



HEALDSBURG
CHAMBER OF COMMERCE
& VISITORS BUREAU

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

Welcome	Vice Chair Eric Markson	8:00
Introductions:	Rhea Borjia, Public Relations City of Healdsburg	
Reports:		
City	Councilmember Joe Naujokas	8:15
School District	School Superintendent VandenHeuvel	
Approval October Minutes		8:25
Approval October Financials		
Old Business:		
Business Showcase Reschedule	Carla Howell	
Healdsburg Tourism Improvement District	Carla Howell	
Downtown Parking/construction/roundabout		
New Business:		
Sustainable Tourism meetings		
Board/Committees	Mark Decker	
Membership Report:	Aleena Decker	8:50
Executive Director Report:	Howl-O-Ween, Spirit of Sonoma County Award Lunch	
Good of the Order:		
Announcements:	Morning Mixer November 15, 8:00 am Healdsburg Center for the Animals	
Adjournment		
Next meeting:	December 14, 2017	



**Healdsburg Chamber of Commerce
Minutes
Board of Directors Meeting
October 19, 2017
(rescheduled from 10/12/17)**

Directors Present: Baker, Cyphers, Decker, Farrell, Maraviglia, Markson, Mitchell, Pender, Seppi, Skurtun, Tesconi

Directors Absent: Allison, Dericco, Fraser, Harrington, Norgrove, Sacks, VandenHeuvel

Staff: Carla Howell, Charlene Staton, Aleena Decker

Vice Chair Eric Markson opened the meeting at 8:00 am.

City Report: made by Councilmember Naujokis
No School Report

Motion to approve minutes of the previous meeting: M/Seppi/2nd Maraviglia
Motion to approve August 2017 financials: M/Maraviglia/2nd Decker

Old Business:

Roundabout: Project is further behind schedule. Mill Street impacted by number of utilities in the ground. Hope to be out of Mill St. by December.

June 2018 Event: Marisa Farrell reported is going as planned

Healdsburg Tourism Improvement District: November 6 meeting for information, Public Hearing, November 20. Board voted unanimously to send a letter in support of reassessment.
M/Decker/2nd/Skurtun

New Business:

Business Showcase: Cancelled because of fires will be rescheduled after checking w/city

Nominating Committee: Presented the two nominees for the Board, Jerry Eddinger and Tom Nelson. Additionally, 3 board members, Allison, Baker, Cyphers asked to be reappointed. Ballots will be sent Nov. 1, 2017.

Spirit of Sonoma County: Richard Norgrove, Sr. will be the nominee from Healdsburg.

New Subcommittee to study Board: Will Seppi raised the question of the size of the board and the need for a committee structure. Board members Baker, Cyphers, Mitchell, Seppi agreed to study and bring back information to the Board. Mark Decker agreed to chair the subcommittee.

Membership Report: Aleena Decker made the membership report.

Executive Director Report: Reminded everyone about Downtown Trick or Treat, Howloween Dog Parade, Dias de los Muertos

