



**HEALDSBURG**  
CHAMBER OF COMMERCE  
& VISITORS BUREAU

**Healdsburg Chamber of Commerce  
Board of Directors Meeting  
January 12, 2017  
8:00 a.m. Chamber Office  
217 Healdsburg Ave. Healdsburg, CA 95448**

<b>Welcome:</b>	Rand Dericco	8:00
<b>Introductions:</b>		
<b>Reports:</b>		
<b>City</b>	Councilmember Gary Plass	8:15
<b>School District</b>	School Superintendent VandenHeuvel	
<b>Approval December Minutes</b>		8:25
<b>Approval December Financials</b>		
<b>Old Business:</b>		
<b>Bike Tour update</b>	Carla Howell	
<b>Roundabout update</b>		
<b>Dine Around</b>		
<b>Downtown Holidays</b>		
<b>Election June</b>	Mark Decker	
<b>New Business:</b>		
<b>Budget/Finance Committee</b>		
<b>Committee Assignments</b>	Carla Howell	
<b>Membership Report:</b>	Aleena Decker	8:50
<b>Good of the Order:</b>		
<b>Announcements:</b>		
<b>Adjournment</b>		
<b>Next meeting:</b>	February 9, 2017	



**Healdsburg Chamber of Commerce  
Minutes  
Board of Directors Meeting  
December 8, 2016**

**Directors Present:** Anderson, Baker, Cyphers, Decker, Dericco, Farrell, Fraser, Markson, Norgrove, Skurton, Harrington, Pender

**Directors Absent:** Allison, Sacks, Seppi

**Staff:** Carla Howell, Charlene Staton, Aleena Decker

Chair Mark Decker opened the meeting at 8:00 am

Motion to approve minutes of the previous meeting: Baker/2<sup>nd</sup> Markson

Motion to approve October financials: Norgrove, /2<sup>nd</sup> Dericco

Chris Vandeneuvel reported for the School District. Since the school bond passed work could continue on finishing the brick and mortar issue at the schools. This should complete the final remodeling this year.

**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.

**Holiday Party:** Carla reported that the annual Downtown Holiday Party was successful with many merchants commenting that their sales were ahead of last year.

**New Business:**

**Board Openings/election:** Three new board members will join the board in January. Evelyn Mitchell, Dan Maraviglia, and Sam Tesconi

**Board Christmas Party:** will be held at Rand Dericco's house on January 25<sup>th</sup> from 5-8 pm. More information to follow.

**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.



**HEALDSBURG**  
CHAMBER OF COMMERCE  
& VISITORS BUREAU

**Meeting adjourned:** 9:15am

**Next meeting:** January 12, 2017

1:21 PM  
01/10/17  
Cash Basis

**Healdsburg Chamber of Commerce & Visitors Bureau**  
**Year to Date - Budget to Actual Comparison**  
January through December 2016

