM

The Calistoga Tourism Improvement District (TID) has been established by statute to oversee the expenditure of locally collected TID funds. Meetings are open to the public and announced in advance.

Board of Directors:

-Bob Beck- Cottage Grove Inn	-Michael Lennon- Calistoga Spa Hot Springs
-Chris Canning- Chamber of Commerce	-Jay Heidenreich- Solage Calistoga
-Michael Dunsford- City Council	-Michael Quast – Roman Spa
-Dylan Feik- City Manager	

Call meeting to order:

Public Comment:

Consent Items:

- Action Item Summary
 - Financials (P&L / Act. Vs. Budget / Balance Sheet)
- June 7, 2018
Fiscal YTD

Action Items:

- Accept resignation of Chris Canning as committee member and board secretary.
- Accept Troy Campbell, new Chamber Executive Director and appointee to Calistoga TID as Chamber representative as board secretary.
- Review projected 2018-19 funding requests
- Review current funding request applications
 - Calistoga Chamber Billboard Campaign extension \$ 20,500

Adjourn

•

Calistoga TID Committee

Action Items Summary

June 7, 2018 @ 10:00 AM ~ Calistoga Welcome Center to Calistoga Spa Hot Springs

Committee Attendees: Bob Beck, Chris Canning, Michael Dunsford, Dylan Feik, Mike Lennon, Joe Ogdie, Michael Quast
Absent: N/A

Guest(s): Jay Heidenreich (TID BOD nominee) Ben Mahoney (NVFF); Gary Heitz & Carlene Moore (NCFG); Tenae Stewart (Chamber)

Call to Order: M. Dunsford @ 10:05 AM

Public Comment: N/A

Consent Items:

- Action Summary April 26, 2017
 - Motioned: Beck Second: Feik Passed: 7-0-0
- Financials (P&L / Act. vs. Budget / Balance Sheet) Year to Date May 2018
 - Motioned: Feik Second: Ogdie Passed: 7-0-0

Action Items:

- Approved re-appointment of Dunsford and Feik to new 3 year terms.
 - Motioned: Beck Second: Ogdie Passed: 7-0-0
- Accepted resignation of Ogdie effective June 30, 2018 as a result of work relocation.
 - Motioned: Lennon Second: Feik Passed: 7-0-0
- Accepted nomination of Jay Heidenreich to fill vacant seat created by Ogdie.
 - Motioned: Beck Second: Lennon Passed: 7-0-0
- Nominated and elected officers for 1 year term in accordance with bylaws.
 - Chair- Michael Dunsford (incumbent)
 - Vice-Chair- Michael Lennon
 - Treasurer: Michael Quast (incumbent)
 - Secretary: Chris Canning (incumbent)
 - Motioned: Beck Second: Ogdie Passed: 7-0-0
- Reviewed and approved 2018-19 operating budget.
 - Motioned: Ogdie Second: Feik Passed: 7-0-0
- Reviewed YTD approved and projected 2018-19 funding requests.
- Reviewed and approved NVTA Calistoga Shuttle visitor service subsidy agreement.
 - Motioned: Quast Second: Ogdie Passed: 7-0-0
- Reviewed funding request applications:
 - Chamber- 2018 Holiday Village program Requested \$21,000
 - Approved request for \$21,000
 - Motioned: Quast Second: Feik Passed: 7-0-0
 - NCFG- 2018 July 4th Fireworks program support Requested \$10,000
 - Approved request for \$10,000
 - Motioned: Canning Second: Feik Passed: 7-0-0
 - NVFF- 2018 Calistoga Festival program Requested \$30,000
 - Conditioned on minimum of 10 screenings and early engagement with lodging properties for packages and programs
 - Approved request for \$30,000
 - Motioned: Feik Second: Lennon Passed: 6-1 (MQ) -0
 - NCFG- Golf Course enhancements Requested \$30,000
 - Approved request for \$10,000
 - Motioned: Quast Second: Canning Passed: 7-0-0

Meeting adjourned at – 11:51 AM

Action Items submitted by C. Canning

*: indicates late arrival or early departure impacting vote count

2:04 PM

10/02/18

Accrual Basis

Calistoga Tourism Improvement District
Profit & Loss Budget vs. Actual
 July through September 2018