Meeting Adjourned: 9:00 am

Next Meeting: December 14, 2017

Healdsburg Chamber of Commerce & Visitors Bureau

Income & Expense Budget vs. Actual

October 2017

	Oct 17	Budget	\$ Over Bud...
Ordinary Income/Expense			
Income			
4010 · Membership Dues	13,070.00	13,500.00	-430.00
4020 · Interest Earned	15.92	13.00	2.92
4021 · Retail Store Items	0.00	50.00	-50.00
4120 · Mbrship Directory/Map Royalties	0.00	5,700.00	-5,700.00
4123 · Website Directory Upgrades	0.00	600.00	-600.00
4135 · Mailing Labels/Lists/Disks	0.00	65.00	-65.00
4136 · Website Advertising Income	0.00	200.00	-200.00
4138 · Digital Display Adv Income	300.00		
4180 · BusiShowcase/Resource Fair	500.00	500.00	0.00
4185 · Howl-o-ween Dog Parade	30.00		
4230 · Dine Around Income	0.00	2,000.00	-2,000.00
4260 · HYPE Income	25.00	150.00	-125.00
4366 · Certificates of Origin	25.00	107.83	-82.83
4376 · HTID Administration	6,282.00	5,741.22	540.78
4382 · Economic Dev - Measure V	0.00	15,000.00	-15,000.00
4383 · Chamber Admin - Measure V	0.00	7,500.00	-7,500.00
4388 · Visitors' Bureau - Measure V	0.00	2,500.00	-2,500.00
Total Income	<u>20,247.92</u>	<u>53,627.05</u>	<u>-33,379.13</u>
Gross Profit	20,247.92	53,627.05	-33,379.13
Expense			
5100 · Staff Expenses	6,914.46	8,685.83	-1,771.37
6000 · Economic Development	4,558.98	6,235.00	-1,676.02
6050 · Utilities	365.72	542.00	-176.28
6060 · Contract Services	696.53	745.83	-49.30
6180 · Bus Showcase/Resource Fair Exp	0.00	1,700.00	-1,700.00
6230 · Marketing/Public Relations	237.60		
6231 · Membership Development Expen...	0.00	575.00	-575.00
6280 · Storage Rental	80.00	80.00	0.00
6295 · Freeway Banner/Sign Expenses	100.00	200.00	-100.00
6310 · Bank Service Charges	223.88	265.97	-42.09
6410 · Office Supplies	1,258.09	415.00	843.09
6440 · Equipment Maintenance	592.50	325.00	267.50
6450 · Equipment Rental	437.05	216.67	220.38
6500 · Web Site Maint/Development	581.90	592.56	-10.66
6505 · ChamberMaster Monthly Fees	135.50	135.50	0.00
6600 · Visitors' Bureau Operations	5,426.75	8,342.89	-2,916.14
Total Expense	<u>21,608.96</u>	<u>29,057.25</u>	<u>-7,448.29</u>
Net Ordinary Income	<u>-1,361.04</u>	<u>24,569.80</u>	<u>-25,930.84</u>
Net Income	<u>-1,361.04</u>	<u>24,569.80</u>	<u>-25,930.84</u>

Healdsburg Chamber of Commerce & Visitors Bureau

Year to Date - Budget to Actual Comparison

January through October 2017

11/08/17

Cash Basis

	Jan - Oct 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4010 · Membership Dues	130,580.00	134,000.00	-3,420.00	97.4%
4015 · Premier Memberships	13,000.00	13,000.00	0.00	100.0%
4020 · Interest Earned	143.30	130.00	13.30	110.2%
4021 · Retail Store Items	272.68	500.00	-227.32	54.5%
4120 · Mbrship Directory/Map Royalties	3,926.85	6,200.00	-2,273.15	63.3%
4123 · Website Directory Upgrades	200.00	1,800.00	-1,600.00	11.1%
4133 · Newsltr/Com Hapnings Inserts	250.00	400.00	-150.00	62.5%
4135 · Mailing Labels/Lists/Disks	119.82	250.00	-130.18	47.9%
4136 · Website Advertising Income	400.00	600.00	-200.00	66.7%
4138 · Digital Display Adv Income	3,525.00	2,625.00	900.00	134.3%
4140 · Bike Tour	25,348.00	17,000.00	8,348.00	149.1%
4180 · BusiShowcase/Resource Fair	7,025.00	10,000.00	-2,975.00	70.3%
4185 · Howl-o-ween Dog Parade	30.00			
4186 · Business Bldr Workshop Income	-105.00	105.00	-210.00	-100.0%
4230 · Dine Around Income	0.00	2,000.00	-2,000.00	0.0%
4260 · HYPE Income	625.00	595.00	30.00	105.0%
4295 · Freeway Banner Permits	3,125.00	3,500.00	-375.00	89.3%
4366 · Certificates of Origin	163.20	200.00	-36.80	81.6%
4376 · HTID Administration	38,956.82	44,517.56	-5,560.74	87.5%
4382 · Economic Dev - Measure V	45,000.00	60,000.00	-15,000.00	75.0%
4383 · Chamber Admin - Measure V	22,500.00	30,000.00	-7,500.00	75.0%
4388 · Visitors' Bureau - Measure V	7,500.00	10,500.00	-3,000.00	71.4%
4600 · Visitors Bureau Grant	10,000.00	10,000.00	0.00	100.0%
4480 · Business Awards Income	4,660.00			
Total Income	317,245.67	347,922.56	-30,676.89	91.2%
Gross Profit	317,245.67	347,922.56	-30,676.89	91.2%
Expense				
5100 · Staff Expenses	72,723.98	76,858.34	-4,134.36	94.6%
5500 · Food & Travel	167.23	300.00	-132.77	55.7%
6000 · Economic Development	57,440.22	76,779.50	-19,339.28	74.8%
6050 · Utilities	3,588.80	4,416.00	-827.20	81.3%
6060 · Contract Services	6,039.38	7,458.34	-1,418.96	81.0%
6070 · Liability Insurance	1,886.50	2,909.00	-1,022.50	64.9%
6080 · Board & Meeting Expenses	1,732.84	1,950.00	-217.16	88.9%
6120 · Postage and Delivery	315.99	240.00	75.99	131.7%
6130 · Dues	120.00	185.00	-65.00	64.9%
6145 · Property Tax	4,074.30	4,100.00	-25.70	99.4%
6150 · Income Taxes/Registrations	0.00			
6160 · Publications	118.25	150.00	-31.75	78.8%
6180 · Bus Showcase/Resource Fair Exp	873.51	2,100.00	-1,226.49	41.6%
6190 · Ambassadors Expenses	155.85	125.00	30.85	124.7%
6225 · Social Media/Communications	49.22	125.00	-75.78	39.4%
6230 · Marketing/Public Relations	6,093.12	7,643.33	-1,550.21	79.7%
6231 · Membership Development Expe...	374.66	2,872.03	-2,497.37	13.0%
6240 · Staff Development & Training	99.51	375.00	-275.49	26.5%
6260 · HYPE Expenses	78.60	78.60	0.00	100.0%
6280 · Storage Rental	440.60	800.00	-359.40	55.1%
6290 · Plaques & Related Exp.	671.21	671.00	0.21	100.0%
6295 · Freeway Banner/Sign Expenses	1,807.50	2,300.00	-492.50	78.6%