	Jan - Dec 16	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · Membership Dues	159,045.55	156,150.00	2,895.55	101.9%
4015 · Premier Memberships	20,750.00	20,750.00	0.00	100.0%
4020 · Interest Earned	130.46	90.00	40.46	145.0%
4050 · Promotion Revenue	0.00			
4021 · Retail Store Items	685.49	600.00	85.49	114.2%
4120 · Mbrship Directory/Map Royalties	10,301.35	6,210.00	4,091.35	165.9%
4123 · Website Directory Upgrades	200.00	600.00	-400.00	33.3%
4133 · Newsltr/Com Hapnings Inserts	400.00	500.00	-100.00	80.0%
Newsletter Inserts	150.00			
4135 · Mailing Labels/Lists/Disks	321.84	400.00	-78.16	80.5%
4136 · Website Advertising Income	600.00	400.00	200.00	150.0%
4138 · Digital Display Adv Income	3,000.00	1,200.00	1,800.00	250.0%
4140 · Bike Tour	30,992.24	31,000.00	-7.76	100.0%
4180 · BusiShowcase/Resource Fair	11,570.78	6,000.00	5,570.78	192.8%
4186 · Business Bldr Workshop Income	150.00			
4230 · Dine Around Income	4,893.00	6,000.00	-1,107.00	81.6%
4260 · HYPE Income	599.00	350.00	249.00	171.1%
4295 · Freeway Banner Permits	3,075.00	3,325.00	-250.00	92.5%
4366 · Certificates of Origin	183.90	300.00	-116.10	61.3%
4375 · DBD Administration Fees	5,000.00	5,000.00	0.00	100.0%
4376 · HTID Administration	58,984.52	49,550.00	9,434.52	119.0%
4382 · Economic Dev - Measure V	60,000.00	60,000.00	0.00	100.0%
4383 · Chamber Admin - Measure V	30,000.00	30,000.00	0.00	100.0%
4388 · Visitors' Bureau - Measure V	10,000.00	10,000.00	0.00	100.0%
4600 · Visitors Bureau Grant	10,000.00	12,500.00	-2,500.00	80.0%
4800 · Director's Tour Income	1,125.00	1,125.00	0.00	100.0%
<b>Total Income</b>	<b>422,158.13</b>	<b>402,050.00</b>	<b>20,108.13</b>	<b>105.0%</b>
<b>Gross Profit</b>	<b>422,158.13</b>	<b>402,050.00</b>	<b>20,108.13</b>	<b>105.0%</b>
<b>Expense</b>				
5100 · Staff Expenses	89,206.23	114,000.00	-24,793.77	78.3%
5500 · Food & Travel	589.04	750.00	-160.96	78.5%
6000 · Economic Development	66,184.34	90,150.00	-23,965.66	73.4%
6021 · Retail Store Expense	375.00	625.00	-250.00	60.0%
6050 · Utilities	7,044.23	9,655.00	-2,610.77	73.0%
6060 · Contract Services	7,339.57	10,600.00	-3,260.43	69.2%
6070 · Liability Insurance	3,923.00	3,850.00	73.00	101.9%
6080 · Board & Meeting Expenses	1,778.90	2,500.00	-721.10	71.2%
6120 · Postage and Delivery	1,261.04	1,200.00	61.04	105.1%
6130 · Dues	530.00	500.00	30.00	106.0%
6145 · Property Tax	4,167.10	4,200.00	-32.90	99.2%
6150 · Income Taxes/Registrations	30.00	50.00	-20.00	60.0%
6160 · Publications	381.50	450.00	-68.50	84.8%
6180 · Bus Showcase/Resource Fair Exp	1,994.27	5,000.00	-3,005.73	39.9%
6190 · Ambassadors Expenses	165.62	200.00	-34.38	82.8%
6225 · Social Media/Communications	75.00	100.00	-25.00	75.0%
6230 · Marketing/Public Relations	12,618.25	16,500.00	-3,881.75	76.5%
6231 · Membership Development Expe...	994.38	3,500.00	-2,505.62	28.4%
6240 · Staff Development & Training	204.97	3,500.00	-3,295.03	5.9%
6260 · HYPE Expenses	26.25	100.00	-73.75	26.3%

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 01/10/17  
 Cash Basis

**Healdsburg Chamber of Commerce & Visitors Bureau**  
**Year to Date - Budget to Actual Comparison**  
 January through December 2016

	<u>Jan - Dec 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
6280 · Storage Rental	960.00	960.00	0.00	100.0%
6295 · Freeway Banner Expenses	5,575.39	5,700.00	-124.61	97.8%
6310 · Bank Service Charges	2,907.46	1,950.00	957.46	149.1%
6410 · Office Supplies	5,711.31	6,000.00	-288.69	95.2%
6440 · Equipment Maintenance	4,835.38	5,200.00	-364.62	93.0%
6450 · Equipment Rental	6,357.70	6,500.00	-142.30	97.8%
6460 · Bike Tour Expense	15,819.49	16,000.00	-180.51	98.9%
6500 · Web Site Maint/Development	7,340.67	6,950.00	390.67	105.6%
6505 · ChamberMaster Monthly Fees	2,580.00	3,100.00	-520.00	83.2%
6550 · Building Maintenance	125.66	24,500.00	-24,374.34	0.5%
6600 · Visitors' Bureau Operations	47,827.20	56,900.00	-9,072.80	84.1%
6800 · Director's Tours Expense	854.81	860.00	-5.19	99.4%
<b>Total Expense</b>	<u>299,783.76</u>	<u>402,050.00</u>	<u>-102,266.24</u>	<u>74.6%</u>
<b>Net Ordinary Income</b>	<u>122,374.37</u>	<u>0.00</u>	<u>122,374.37</u>	<u>100.0%</u>
<b>Net Income</b>	<u><u>122,374.37</u></u>	<u><u>0.00</u></u>	<u><u>122,374.37</u></u>	<u><u>100.0%</u></u>

1:25 PM

01/10/17

Cash Basis

**Healdsburg Chamber of Commerce & Visitors Bureau**  
**Income & Expense - Last Month's Budget vs. Actual**  
 December 2016