	Jul - Sep 18	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
40000 · Income - TBID	79,019.64	73,000.00	6,019.64
Total Income	79,019.64	73,000.00	6,019.64
Expense			
62100 · Contract Services			
62110 · Accounting Fees	630.00	630.00	0.00
62150 · Outside Contract Services	750.00	750.00	0.00
Total 62100 · Contract Services	1,380.00	1,380.00	0.00
62500 · Disbursements			
62520 · Arts & Culture	30,000.00	4,000.00	26,000.00
62540 · Capital/Community Improvements	10,000.00	10,000.00	0.00
62560 · Destination Marketing	38,000.00	15,000.00	23,000.00
62570 · Destination Marketing - BB Rent	0.00	0.00	0.00
62580 · Visitor Shuttle Subsidy	22,417.17	23,250.00	-832.83
Total 62500 · Disbursements	100,417.17	52,250.00	48,167.17
65000 · Operations			
65005 · Advertising	1,016.33	5,250.00	-4,233.67
65017 · Lodging Reservation System	2,100.00	2,100.00	0.00
65040 · Supplies	0.00	0.00	0.00
Total 65000 · Operations	3,116.33	7,350.00	-4,233.67
65100 · Other Types of Expenses			
65140 · Reserve	0.00	0.00	0.00
Total 65100 · Other Types of Expenses	0.00	0.00	0.00
Total Expense	104,913.50	60,980.00	43,933.50
Net Ordinary Income	-25,893.86	12,020.00	-37,913.86
Other Income/Expense			
Other Income			
70000 · Income - Interest	32.13	60.00	-27.87
Total Other Income	32.13	60.00	-27.87
Net Other Income	32.13	60.00	-27.87
Net Income	-25,861.73	12,080.00	-37,941.73

2:05 PM

10/02/18

Accrual Basis

Calistoga Tourism Improvement District
Profit & Loss Detail
July through September 2018

Type	Date	Num	Adj	Name	Memo	Debit	Credit	Balance
Ordinary Income/Expense								
Income								
40000 · Income - TBID								
Sales Receipt	07/13/2018	27		City of Calistoga	TBID Income		25,740.09	25,740.09
Sales Receipt	08/16/2018	28		City of Calistoga	TBID Income		26,104.49	51,844.58
Sales Receipt	09/18/2018	29		City of Calistoga	TBID Income		27,175.06	79,019.64
Total 40000 · Income - TBID						0.00	79,019.64	79,019.64
Total Income						0.00	79,019.64	79,019.64
Expense								
62100 · Contract Services								
62110 · Accounting Fees								
Bill	07/31/2018	5155		Crowder, Douglas		210.00		210.00
Bill	08/31/2018	5164		Crowder, Douglas		210.00		420.00
Bill	09/30/2018	5172		Crowder, Douglas		210.00		630.00
Total 62110 · Accounting Fees						630.00	0.00	630.00
62150 · Outside Contract Services								
Bill	09/30/2018			Calistoga Chamber of C...	Administrative fe...	750.00		750.00
Total 62150 · Outside Contract Services						750.00	0.00	750.00
Total 62100 · Contract Services						1,380.00	0.00	1,380.00
62500 · Disbursements								
62520 · Arts & Culture								
Bill	09/01/2018	207		Napa Valley Film Festival		30,000.00		30,000.00
Total 62520 · Arts & Culture						30,000.00	0.00	30,000.00
62540 · Capital/Community Improvements								
Bill	07/02/2018	GC18		Napa County Fair Associ...	Mt. St. Helena g...	10,000.00		10,000.00
Total 62540 · Capital/Community Improvements						10,000.00	0.00	10,000.00
62560 · Destination Marketing								
Bill	07/01/2018	SSS18		Napa County Fair Associ...	Fireworks grant	10,000.00		10,000.00
Bill	07/02/2018	2018 H...		Calistoga Chamber of C...	2018 Calistoga ...	21,000.00		31,000.00
Bill	09/11/2018	1668		Calistoga Winegrowers	Calistoga Wine ...	7,000.00		38,000.00
Total 62560 · Destination Marketing						38,000.00	0.00	38,000.00
62580 · Visitor Shuttle Subsidy								
Bill	07/31/2018	Jul 2018		NVTA		2,533.00		2,533.00
Bill	07/31/2018	Jul 201...		NVTA		4,939.39		7,472.39
Bill	08/31/2018	Aug 2018		NVTA		2,533.00		10,005.39
Bill	08/31/2018	Aug 20...		NVTA		4,939.39		14,944.78
Bill	09/30/2018	Sep 2018		NVTA		2,533.00		17,477.78
Bill	09/30/2018	Sept 20...		NVTA		4,939.39		22,417.17
Total 62580 · Visitor Shuttle Subsidy						22,417.17	0.00	22,417.17
Total 62500 · Disbursements						100,417.17	0.00	100,417.17
65000 · Operations								
65005 · Advertising								
Bill	07/11/2018	682804...		Trip Advisor, LLC	6828062668	405.84		405.84
Bill	08/09/2018	682803...		Trip Advisor, LLC		410.27		816.11
Bill	09/18/2018	682803...		Trip Advisor, LLC	6828062668	200.22		1,016.33
Total 65005 · Advertising						1,016.33	0.00	1,016.33
65017 · Lodging Reservation System								
Bill	07/01/2018	9906		JackRabbit Systems, Inc.	MOBILE & CORE	700.00		700.00
Bill	08/01/2018	9954		JackRabbit Systems, Inc.	CORE & MOBILE	700.00		1,400.00
Bill	09/01/2018	9997		JackRabbit Systems, Inc.	CORE & MOBILE	700.00		2,100.00
Total 65017 · Lodging Reservation System						2,100.00	0.00	2,100.00
Total 65000 · Operations						3,116.33	0.00	3,116.33
Total Expense						104,913.50	0.00	104,913.50
Net Ordinary Income						104,913.50	79,019.64	-25,893.86
Other Income/Expense								
Other Income								
70000 · Income - Interest								
Deposit	07/31/2018				Interest		16.06	16.06
Deposit	08/31/2018				Interest		16.07	32.13
Total 70000 · Income - Interest						0.00	32.13	32.13
Total Other Income						0.00	32.13	32.13
Net Other Income						0.00	32.13	32.13
Net Income						104,913.50	79,051.77	-25,861.73