Healdsburg Chamber of Commerce & Visitors Bureau
Year to Date - Budget to Actual Comparison
 January through October 2017

	<u>Jan - Oct 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
6310 · Bank Service Charges	1,917.76	2,368.06	-450.30	81.0%
6320 · Printing	146.64			
6410 · Office Supplies	4,589.15	4,772.21	-183.06	96.2%
6440 · Equipment Maintenance	1,572.89	2,092.89	-520.00	75.2%
6450 · Equipment Rental	2,801.73	2,166.66	635.07	129.3%
6460 · Bike Tour Expense	15,773.69	6,500.00	9,273.69	242.7%
6480 · Business Awards Expense	5,402.24			
6500 · Web Site Maint/Development	6,657.02	7,314.88	-657.86	91.0%
6505 · ChamberMaster Monthly Fees	1,355.00	1,355.00	0.00	100.0%
6550 · Building/Property Maintenance	185.00	750.00	-565.00	24.7%
6600 · Visitors' Bureau Operations	58,704.19	74,314.22	-15,610.03	79.0%
Total Expense	<u>257,956.58</u>	<u>294,070.06</u>	<u>-36,113.48</u>	<u>87.7%</u>
Net Ordinary Income	<u>59,289.09</u>	<u>53,852.50</u>	<u>5,436.59</u>	<u>110.1%</u>
Net Income	<u>59,289.09</u>	<u>53,852.50</u>	<u>5,436.59</u>	<u>110.1%</u>

