



HEALDSBURG
CHAMBER OF COMMERCE
& VISITORS BUREAU

**Healdsburg Chamber of Commerce
Board of Directors Meeting
February 8, 2018
8:00 a.m. Chamber Office
217 Healdsburg Ave. Healdsburg, CA 95448**

Welcome	Chair Eric Markson	8:00
Introductions		
Reports:		
City	Councilmember Joe Naujokas	8:15
School District	School Superintendent VandenHeuvel	
Approval January Minutes		8:25
Approval January Financials		
Old Business:		
SDAT	Carla Howell	
Downtown Parking/construction/roundabout	Carla Howell	
Annual Meeting		
Website (comments, questions)		
HTID Update		
New Business:		
Measure V Funding	Carla Howell	
Survey Results	Will Seppi/Carla Howell	
Annual Board Retreat (date, location)	Carla Howell	
Business of the Year	Carla Howell	
Membership Report:	Aleena	
Executive Director Report:		
Good of the Order:		
Adjournment		
Next meeting: March 5,2018 10:00 am Healdsburg Library meeting room		



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**Healdsburg Chamber of Commerce
Minutes
Board of Directors Meeting
January 11, 2018**

Directors Present: Baker, Cyphers, Decker, Fraser, Markson, Mitchell, Pender, Seppi, Tesconi, Ferrell, Maraviglia, Nelson

Directors Absent: Allison, Norgrove, Mitchell

Staff: Carla Howell, Charlene Staton

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

City Report: Councilmember Naujokas reported that Councilmember Gold was appointed to the Destination Development Advisory Board of HTID. Gun shop moratorium will be discussed at 1/22/18 meeting. Measure V survey is out online will also be sent through mail.

Motion to approve minutes of the previous meeting: M/Cyphers, 2nd /Seppi

Motion to approve financials: M/Maraviglia, 2nd/Fraser

Old Business:

Board Committees: Will Seppi formed an ad hoc Marketing committee. They have formulated a business survey to be sent to all chamber members. Also proposing annual meeting be a breakfast.

Roundabout/Parking, etc. Project is further behind schedule.

Letter of Support for ESTAT: sent

New Business:

Update on HTID: HTID has met with the new owners of the property on Healdsburg Ave. where parking is for the businesses that front on Matheson St. proposing to lease some spaces for general parking. No decisions as yet.

Measure V Funding: There is a survey online as well as a hardcopy which will be mailed in all of the utility bills. This is a major source of funding for the Chamber

Board Christmas Party: is January 26 at the Fraser's house. 5-8pm

Annual Board Retreat: tbd

Membership Report: Charlene Staton made the membership report.

Meeting Adjourned: 9:30 am

Next Meeting: February 8, 2018

2:06 PM

02/07/18

Cash Basis

Healdsburg Chamber of Commerce & Visitors Bureau
Prior Year Comparison - Year to Date Income & Expense
January 2018