2:01 PM

10/02/18

Accrual Basis

Calistoga Tourism Improvement District
Balance Sheet
As of September 30, 2018

	<u>Sep 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
10002 · WestAmerica Bank Checking	33,496.24
10003 · Bank of the West Checking	126,127.85
Total Checking/Savings	<u>159,624.09</u>
Total Current Assets	<u>159,624.09</u>
TOTAL ASSETS	<u><u>159,624.09</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	22,417.17
Total Accounts Payable	<u>22,417.17</u>
Total Current Liabilities	<u>22,417.17</u>
Total Liabilities	<u>22,417.17</u>
Equity	
32000 · Unrestricted Net Assets	163,068.65
Net Income	-25,861.73
Total Equity	<u>137,206.92</u>
TOTAL LIABILITIES & EQUITY	<u><u>159,624.09</u></u>

Calistoga TBID Funding Commitments Analysis

2018-19

Oct. 2018

	Disbursement Categories					
	Arts & Culture	Capital/Comm. Improvements	Destination Marketing	Visitor Shuttle	Internet Advertising	Lodging Booking System
Projected Fiscal Yr. Alotment:	\$ 16,000	\$ 40,000	\$ 60,000	\$ 55,000	\$ 21,000	\$ 8,400
Committed Projects:						
Visitor Shuttle subsidy 2018-19				\$ (55,000)		
Jackrabbitt reservation system 2018-19						\$ (8,400)
Trip Advisor program 2018-19			\$ (21,120)			
NV Vine Trail 2018-19		\$ (8,000)				
Calistoga Uncorked Event 2018- CWG			\$ (5,000)			
Calistoga Wine Experience 2018- CWG			\$ (15,000)			
NV Film Festival Calistoga Drive-In Program	\$ (30,000)		\$ (10,000)			
NCFG- July 4th 2018 Fireworks support		\$ (10,000)				
NCFG Golf Course enhancement support			\$ (21,000)			
Calistoga Holiday Village 2018- Chamber			\$ (12,120)			
Remaining Available Funds:	\$ (14,000)	\$ 22,000	\$ (12,120)	\$ -	\$ 21,000	\$ -
						\$ 16,880

	Projected Proposals :					
	Arts & Culture	Capital/Comm. Improvements	Destination Marketing	Visitor Shuttle	Internet Advertising	Lodging Booking System
WineCountry.Com Program 2017-18	\$ (25,000)		\$ 20,500		\$ (19,000)	
ACNV- Sarafornia - Arts in April						
Billboard 20118-19						
Total:	\$ (25,000)	\$ -	\$ 20,500	\$ -	\$ (19,000)	\$ -
						\$ (23,500)

Current Reserve: TBD

10/2/2018

APPLICATION

Check one of the following applicable to this application.

