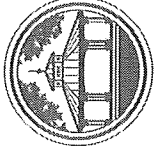


HEALDSBURG
CHAMBER OF COMMERCE
& VISITORS BUREAU

**Healdsburg Chamber of Commerce
Board of Directors Meeting
February 9, 2017
8:00 a.m. Chamber Office
217 Healdsburg Ave. Healdsburg, CA 95448**

Welcome:	Rand Dericco	8:00
Introductions:		
Reports:		
City	Councilmember Joe Naujokas	8:15
School District	School Superintendent VandenHeuvel	
Approval January Minutes		
Approval January Financials		8:25
Old Business:		
Bike Tour update	Carla Howell	
Roundabout update		
Annual Retreat		
Chair Elect		
New Business:		
Committee Assignments	Carla Howell	
Membership Report:	Aleena Decker	8:50
Good of the Order:		
Announcements:		
Adjournment		
Next meeting:	February 9, 2017	



**Healdsburg Chamber of Commerce
Minutes
Board of Directors Meeting
January 12, 2016**

Directors Present: Allison, Cyphers, Decker, Dericco, Farrell, Harrington, Maraviglia, Markson, Mitchell, Pender, Sacks, Seppi, Skurtun, Tesconi

Directors Absent: Baker, Fraser, Norgrove

Staff: Carla Howell, Charlene Staton, Aleena Decker

Chair Rand Dericco opened the meeting at 8:00 am and asked everyone to introduce themselves

Motion to approve minutes of the previous meeting: M/Markson,2nd/Decker

Motion to approve December 2016 financials: M/Harrington /2nd Seppi

No School report

No City report

Old Business:

Bike Tour: Carla and staff have met with the Rotary regarding duties for the bike tour on April 29. The Chamber will start promoting the tour on facebook and on the Eventbrite site, handle the bookkeeping and permitting process. Rotary will find sponsorship, volunteers and handle the food and after event. Contracts have been signed.

Roundabout: \$7500 in economic development funds have been spent to pay the designer for the banners and signage that is being used on Healdsburg Ave. in the area of the roundabout construction. The banners were paid for out of the construction funds. Further wayfinding signage will be developed on a more permanent basis. Funding for this has not been identified. Work on the roundabout continues slowly. The next major work will include the addition of temporary 24 hour pumping stations on Healdsburg Ave. to function while the sewer main is replaced.

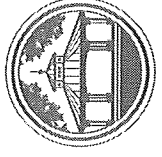
Dinearound: Carla reported that the annual Dine Around was a success with approximately \$11,000 in profit. We will be making donations to the North County Consortium and to the Healdsburg Food Pantry.

Holiday Shopping: Most shops reported a successful holiday shopping season.

June Election: City Council agreed to appoint Gary Plass to fill the fifth seat and to hold a special election in June to fill the remaining city council term.

New Business:

Committees: Carla asked for volunteers for the three standing committees for the Chamber; Committees are, the Government Review Committee (GRC) the Budget/Finance Committee, and the Special Events Committee. Committees meet when needed



HEALDSBURG
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Chair Elect: Chairman Dericco reminded everyone that he is looking for a chair-elect, and asked everyone to think about the position. The Chair elect is also responsible for the Board Christmas Party.

Board Retreat: Carla said that the annual board retreat would be in February. She will send an email to work on a date and also look for a location.

Membership Report: Aleena Decker made the membership report.

Good of the Order: Chair Decker was thanked for his contributions to our successful year. Shelly Anderson was thanked for her years of service on the board.