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

	Jan - Oct 17	Jan - Oct 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · Membership Dues	130,580.00	135,145.00	-4,565.00	-3.4%
4015 · Premier Memberships	13,000.00	20,750.00	-7,750.00	-37.4%
4020 · Interest Earned	143.30	105.30	38.00	36.1%
4050 · Promotion Revenue	0.00	0.00	0.00	0.0%
4021 · Retail Store Items	272.68	591.70	-319.02	-53.9%
4120 · Mbrship Directory/Map Royalties	3,926.85	10,301.35	-6,374.50	-61.9%
4123 · Website Directory Upgrades	200.00	200.00	0.00	0.0%
4133 · Newsltr/Com Hapnings Inserts	250.00	500.00	-250.00	-50.0%
4135 · Mailing Labels/Lists/Disks	119.82	321.84	-202.02	-62.8%
4136 · Website Advertising Income	400.00	600.00	-200.00	-33.3%
4138 · Digital Display Adv Income	3,525.00	2,400.00	1,125.00	46.9%
4140 · Bike Tour	25,348.00	30,992.24	-5,644.24	-18.2%
4180 · BusiShowcase/Resource Fair	7,025.00	11,570.78	-4,545.78	-39.3%
4185 · Howl-o-ween Dog Parade	30.00	0.00	30.00	100.0%
4186 · Business Bldr Workshop Income	-105.00	105.00	-210.00	-200.0%
4230 · Dine Around Income	0.00	4,893.00	-4,893.00	-100.0%
4260 · HYPE Income	625.00	509.00	116.00	22.8%
4295 · Freeway Banner Permits	3,125.00	3,200.00	-75.00	-2.3%
4366 · Certificates of Origin	163.20	183.90	-20.70	-11.3%
4375 · DBD Administration Fees	0.00	5,000.00	-5,000.00	-100.0%
4376 · HTID Administration	38,956.82	41,087.52	-2,130.70	-5.2%
4382 · Economic Dev - Measure V	45,000.00	60,000.00	-15,000.00	-25.0%
4383 · Chamber Admin - Measure V	22,500.00	30,000.00	-7,500.00	-25.0%
4388 · Visitors' Bureau - Measure V	7,500.00	10,000.00	-2,500.00	-25.0%
4600 · Visitors Bureau Grant	10,000.00	10,000.00	0.00	0.0%
4480 · Business Awards Income	4,660.00	0.00	4,660.00	100.0%
4800 · Directors Tour Income	0.00	1,125.00	-1,125.00	-100.0%
Total Income	317,245.67	379,581.63	-62,335.96	-16.4%
Gross Profit	317,245.67	379,581.63	-62,335.96	-16.4%
Expense				
5100 · Staff Expenses	72,723.98	70,472.99	2,250.99	3.2%
5500 · Food & Travel	167.23	589.04	-421.81	-71.6%
6000 · Economic Development	57,440.22	51,659.34	5,780.88	11.2%
6021 · Retail Store Expense	0.00	375.00	-375.00	-100.0%
6050 · Utilities	3,588.80	3,475.73	113.07	3.3%
6060 · Contract Services	6,039.38	5,961.38	78.00	1.3%
6070 · Liability Insurance	1,886.50	1,961.50	-75.00	-3.8%
6080 · Board & Meeting Expenses	1,732.84	1,754.15	-21.31	-1.2%
6120 · Postage and Delivery	315.99	240.00	75.99	31.7%
6130 · Dues	120.00	370.00	-250.00	-67.6%
6145 · Property Tax	4,074.30	4,083.55	-9.25	-0.2%
6150 · Income Taxes/Registrations	0.00	20.00	-20.00	-100.0%
6160 · Publications	118.25	301.50	-183.25	-60.8%
6180 · Bus Showcase/Resource Fair Exp	873.51	1,828.31	-954.80	-52.2%
6190 · Ambassadors Expenses	155.85	132.99	22.86	17.2%
6225 · Social Media/Communications	49.22	75.00	-25.78	-34.4%
6230 · Marketing/Public Relations	6,093.12	8,634.25	-2,541.13	-29.4%
6231 · Membership Development Expen...	374.66	994.38	-619.72	-62.3%
6240 · Staff Development & Training	99.51	176.16	-76.65	-43.5%