	Jan 18	Jan 17	\$ Change	% Change
Ordinary Income/Expense				
Income				
4010 · Membership Dues	15,440.00	15,790.00	-350.00	-2.2%
4020 · Interest Earned	37.41	12.85	24.56	191.1%
4021 · Retail Store Items	0.00	24.00	-24.00	-100.0%
4123 · Website Directory Upgrades	400.00	0.00	400.00	100.0%
4133 · Newsltr/Com Hapnings Inserts	0.00	250.00	-250.00	-100.0%
4138 · Digital Display Adv Income	300.00	0.00	300.00	100.0%
4186 · Business Bldr Workshop Income	0.00	-105.00	105.00	100.0%
4230 · Dine Around Income	4,452.97	0.00	4,452.97	100.0%
4260 · HYPE Income	25.00	0.00	25.00	100.0%
4295 · Freeway Banner Permits	0.00	3,125.00	-3,125.00	-100.0%
4376 · HTID Administration	4,853.00	0.00	4,853.00	100.0%
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%
4600 · Visitors Bureau Grant	0.00	2,500.00	-2,500.00	-100.0%
Total Income	25,508.38	46,596.85	-21,088.47	-45.3%
Gross Profit	25,508.38	46,596.85	-21,088.47	-45.3%
Expense				
5100 · Staff Expenses	20,018.84	7,404.57	12,614.27	170.4%
6000 · Economic Development	5,562.50	4,689.60	872.90	18.6%
6050 · Utilities	150.91	158.77	-7.86	-5.0%
6060 · Contract Services	1,928.36	80.00	1,848.36	2,310.5%
6080 · Board & Meeting Expenses	0.00	354.14	-354.14	-100.0%
6150 · Income Taxes/Registrations	10.00	25.00	-15.00	-60.0%
6190 · Ambassadors Expenses	0.00	123.95	-123.95	-100.0%
6225 · Social Media/Communications	0.00	49.22	-49.22	-100.0%
6230 · Marketing/Public Relations	0.00	142.50	-142.50	-100.0%
6280 · Storage Rental	80.00	0.00	80.00	100.0%
6310 · Bank Service Charges	26.50	234.07	-207.57	-88.7%
6410 · Office Supplies	0.00	124.63	-124.63	-100.0%
6450 · Equipment Rental	171.47	0.00	171.47	100.0%
6460 · Bike Tour Expense	0.00	542.00	-542.00	-100.0%
6500 · Web Site Maint/Development	0.00	636.46	-636.46	-100.0%
6505 · ChamberMaster Monthly Fees	135.50	135.50	0.00	0.0%
6600 · Visitors' Bureau Operations	1,779.69	4,558.69	-2,779.00	-61.0%
Total Expense	29,863.77	19,259.10	10,604.67	55.1%
Net Ordinary Income	-4,355.39	27,337.75	-31,693.14	-115.9%
Net Income	-4,355.39	27,337.75	-31,693.14	-115.9%

2:03 PM
02/07/18
Cash Basis

**Healdsburg Chamber of Commerce & Visitors Bureau
Balance Sheet - Comparison with Prior Month
As of January 31, 2018**

	Jan 31, 18	Dec 31, 17	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
1100 · Exchange Bank	460,347.11	464,860.70	-4,513.59
1130 · New Workspace Ckng Summit #7215	31,969.42	31,965.35	4.07
Total Checking/Savings	492,316.53	496,826.05	-4,509.52
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	13,154.28	13,014.15	140.13
104 · Petty Cash	100.00	100.00	0.00
Total Other Current Assets	13,308.15	13,168.02	140.13
Total Current Assets	504,506.68	508,876.07	-4,369.39
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	641,204.84	645,574.23	-4,369.39
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	-3.26	10.74	-14.00
2300 · Simple IRA	200.30	200.30	0.00
2500 · Deferred Income			
2510 · Business Showcase 2018	6,125.00	6,125.00	0.00
Total 2500 · Deferred Income	6,125.00	6,125.00	0.00
Total Other Current Liabilities	6,322.35	6,336.35	-14.00
Total Current Liabilities	6,322.35	6,336.35	-14.00
Total Liabilities	6,322.35	6,336.35	-14.00
Equity			
3100 · Fund Balance	639,237.88	628,357.45	10,880.43
Net Income	-4,355.39	10,880.43	-15,235.82
Total Equity	634,882.49	639,237.88	-4,355.39

Members Listing By Join Date

2 Members joined from 1/1/2018 to 1/31/2018



GrapeSeed Wines

Membership Status: Active	Web Participation: Enhanced
Mailing Address: 222 Healdsburg Avenue Healdsburg, CA 95448	Physical Address: 222 Healdsburg Avenue Healdsburg, CA 95448
Primary Phone: (707) 974-1880	Primary Rep: Jane Trebilcock
Toll-Free Phone:	Billing Address: 222 Healdsburg Avenue Healdsburg, CA 95448
Fax:	
Website: http://grapeseedwine.com	
Email: jane@grapeseedwine.com	
Full-time Employees: 2	Part-time Employees: 2
Join Date: 1/18/2018	Sales Rep:
Categories (* Indicates Primary): DOWNTOWN HEALDSBURG TASTING ROOMS & WINERIES*, WINERIES & TASTING ROOMS	
Fees List: Membership Investment : \$425 Annually, Enhanced Website Listing: \$200 Annually	
Total Fees: \$625	