Reminder: the Christmas Party will be at the Dericco's house on January 28, 5-8 pm. Please bring an appetizer or beverage

Meeting adjourned: 9:15am

Next meeting: February 9, 2017

Healdsburg Chamber of Commerce & Visitors Bureau
Income & Expense Budget vs. Actual

January 2017

	Jan 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4010 · Membership Dues	15,125.00			
4020 · Interest Earned	12.85			
4021 · Retail Store Items	24.00			
4133 · Newsltr/Com Hapnings Inserts	250.00			
4186 · Business Bldr Workshop Income	-105.00			
4230 · Dine Around Income	11,361.07			
4295 · Freeway Banner Permits	3,125.00			
4382 · Economic Dev - Measure V	15,000.00			
4383 · Chamber Admin - Measure V	7,500.00			
4388 · Visitors' Bureau - Measure V	2,500.00			
4600 · Visitors Bureau Grant	2,500.00			
Total Income	57,292.92			
Gross Profit	57,292.92			
Expense				
5100 · Staff Expenses	20,625.13			
6000 · Economic Development	56.24			
6050 · Utilities	370.07			
6060 · Contract Services	80.00			
6080 · Board & Meeting Expenses	354.14			
6150 · Income Taxes/Registrations	25.00			
6190 · Ambassadors Expenses	123.95			
6225 · Social Media/Communications	49.22			
6230 · Marketing/Public Relations	245.00			
6310 · Bank Service Charges	234.07			
6410 · Office Supplies	124.63			
6460 · Bike Tour Expense	542.00			
6500 · Web Site Maint/Development	38.85			
6505 · ChamberMaster Monthly Fees	271.00			
6600 · Visitors' Bureau Operations	789.95			
Total Expense	23,929.25			
Net Ordinary Income	33,363.67			
Net Income	33,363.67			

**Healdsburg Chamber of Commerce & Visitors Bureau
Prior Year Comparison - Year to Date Income & Expense
January 2017**

	Jan 17	Jan 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · Membership Dues	15,125.00	23,600.00	-8,475.00	-35.9%
4015 · Premier Memberships	0.00	6,000.00	-6,000.00	-100.0%
4020 · Interest Earned	12.85	9.55	3.30	34.6%
4021 · Retail Store Items	24.00	24.00	0.00	0.0%
4123 · Website Directory Upgrades	0.00	200.00	-200.00	-100.0%
4133 · Newsltr/Com Hapnings Inserts	250.00	300.00	-50.00	-16.7%
4135 · Mailing Labels/Lists/Disks	0.00	85.00	-85.00	-100.0%
4138 · Digital Display Adv Income	0.00	600.00	-600.00	-100.0%
4186 · Business Bldr Workshop Income	-105.00	0.00	-105.00	-100.0%
4230 · Dine Around Income	11,361.07	4,893.00	6,468.07	132.2%
4260 · HYPE Income	0.00	50.00	-50.00	-100.0%
4295 · Freeway Banner Permits	3,125.00	0.00	3,125.00	100.0%
4382 · Economic Dev - Measure V	15,000.00	0.00	15,000.00	100.0%
4383 · Chamber Admin - Measure V	7,500.00	0.00	7,500.00	100.0%
4388 · Visitors' Bureau - Measure V	2,500.00	0.00	2,500.00	100.0%
4600 · Visitors Bureau Grant	2,500.00	0.00	2,500.00	100.0%
Total Income	57,292.92	35,761.55	21,531.37	60.2%
Gross Profit	57,292.92	35,761.55	21,531.37	60.2%
Expense				
5100 · Staff Expenses	20,625.13	7,940.56	12,684.57	159.7%
5500 · Food & Travel	0.00	51.84	-51.84	-100.0%
6000 · Economic Development	56.24	5,414.84	-5,358.60	-99.0%
6050 · Utilities	370.07	1,045.84	-675.77	-64.6%
6060 · Contract Services	80.00	325.61	-245.61	-75.4%
6080 · Board & Meeting Expenses	354.14	255.93	98.21	38.4%
6150 · Income Taxes/Registrations	25.00	0.00	25.00	100.0%
6160 · Publications	0.00	80.00	-80.00	-100.0%
6190 · Ambassadors Expenses	123.95	132.99	-9.04	-6.8%
6225 · Social Media/Communications	49.22	0.00	49.22	100.0%
6230 · Marketing/Public Relations	245.00	1,886.15	-1,641.15	-87.0%
6231 · Membership Development Expen...	0.00	39.14	-39.14	-100.0%
6240 · Staff Development & Training	0.00	28.81	-28.81	-100.0%
6310 · Bank Service Charges	234.07	222.88	11.19	5.0%
6410 · Office Supplies	124.63	146.08	-21.45	-14.7%
6440 · Equipment Maintenance	0.00	135.00	-135.00	-100.0%
6450 · Equipment Rental	0.00	485.83	-485.83	-100.0%
6460 · Bike Tour Expense	542.00	0.00	542.00	100.0%
6500 · Web Site Maint/Development	38.85	622.29	-583.44	-93.8%
6505 · ChamberMaster Monthly Fees	271.00	258.00	13.00	5.0%
6600 · Visitors' Bureau Operations	789.95	4,452.13	-3,662.18	-82.3%
Total Expense	23,929.25	23,523.92	405.33	1.7%
Net Ordinary Income	33,363.67	12,237.63	21,126.04	172.6%
Net Income	33,363.67	12,237.63	21,126.04	172.6%