FY 2018/2019 - July 1, 2018 through June 30, 2019

FY 2019/2020 - July 1, 2019 through June 30, 2020

SECTION A - GENERAL APPLICANT INFORMATION

- 1) Name of organization: Calistoga Chamber of Commerce
- 2) Executive Director/ President of Organization: Chris Canning
- 3) Point of Contact regarding *this* Application: Charlene Peters
- 4) Preferred Mailing / Delivery Address: 1133 Washington Street Calistoga
- 5) Telephone: 707-942-6333
- 6) Email: charlene@calistogachamber.com
- 7) URL: visitcalistoga.com
- 8) Date organization was established: 1946
- 9) What is your organizational structure, non-profit, LLC, etc.? Non-profit trade organization
- 10) Organization's fiscal year? From: July 1st To: June 30th
- 11) Number of full-time staff: 4 Part-time staff: 2 Volunteers: 10
- 12) Organization objectives and activities: Destination Marketing for Calistoga

SECTION B - SUMMARY OF ORGANIZATION CURRENT BUDGET

Please attach these items to the application. The Calistoga TID will insure utmost confidentiality in protecting any financial documents submitted as part of this process.

- 1) Provide the current years' budget for the Organization.
- 2) Provide last year's annual audit, financial statement or 990 form (if applicable).

SECTION C - PROJECT BUSINESS PLAN & SUMMARY OF REQUESTED FUNDING

- 1) Provide a detailed Business Plan for the requested project. Include a description of the project, purpose, location, duration, etc.

Continuation of billboard campaign at gateway to Calistoga on HWY 29

- 2) Goal of the project – what will it achieve in advancing Calistoga’s hospitality and tourism sector?

Welcome guests, announce arrival to town and drive traffic to visitcalistoga.com website for information.

- 3) What is the methodology used for determining how this project / event / product will result in increased lodging room-night bookings?

Encourages "pass through" guests to seek and book lodging within a few simple clicks. Also informs guests of what to do in Calistoga and enhances their visit.

- 4) Describe the scope and status of outreach that has already occurred and is in place to engage Calistoga’s lodging establishments and make them part of this effort. Are travel / accommodations packages part of this business plan?

Billboard campaign

- 5) Is this expected to be an on-going or one-time project? Will it build upon existing or previous activities or programs?

This program is concluding its third year and would continue three more years if approved.

- 6) Who is the target audience and what is the expected number of participants / spectators? Provide the expected number of attendees (local and out-of-town guests by %) and potential room night bookings?

Target audience is anyone traveling up HWY 29.

- 7) Who will be responsible for creating and managing the project? What is their past experience with this type of project and the scope of work they will implement?

The Chamber's destination marketing team will continue to manage the project/program.

- 8) Identify the name and role of any project partners or sponsors and what % of this total project cost they will be covering.

TID has funded 100% of this project for the past six years. This is being requested to continue.

- 9) Schedule for implementing project, which will vary depending on a product or event.

Campaign runs throughout the year.

- 10) How will you measure the impact/results of this project to determine its success in meeting the goals and criteria as outlined at the front of this application?

Billboard campaigns are difficult to measure.

SECTION D - FUNDING REQUEST

- 1) The amount you are requesting from the local Calistoga Tourism Improvement District:

\$ \$20,500 (includes creative and replacement costs for this fiscal)

- 2) What percentage of this project will be funded by this funding request? 100%

- 3) What percentage of your organization's budget will go towards this project? 0%

- 4) Is your organization requesting funding from the county-wide Napa Valley Tourism Improvement District / Destination Council? If so, what is the amount and how is it proportional to the amount requested of the local Calistoga TID committee?

No

- 5) Provide a list of the amount of funding requested from any other sources, and your sponsors and partners, including any in-kind services. Have these other funds been officially committed, or are they pending?

None

- 6) Timing of funding needed – lump sum or other payment distribution being requested (final payment will not be disbursed until the project has been completed; final payment is equivalent to 10% of the total amount of funds approved for disbursement).

65% needed in Dec. for annual lease payment. Balance needed in spring for creative replacement.

SECTION F - APPLICATION SUBMITTAL INSTRUCTIONS

When filling out the application form please use a 10-point or larger font size, be concise in your responses, and limit your response to no more than 20 total pages including attachments. The annual audit, financial statement or form 990 is not included in this amount.

The funding application must be submitted no less than 7 (seven) days prior to the scheduled TID meeting at which you would like your request considered.

Calistoga Tourism Improvement Committee
C/O Calistoga Welcome Center
Mailing Address 1133 Washington Street, Calistoga, CA 94515

Please contact Chris Canning at (707) 942-6333 or email chris@calistogachamber.com if you have questions or would like additional information.