	Dec 16	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · Membership Dues	12,940.55	10,963.40	1,977.15	118.0%
4020 · Interest Earned	13.07	8.00	5.07	163.4%
4021 · Retail Store Items	93.79	17.00	76.79	551.7%
4135 · Mailing Labels/Lists/Disks	0.00	315.00	-315.00	0.0%
4138 · Digital Display Adv Income	600.00			
4186 · Business Bldr Workshop Income	45.00			
4230 · Dine Around Income	0.00	1,107.00	-1,107.00	0.0%
4260 · HYPE Income	25.00			
4295 · Freeway Banner Permits	-125.00	100.00	-225.00	-125.0%
4376 · HTID Administration	17,897.00	4,000.00	13,897.00	447.4%
4600 · Visitors Bureau Grant	0.00	2,500.00	-2,500.00	0.0%
<b>Total Income</b>	<b>31,489.41</b>	<b>19,010.40</b>	<b>12,479.01</b>	<b>165.6%</b>
<b>Gross Profit</b>	<b>31,489.41</b>	<b>19,010.40</b>	<b>12,479.01</b>	<b>165.6%</b>
<b>Expense</b>				
5100 · Staff Expenses	7,416.28	6,365.00	1,051.28	116.5%
5500 · Food & Travel	0.00	125.00	-125.00	0.0%
6000 · Economic Development	8,017.98	10,863.28	-2,845.30	73.8%
6021 · Retail Store Expense	0.00	-275.00	275.00	0.0%
6050 · Utilities	265.00	803.59	-538.59	33.0%
6060 · Contract Services	453.00	879.41	-426.41	51.5%
6080 · Board & Meeting Expenses	0.00	257.00	-257.00	0.0%
6120 · Postage and Delivery	448.03	84.36	363.67	531.1%
6150 · Income Taxes/Registrations	10.00	25.00	-15.00	40.0%
6160 · Publications	0.00	30.00	-30.00	0.0%
6190 · Ambassadors Expenses	0.00	33.50	-33.50	0.0%
6230 · Marketing/Public Relations	0.00	3,851.00	-3,851.00	0.0%
6231 · Membership Development Expe...	0.00	346.00	-346.00	0.0%
6240 · Staff Development & Training	0.00	883.84	-883.84	0.0%
6280 · Storage Rental	0.00	80.00	-80.00	0.0%
6295 · Freeway Banner Expenses	50.00	150.00	-100.00	33.3%
6310 · Bank Service Charges	972.08	47.72	924.36	2,037.0%
6410 · Office Supplies	361.35	511.18	-149.83	70.7%
6440 · Equipment Maintenance	295.83	422.40	-126.57	70.0%
6450 · Equipment Rental	511.25	545.20	-33.95	93.8%
6500 · Web Site Maint/Development	601.28	354.02	247.26	169.8%
6505 · ChamberMaster Monthly Fees	129.00	262.00	-133.00	49.2%
6550 · Building Maintenance	0.00	7,333.34	-7,333.34	0.0%
6600 · Visitors' Bureau Operations	3,015.56	4,606.40	-1,590.84	65.5%
<b>Total Expense</b>	<b>22,546.64</b>	<b>38,584.24</b>	<b>-16,037.60</b>	<b>58.4%</b>
<b>Net Ordinary Income</b>	<b>8,942.77</b>	<b>-19,573.84</b>	<b>28,516.61</b>	<b>-45.7%</b>
<b>Net Income</b>	<b>8,942.77</b>	<b>-19,573.84</b>	<b>28,516.61</b>	<b>-45.7%</b>

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Cash Basis

**Healdsburg Chamber of Commerce & Visitors Bureau**  
**Prior Year Comparison - Year to Date Income & Expense**  
December 2016