2:41 PM
 11/08/17
 Cash Basis

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

	<u>Jan - Oct 17</u>	<u>Jan - Oct 16</u>	<u>\$ Change</u>	<u>% Change</u>
6260 · HYPE Expenses	78.60	26.25	52.35	199.4%
6280 · Storage Rental	440.60	960.00	-519.40	-54.1%
6290 · Plaques & Related Exp.	671.21	0.00	671.21	100.0%
6295 · Freeway Banner/Sign Expenses	1,807.50	5,138.45	-3,330.95	-64.8%
6310 · Bank Service Charges	1,917.76	1,889.90	27.86	1.5%
6320 · Printing	146.64	0.00	146.64	100.0%
6410 · Office Supplies	4,589.15	5,008.42	-419.27	-8.4%
6440 · Equipment Maintenance	1,572.89	2,339.63	-766.74	-32.8%
6450 · Equipment Rental	2,801.73	2,164.90	636.83	29.4%
6460 · Bike Tour Expense	15,773.69	15,819.49	-45.80	-0.3%
6480 · Business Awards Expense	5,402.24	0.00	5,402.24	100.0%
6500 · Web Site Maint/Development	6,657.02	6,071.98	585.04	9.6%
6505 · ChamberMaster Monthly Fees	1,355.00	1,290.00	65.00	5.0%
6550 · Building/Property Maintenance	185.00	125.66	59.34	47.2%
6600 · Visitors' Bureau Operations	58,704.19	59,805.08	-1,100.89	-1.8%
6800 · Director's Tours Expense	0.00	854.81	-854.81	-100.0%
Total Expense	<u>257,956.58</u>	<u>254,599.84</u>	<u>3,356.74</u>	<u>1.3%</u>
Net Ordinary Income	<u>59,289.09</u>	<u>124,981.79</u>	<u>-65,692.70</u>	<u>-52.6%</u>
Net Income	<u><u>59,289.09</u></u>	<u><u>124,981.79</u></u>	<u><u>-65,692.70</u></u>	<u><u>-52.6%</u></u>

Healdsburg Chamber of Commerce & Visitors Bureau Balance Sheet - Comparison with Prior Month

As of October 31, 2017

	Oct 31, 17	Sep 30, 17	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
1100 · Exchange Bank	460,264.66	466,199.72	-5,935.06
1130 · New Workspace Ckng Summit #7215	31,957.34	31,953.27	4.07
Total Checking/Savings	492,222.00	498,152.99	-5,930.99
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	53.98	53.98	0.00
1380 · Due From HTID	59,888.36	55,332.41	4,555.95
104 · Petty Cash	100.00	100.00	0.00
Total Other Current Assets	60,042.23	55,486.28	4,555.95
Total Current Assets	551,146.23	552,521.27	-1,375.04
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	687,844.39	689,219.43	-1,375.04
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	-2.76	11.24	-14.00
2300 · Simple IRA	200.30	200.30	0.00
Total Other Current Liabilities	197.85	211.85	-14.00
Total Current Liabilities	197.85	211.85	-14.00
Total Liabilities	197.85	211.85	-14.00
Equity			
3100 · Fund Balance	628,357.45	628,357.45	0.00
Net Income	59,289.09	60,650.13	-1,361.04
Total Equity	687,646.54	689,007.58	-1,361.04
TOTAL LIABILITIES & EQUITY	687,844.39	689,219.43	-1,375.04



Members Listing By Join Date

2 Members joined from 10/1/2017 to 10/31/2017

Divorce Better	
Membership Status: Active	Web Participation: Basic
Mailing Address: 3558 Round Barn Blvd Santa Rosa, CA 95403	Physical Address: Healdsburg, CA 95448
Primary Phone: (707) 888-4098	Primary Rep: Gigi Grady
Toll-Free Phone:	Billing Address: 3558 Round Barn Blvd Santa Rosa, CA 95403
Fax:	
Website: http://divorcebetter.net	
Email: info@divorcebetter.net	
Full-time Employees: 0	Part-time Employees: 0
Join Date: 10/2/2017	Sales Rep:
Categories (* Indicates Primary): MEDIATION*	
Fees List: Membership Investment : \$200 Annually	
Total Fees: \$200	

Lularoe Tiffany Feltrop	
Membership Status: Active	Web Participation: Basic
Mailing Address: 415 North St Healdsburg, California 95448	Physical Address: 415 North St Healdsburg, California 95448
Primary Phone: (707) 479-6320	Primary Rep: Tiffany Feltrop
Toll-Free Phone:	Billing Address: 415 North St Healdsburg, California 95448
Fax:	
Website: http://www.lularoetiffanyfeltrop.com	
Email: lularoe.tiffanyfeltrop@gmail.com	
Full-time Employees: 0	Part-time Employees: 0
Join Date: 10/5/2017	Sales Rep:
Categories (* Indicates Primary): RETAIL*	
Fees List: Membership Investment : \$200 Annually, HYPE Membership: \$25 Annually	
Total Fees: \$225	

Total Members in Report	Total Fees of Members in Report
2	\$425