Young & Yonder Spirits

Membership Status: Active	Web Participation: Basic
Mailing Address: 449 Allan Court Healdsburg, CA 95448	Physical Address: 449 Allan Court Healdsburg, CA 95448
Primary Phone: 650-787-6085	Primary Rep: Joshua Opatz
Toll-Free Phone:	Billing Address: 449 Allan Court Healdsburg, CA 95448
Fax:	
Website: http://www.youngandyonder.com	
Email: josh@youngandyonder.com	
Full-time Employees: 2	Part-time Employees: 0
Join Date: 1/25/2018	Sales Rep:
Categories (* Indicates Primary): DISTILLERIES*	
Fees List: Membership Investment : \$425 Annually, HYPE Membership: \$25 Annually	
Total Fees: \$450	

Total Members in Report

2

Total Fees of Members in Report

\$1075

Members Listing By Drop Date

3 Members dropped from 1/1/2018 to 1/31/2018



Valdez Family Winery

Membership Status: Dropped/Inactive

Join Date: 6/4/2013

Drop Reason: Closed

Drop Date: 1/3/2018

Drop Detail: Tasting room downtown closed.

Web Participation: Basic

Mailing Address:

Physical Address:

113 Mill Street
Healdsburg, CA 95448

113 Mill Street
Healdsburg, CA 95448

Primary Phone: (707) 433-3710

Primary Rep:

Billing Rep:

Toll-Free Phone:

Billing Address:

Fax: (707) 433-3715

113 Mill Street

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

Healdsburg, CA 95448

Email: info@valdezfamilywinery.com

Sales Rep: Jennifer LeBrett

Full-time Employees: 0

Part-time Employees: 0

Categories (* Indicates Primary): DOWNTOWN HEALDSBURG TASTING ROOMS & WINERIES*, WINERIES & TASTING ROOMS

Fees List: Membership Investment : \$425 Annually

Total Fees: \$425

Leone Wine Tours

Membership Status: Dropped/Inactive

Join Date: 9/15/2015

Drop Reason: Wasn't In their Budget to Renew

Drop Date: 1/19/2018

Drop Detail:

Web Participation: Basic

Mailing Address:

Physical Address:

8945 Acorn Pl.
Santa Rosa, CA 95409

8945 Acorn Pl.
Santa Rosa, CA 95409

Primary Phone: (707) 331-8991

Primary Rep:

Billing Rep:

Toll-Free Phone:

Billing Address:

Fax:

8945 Acorn Pl.

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

Santa Rosa, CA 95409

Email: jleone117@gmail.com

Sales Rep:

Full-time Employees: 0

Part-time Employees: 0

Categories (* Indicates Primary): WINE TOURS*, TOURS & TRANSPORTATION

Fees List: Membership Investment : \$200 Annually

Total Fees: \$200

Auberge on the Vineyard**Membership Status:** Dropped/Inactive**Join Date:** 9/8/2016**Drop Reason:** Closed**Drop Date:** 1/18/2018**Drop Detail:****Web Participation:** Basic**Mailing Address:****Physical Address:**29955 River Rd
Cloverdale, California(CA) 9542529955 River Rd
Cloverdale, California(CA) 95425**Primary Phone:** (707) 894-5956**Primary Rep:****Billing Rep:****Toll-Free Phone:****Billing Address:****Fax:**

29955 River Rd

Website: <http://sonomabedbreakfastinnwinecountry.com>

Cloverdale, California(CA) 95425

Email: innkeeper@sonomabedbreakfastinnwinecountry.com**Full-time Employees:** 2**Sales Rep:****Part-time Employees:** 5**Categories** (* Indicates Primary): BED & BREAKFAST / INNS*, LODGING**Fees List:** Membership Investment : \$495 Annually**Total Fees:** \$495**Total Members in Report****Total Fees of Members in Report**

3

\$1120