	<u>Dec 16</u>	<u>Dec 15</u>	<u>\$ Change</u>	<u>% Change</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 · Membership Dues	12,940.55	9,335.00	3,605.55	38.6%
4020 · Interest Earned	13.07	9.11	3.96	43.5%
4050 · Promotion Revenue	0.00	0.00	0.00	0.0%
4021 · Retail Store Items	93.79	234.21	-140.42	-60.0%
Newsletter Inserts	0.00	250.00	-250.00	-100.0%
4135 · Mailing Labels/Lists/Disks	0.00	-11.67	11.67	100.0%
4138 · Digital Display Adv Income	600.00	0.00	600.00	100.0%
4180 · BusiShowcase/Resource Fair	0.00	200.00	-200.00	-100.0%
4186 · Business Bldr Workshop Income	45.00	0.00	45.00	100.0%
4260 · HYPE Income	25.00	0.00	25.00	100.0%
4295 · Freeway Banner Permits	-125.00	0.00	-125.00	-100.0%
4366 · Certificates of Origin	0.00	-8.05	8.05	100.0%
4375 · DBD Administration Fees	0.00	5,000.00	-5,000.00	-100.0%
4376 · HTID Administration	17,897.00	5,403.66	12,493.34	231.2%
4382 · Economic Dev - Measure V	0.00	15,000.00	-15,000.00	-100.0%
4383 · Chamber Admin - Measure V	0.00	7,500.00	-7,500.00	-100.0%
4388 · Visitors' Bureau - Measure V	0.00	2,500.00	-2,500.00	-100.0%
4700 · Ombudsman Services /City	0.00	3,500.00	-3,500.00	-100.0%
4800 · Director's Tour Income	0.00	212.50	-212.50	-100.0%
<b>Total Income</b>	<u>31,489.41</u>	<u>49,124.76</u>	<u>-17,635.35</u>	<u>-35.9%</u>
<b>Gross Profit</b>	31,489.41	49,124.76	-17,635.35	-35.9%
<b>Expense</b>				
5100 · Staff Expenses	7,416.28	12,596.20	-5,179.92	-41.1%
5500 · Food & Travel	0.00	44.28	-44.28	-100.0%
6000 · Economic Development	8,017.98	5,212.06	2,805.92	53.8%
6050 · Utilities	265.00	356.41	-91.41	-25.7%
6060 · Contract Services	453.00	588.45	-135.45	-23.0%
6070 · Liability Insurance	0.00	-50.00	50.00	100.0%
6080 · Board & Meeting Expenses	0.00	57.48	-57.48	-100.0%
6120 · Postage and Delivery	448.03	200.00	248.03	124.0%
6150 · Income Taxes/Registrations	10.00	0.00	10.00	100.0%
6230 · Marketing/Public Relations	0.00	111.00	-111.00	-100.0%
6280 · Storage Rental	0.00	80.00	-80.00	-100.0%
6295 · Freeway Banner Expenses	50.00	100.00	-50.00	-50.0%
6310 · Bank Service Charges	972.08	463.99	508.09	109.5%
6410 · Office Supplies	361.35	54.52	306.83	562.8%
6440 · Equipment Maintenance	295.83	968.75	-672.92	-69.5%
6450 · Equipment Rental	511.25	580.87	-69.62	-12.0%
6460 · Bike Tour Expense	0.00	265.40	-265.40	-100.0%
6500 · Web Site Maint/Development	601.28	662.43	-61.15	-9.2%
6505 · ChamberMaster Monthly Fees	129.00	258.00	-129.00	-50.0%
6550 · Building Maintenance	0.00	113.98	-113.98	-100.0%
6600 · Visitors' Bureau Operations	3,015.56	3,370.46	-354.90	-10.5%
<b>Total Expense</b>	<u>22,546.64</u>	<u>26,034.28</u>	<u>-3,487.64</u>	<u>-13.4%</u>
<b>Net Ordinary Income</b>	<u>8,942.77</u>	<u>23,090.48</u>	<u>-14,147.71</u>	<u>-61.3%</u>
<b>Net Income</b>	<u><u>8,942.77</u></u>	<u><u>23,090.48</u></u>	<u><u>-14,147.71</u></u>	<u><u>-61.3%</u></u>

2:15 PM  
01/10/17  
Cash Basis

**Healdsburg Chamber of Commerce & Visitors Bureau**  
**Balance Sheet - Comparison with Prior Month**  
As of December 31, 2016

