

Napa Valley Tourism Corporation Board of Directors

Meeting Minutes – September 15, 2011 10:30am

St. Helena Hospital | St. Helena, CA

Board Members in Attendance

Felipe Barragan, Stan Boyd, George Goeggel, Clay Gregory, Michael Palmer, David Shipman, Pam Simpson, Jill Techel, Michael Woods

Rick Swig – Chairman of Meeting Staff – Charlie Dunn, Allison Simpson, Catherine Heywood

Absent: Jim Beazley, Cindy Coffey, Diane Dillon, Steve Rogers, Richard Spitler

1. CALL TO ORDER

There being a quorum, the Chairman called the meeting to order at 10:44 am.

2. PUBLIC COMMENT

No Public Comment

3. WELCOME & INTRODUCTIONS

Swig welcomed the Board.

4. REVIEW & APPROVAL OF June 2011 MEETING MINUTES

Motion To Approve – Palmer moved to approve the minutes as presented, seconded by Boyd. All in favor. Motion passed unanimously.

5. FINANCIAL UPDATE –

- Gregory reviewed the TID spreadsheet, TOT spreadsheet, and the STR report. All positive and encouraging statistics. Techel asked for elaboration on Sonoma vs. Napa. Swig stated Sonoma TID pays a stipend for group business, and cautioned numbers be taken in perspective: growth is getting NV where it should be.
- Dunn reviewed the Financial Statements. NVTC financials reflect TID money coming in and going out to NVDC. NVDC Statement of Financial Position reflects asset/liability ratio of 1.52. LOC was paid off first week of Sept. Swig noted the NVTC should recognize variance in budget and address additional revenue and expenses above plan. He reiterated the importance of the NVTC's fiduciary responsibility (dispelling any notion of conflict re: Board members that sit on both NVTC and NVDC); NVTC will not summarily rubber stamp budget. Gregory noted NVDC is on track with approved Annual Plan, agreed that surplus will be addressed when it goes beyond scope of original Plan. Dunn stated all staff is keenly on top of cash flow and budget. Techel requested footnotes that explained variances. **Motion To Approve** – Woods moved to approve the financials as presented, seconded by Gregory. All in favor. Motion passed unanimously.

6. MARKETING PROGRAM UPDATE – Simpson presented a PowerPoint update of marketing activity and program highlights (under the Cabernet Season umbrella). New team in sales is developing reporting and metrics. Shared list of Marketing Committee members.

7. TID Phase Two Discussion – Swig stated of 2% TID funds from lodging community, 1.5% goes to NVTC and .5% to jurisdictions. Next target is tasting rooms and attractions in Napa County (transportation is not logistically realistic). Investigative committee formed: Swig, Woods, Shipman, Palmer, Mondavi,

Rodeno, Corley and Boyd (representing lodging, winery & hospitality sectors). Collection and accountability mechanism development needed, as well as consensus building. Process will be long; SF into year three of Phase II development. Barragan: what are the issues SF is facing? Swig replied apathy, in light of the substantial budget in place resulting from Phase I.

8. LOCAL TID REPORTS – Swig requested a general report of individual TIDs.

- Swig reported for St. Helena. Last met in August, \$55k budget. Invested in PowWow and logo, focus on Cabernet Season program support.
- Boyd reported on American Canyon. Next meeting in October. No \$ spent yet.
- Gregory reported for Yountville. Focusing on slow season, Winterscape/Holiday theme, including Festival of Lights, Arts and PR company.
- Woods reported on Calistoga. Invested in PowWow, arts and visitor enhancement (downtown signage).
- Palmer reported for Napa. Hired a PR firm, created logo and website (DoNapa), day-tripper convert to over-nighter (overnight bag promo). Culinary Crawl successful, supporting winter ice skating rink in development.
- Goeggel reported that the Uninc. area (representing 68 properties) allocated its funds to the NVDC.

9. NEW BUSINESS/FUTURE AGENDA ITEMS – Palmer reported opening 66 additional rooms.

10. ADJOURNMENT – There being no further business, the Chair called for a motion to adjourn. Gregory moved, second by Palmer and the meeting adjourned at 11:38 pm.

NEXT MEETING THURSDAY, DECEMBER 8TH at Meritage Resort & Spa, 10:30 am.