Healdsburg Chamber of Commerce & Visitors Bureau
Balance Sheet - Comparison with Prior Month
As of January 31, 2017

	Jan 31, 17	Dec 31, 16	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
1100 · Exchange Bank	458,139.15	463,747.02	-5,607.87
1130 · New Workspace Ckng Summit #72...	32,319.16	32,317.80	1.36
Total Checking/Savings	490,458.31	496,064.82	-5,606.51
Accounts Receivable			
11000 · Accounts Receivable	-1,118.00	-1,118.00	0.00
Total Accounts Receivable	-1,118.00	-1,118.00	0.00
Other Current Assets			
1250 · Due from Committee Accounts	-0.11	-0.11	0.00
1350 · Due from DBD	666.36	666.36	0.00
1380 · Due From HTID	15,178.69	14,795.51	383.18
1400 · Due From Promo	17.00	17.00	0.00
104 · Petty Cash	100.00	100.00	0.00
1499 · Undeposited Funds	10,205.00	0.00	10,205.00
Total Other Current Assets	26,166.94	15,578.76	10,588.18
Total Current Assets	515,507.25	510,525.58	4,981.67
Fixed Assets			
151 · Equipment	22,759.97	22,759.97	0.00
155 · Leasehold Improvements	144,617.19	144,617.19	0.00
152 · Accumulated Depreciation	-52,719.00	-52,719.00	0.00
1512 · Furniture & Fixtures	22,040.00	22,040.00	0.00
Total Fixed Assets	136,698.16	136,698.16	0.00
TOTAL ASSETS	652,205.41	647,223.74	4,981.67
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Other Current Liabilities			
2075 · Unexpended Committee Funds	-0.36	-0.36	0.00
2100 · Payroll Liabilities	0.28	0.28	0.00
2110 · Direct Deposit Liabilities	0.39	0.39	0.00
2200 · Sales Tax Payable	-2.06	44.94	-47.00
2300 · Simple IRA	0.30	0.30	0.00
2450 · Due to Dine Around	0.00	28,335.00	-28,335.00
Total Other Current Liabilities	-1.45	28,380.55	-28,382.00
Total Current Liabilities	-1.45	28,380.55	-28,382.00
Total Liabilities	-1.45	28,380.55	-28,382.00
Equity			
3100 · Fund Balance	618,843.19	496,468.82	122,374.37
Net Income	33,363.67	122,374.37	-89,010.70
Total Equity	652,206.86	618,843.19	33,363.67
TOTAL LIABILITIES & EQUITY	652,205.41	647,223.74	4,981.67



Members Listing By Join Date

1 Members joined from 1/1/2017 to 1/31/2017

Zialena Winery

Membership Status: Active

Mailing Address:

21112 River Rd
Geyserville, CA 95441

Primary Phone: (707) 955-5992

Toll-Free Phone:

Fax:

Website: <http://www.zialena.com>

Email: lisa.mazzoni@zialena.com

Full-time Employees: 6

Join Date: 1/27/2017

Categories (* Indicates Primary): WINERIES & TASTING ROOMS*

Fees List: Membership Investment

: \$425 Annually

Total Fees: \$425

Web Participation: Basic

Physical Address:

21112 River Rd
Geyserville, CA 95441

Primary Rep: Lisa Mazzoni

Billing Address:

21112 River Rd
Geyserville, CA 95441

Part-time Employees: 2

Sales Rep:

Total Members in Report

1

Total Fees of Members in Report

\$425



Members Listing By Drop Date

4 Members dropped from 1/1/2017 to 1/31/2017

John Del Monte, DPM

Membership Status: Dropped/Inactive

Join Date: 10/15/1979

Drop Reason:

Drop Date: 1/3/2017

Drop Detail: Retiring

Web Participation: Basic

Mailing Address:

Physical Address:

441 A March Avenue
Healdsburg, CA 95448

441 A March Avenue
Healdsburg, CA 95448

Primary Phone: (707) 433-4821

Primary Rep: John Del Monte

Toll-Free Phone:

Billing Address:

Fax: (707) 433-0523

441 A March Avenue

Website: <http://www.drjdelmonte.com>

Healdsburg, CA 95448

Email: delmonte@sonic.net

Full-time Employees: 1

Sales Rep:

Part-time Employees: 1

Categories (* Indicates Primary): HEALTH CARE SERVICES*, PODIATRY

Fees List: Membership Investment

: \$325 Annually, 1 Additional Category: \$35 Annually

Total Fees: \$360

Star Staffing

Membership Status: Dropped/Inactive

Join Date: 2/22/2001

Drop Reason: Non-Payment

Drop Date: 1/25/2017

Drop Detail:

Web Participation: Basic

Mailing Address:

Physical Address:

3820 Cypress Drive

5550 Skylane Blvd
Suite N

Petaluma, CA 94954

Santa Rosa, CA 95403

Primary Phone: (707) 575-5005

Primary Rep: Lisa Rogelstad

Toll-Free Phone: (707) 462-1113 Ukiah

Billing Address:

Fax: (707) 575-5004

3820 Cypress Drive

Website: <http://www.starhr.com>

Unit 2

Email: lisa@starhr.com

Petaluma, CA 94654

Full-time Employees: 14

Sales Rep:

Part-time Employees: 2500

Categories (* Indicates Primary): STAFFING/TEMPORARY HELP*, EMPLOYMENT SERVICES

Fees List: Membership Investment

: \$315 Annually, 1 Additional Category: \$35 Annually

Total Fees: \$350

Bean Affair**Membership Status:** Dropped/Inactive**Join Date:** 10/21/2011**Drop Reason:****Drop Detail:** Business sold.**Web Participation:** Basic**Mailing Address:**1270 Healdsburg Ave., Ste. 101
Healdsburg, CA 95448**Physical Address:**
1270 Healdsburg Ave., Ste. 101
Healdsburg, CA 95448**Primary Phone:** (707) 395-0177**Primary Rep:** Michelle Fair**Toll-Free Phone:****Billing Address:****Fax:**1270 Healdsburg Ave., Ste. 101
Healdsburg, CA 95448**Website:** <http://beanaffair.d4tocchini.com/>**Email:** beanaffair@comcast.net**Full-time Employees:** 1**Sales Rep:****Part-time Employees:** 9**Categories** (* Indicates Primary): COFFEE AND CAFES***Fees List:** Membership Investment : \$0 Annually**Total Fees:** \$0**Allan Beer | Healdsburg Sotheby's International Realty****Membership Status:** Dropped/Inactive**Join Date:** 1/4/2015**Drop Reason:** Non-Payment**Drop Date:** 1/11/2017**Drop Detail:****Web Participation:** Basic**Mailing Address:**409 Healdsburg Ave
Healdsburg, CA 95448**Physical Address:**409 Healdsburg Ave
Healdsburg, CA 95448**Primary Phone:** (707) 433-4800**Primary Rep:** Allan Beer**Toll-Free Phone:****Billing Address:****Fax:**409 Healdsburg Ave
Healdsburg, CA 95448**Website:** <http://allanbeerrealtor.com>**Email:** allanbeer44@gmail.com**Full-time Employees:** 1**Sales Rep:****Part-time Employees:** 0**Categories** (* Indicates Primary): REAL ESTATE BROKER***Fees List:** Membership Investment : \$195 Annually**Total Fees:** \$195**Total Members in Report****Total Fees of Members in Report**

4

\$905