	<u>Dec 31, 16</u>	<u>Nov 30, 16</u>	<u>\$ Change</u>
<b>ASSETS</b>			
<b>Current Assets</b>			
Checking/Savings			
1100 · Exchange Bank	463,925.02	456,013.00	7,912.02
1130 · New Workspace Ckng Summit #7215	32,317.80	32,316.45	1.35
<b>Total Checking/Savings</b>	<u>496,242.82</u>	<u>488,329.45</u>	<u>7,913.37</u>
Accounts Receivable			
11000 · Accounts Receivable	-1,118.00	-1,118.00	0.00
<b>Total Accounts Receivable</b>	<u>-1,118.00</u>	<u>-1,118.00</u>	<u>0.00</u>
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	14,100.51	8,968.90	5,131.61
1400 · Due From Promo	712.00	712.00	0.00
104 · Petty Cash	100.00	100.00	0.00
<b>Total Other Current Assets</b>	<u>15,578.76</u>	<u>10,447.15</u>	<u>5,131.61</u>
<b>Total Current Assets</b>	<u>510,703.58</u>	<u>497,658.60</u>	<u>13,044.98</u>
<b>Fixed Assets</b>			
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
<b>Total Fixed Assets</b>	<u>136,698.16</u>	<u>136,698.16</u>	<u>0.00</u>
<b>TOTAL ASSETS</b>	<u><b>647,401.74</b></u>	<u><b>634,356.76</b></u>	<u><b>13,044.98</b></u>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
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	44.94	36.73	8.21
2300 · Simple IRA	0.30	0.30	0.00
2450 · Due to Dine Around	28,513.00	24,419.00	4,094.00
<b>Total Other Current Liabilities</b>	<u>28,558.55</u>	<u>24,456.34</u>	<u>4,102.21</u>
<b>Total Current Liabilities</b>	<u>28,558.55</u>	<u>24,456.34</u>	<u>4,102.21</u>
<b>Total Liabilities</b>	<u>28,558.55</u>	<u>24,456.34</u>	<u>4,102.21</u>
<b>Equity</b>			
3100 · Fund Balance	496,468.82	496,468.82	0.00
Net Income	122,374.37	113,431.60	8,942.77
<b>Total Equity</b>	<u>618,843.19</u>	<u>609,900.42</u>	<u>8,942.77</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>647,401.74</b></u>	<u><b>634,356.76</b></u>	<u><b>13,044.98</b></u>





# Members Listing By Join Date

3 Members joined from 12/1/2016 to 12/31/2016

## Webdaki

**Membership Status:** Active

**Mailing Address:**

141 Champlain Ave  
Cloverdale, CA 95425

**Primary Phone:** (415) 461-9532

**Toll-Free Phone:**

**Fax:**

**Website:** <http://webdaki.com>

**Email:** [jwills@webdaki.com](mailto:jwills@webdaki.com)

**Full-time Employees:** 0

**Join Date:** 12/2/2016

**Categories** (\* Indicates Primary): WEBSITE DESIGN & DEVELOPMENT\*

**Fees List:** (None Assigned)

**Total Fees:** \$

**Web Participation:** Basic

**Physical Address:**

141 Champlain Ave  
Cloverdale, CA 95425

**Primary Rep:** James Wills

**Billing Address:**

141 Champlain Ave  
Cloverdale, CA 95425

**Part-time Employees:** 0

**Sales Rep:**

## Swicegood Civil Engineering

**Membership Status:** Active

**Mailing Address:**

P.O. Box 924  
Healdsburg, CA 95448

**Primary Phone:** (707) 480-3111

**Toll-Free Phone:**

**Fax:**

**Website:** <http://swicegood-civil.com>

**Email:** [ms@swicegood-civil.com](mailto:ms@swicegood-civil.com)

**Full-time Employees:** 1

**Join Date:** 12/12/2016

**Categories** (\* Indicates Primary): CIVIL ENGINEERS\*

**Fees List:** Membership Investment : \$325 Annually, HYPE Membership: \$25 Annually

**Total Fees:** \$350

**Web Participation:** Basic

**Physical Address:**

134 North Street  
Healdsburg, CA 95448

**Primary Rep:** Michael Swicegood

**Billing Address:**

P.O. Box 924  
Healdsburg, CA 95448

**Part-time Employees:** 1

**Sales Rep:**

## Animal Medical Center of Healdsburg

**Membership Status:** Active

**Mailing Address:**

16085 Healdsburg Ave.  
Healdsburg, CA 95448

**Primary Phone:** 707-433-4493

**Web Participation:** Basic

**Physical Address:**

16085 Healdsburg Ave.  
Healdsburg, CA 95448

**Primary Rep:** William Yohler D.V.M.

**Toll-Free Phone:**

**Fax:**

**Website:**

**Email:**

**Full-time Employees: 2**

**Join Date: 12/28/2016**

**Categories (\* Indicates Primary): VETERINARY HOSPITALS\***

**Fees List: (None Assigned)**

**Total Fees: \$**

**Billing Address:**

16085 Healdsburg Ave.

Healdsburg, CA 95448

**Part-time Employees: 0**

**Sales Rep:**

**Total Members in Report**

**Total Fees of Members in Report**

3

\$350



# Members Listing By Drop Date

0 Members dropped from 12/1/2016 to 12/31/2016

Total Members in Report	Total Fees of Members in Report
0	\$