



CITY OF CALISTOGA

COMMUNITY ENRICHMENT GRANTS  
FY 2014-2015 APPLICATION

**Deadline: Friday, August 8, 2014 at 4:30 P.M.**

**Submit to:**

City Clerk's Office  
1232 Washington St  
Calistoga, CA 94515  
Attn: Kathy Flamson

CITY OF CALISTOGA  
City Clerk

AUG - 7 2014

*Please complete the following. You may attach additional pages if necessary.*

**RECEIVED**

Name of the Program: Active (Kinect) Games Lab

Name of Applicant/Organization: Boys & Girls Clubs of St. Helena and Calistoga: Calistoga Unit.

Address: 1420 Tainter Street, St. Helena, Ca 94574

Phone: (707) [REDACTED] FAX (707) [REDACTED]

Contact 1) Jay Templeton [REDACTED]  
*name phone*  
[REDACTED]  
*e-mail*

Contact 2) Greg Bouillerce (707) [REDACTED]  
*name phone*  
[REDACTED]  
*e-mail*

Non-Profit Corporation Designation, if any: Private, Non-Profit

Federal Tax ID # or Social Security #: [REDACTED]

**Amount of Grant Request\*: \$ 4000.00**

(\*This amount should include the value of any requested City fee or permit waivers and/or staff time)

**Eligibility Requirements:**

Please answer the following questions:

- |  | Yes                      | No                                  |
|--|--------------------------|-------------------------------------|
| 1. Have you or will you be receiving funding in 2012 for this program from other City sources? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Are you aware of any other City program providing this service? If so, which one? _____     | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

***If you answered yes to any of these questions, your request may not be eligible for this grant program. Please contact Amanda Davis at the City of Calistoga at (707) 942-2807 for further information, if desired.***

**Program Description/Scope** (please use additional pages if necessary):

Describe your program:

See Attachment #1

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How will this program benefit the Calistoga Community? How will the program address the following City Council's adopted Enrichment Objectives

"Will the activity or program...":

1. Provide services to the elder community.
2. Provide services to youth in the community.
3. Expand services to members of the Hispanic community.
4. Provide community specific environmental enhancements.
5. Enhance the appearance of the community.

See Attachment #2

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**Funding Request**

Identify the funding requested and the proposed use of funds.

- Cash
- In-kind funding (fee waivers, staff time cost waiver, rental fee waivers, etc.)

See Attachment #3

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What will be the estimated percent of Calistoga Residents Served by this program: 100%

**Applicant Background:**

This applicant is a (an):

Non - Profit

Local Public Agency

Individual

For-Profit

State or other Public Agency

Other \_\_\_\_\_

Years in Business or providing this program: 14 Years in Calistoga; 26 years in St. Helena  
Number of Employees: 15 in Calistoga, 16 in St Helena  
Number of Volunteers: 125 Annually  
(Please attach an organization chart, if available.)

**Names of all Officers and Board of Directors:**

<u>Name:</u>	<u>Position in Organization and Contact Number:</u>
<u>See Attachment #4</u>	<u></u>
<u></u>	<u></u>
<u></u>	<u></u>

**Experience in Program Area:**

The Boys & Girls Clubs of St. Helena and Calistoga has a long-standing reputation in the Up Valley as the largest provider of after-school and summer youth enrichment in Calistoga. The Calistoga Unit continues to offer life altering-programs with regard to Character Development, Health and Life Skills, Career and Education, the Arts, and Sports and Recreation. Our activities are implemented by a dedicated group of trained and passionate staff. The Boys & Girls Clubs of St. Helena and Calistoga has successfully met the expectations of grants provided on the national, local, and private scale. A financial audit is conducted annually and to date the Boys & Girls Clubs of St. Helena and Calistoga has incurred no negative findings. In addition, a "program and agency audit" administered annually by Boys & Girls Clubs of America gave the club national recognition with regard to program growth and impact.

**Previous City funding received or requested in the past three years:**

See Attachment #5

*(Please attach a budget for program request including funding schedule.)*

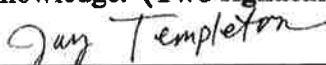

**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the City annually, or when funds are spent, whichever comes first. Proof of program expenses are required to be held for two years during which time the City reserves the right to audit the records.

We agree to adhere to the reporting requirements described above.      Yes  No

**Certification:**

We, the undersigned, do hereby attest that the above information is true and correct to the best of our knowledge. **(Two signatures required)**

<u></u>	<u>Executive Director</u>	<u>08/06/14</u>
Signature	Title	Date
<u></u>	<u>Unit Director</u>	<u>08/06/14</u>
Signature	Title	Date

**City of Calistoga**  
**COMMUNITY ENRICHMENT GRANTS**  
**APPLICATION INSTRUCTIONS**

**Applicant Information:**

Please provide the requested information including: name, address, phone, Federal Tax ID or Social Security Number, and two (2) contact names. Two contact names are required for the application to be considered complete.

**Amount of Grant Request:**

Enter the dollar amount of city grant funds you are requesting.

**Eligibility Requirements:**

Both individuals and organizations are eligible to apply for grant funds. The two basic requirements which must be met for an organization or activity to be eligible to apply for Enrichment Grants are:

1. The organization cannot have received money from other City sources for the current fiscal year.
2. The program must demonstrate how it will address a recognized need in the community.

**Program Description/Scope:**

The program description should describe the nature of the program, the benefits to the Calistoga Community, and the projected percent of Calistoga residents served by the program, i.e., if the program only serves Calistoga residents, then this would be 100%.

Please provide an implementation schedule for the program showing the timeline and activities required to implement the program. If this is an ongoing program for which you are requesting funds, describe how the program will be funded in the future without the City grant.

**Applicant Background:**

Provide the requested information on your organization. If available, please attach an organization chart.

**Experience in Program Area:**

Provide information relating to the applicant's and other employees' experience in the program for which funds are being requested. Include the number of years providing similar services and the experience level of the individual(s). Provide any other information which would be useful to the reviewers in understanding your capabilities to provide the services for which the funds are requested.

**Financial Capabilities/Budget:**

In addition to providing a detailed budget for the program request, please include a funding schedule (your request for the timing of disbursement of the funds). Funds will only be disbursed in advance if a separate bank account is maintained. The applicant must also provide information on current funding sources, and previous City funding received or requested within the past three years.

**Signatures:**

We require two contact names and their signatures.

**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the City annually. Proof of program expenses are required to be held for two years during which time the City reserves the right to audit the records.



Attachment #1

**Describe your program:**

**Active Games Lab:**

Childhood obesity is a critical issue in our community and considering the state of health in America it isn't surprising. We've all been in the same boat, you go for a run or lift weights and find that although you feel as though you've been working out for a long time it's only been a few minutes; working out feels like work. The Boys & Girls Club specializes in disguised learning and activity and firmly believes that greatest lessons are learned through fun and engaging activities. According to the Entertainment Software Rating Board the average child spends roughly 8 hours a week playing video games. So we found ourselves wondering what if we could find a way to alter that gaming experience from sitting on a couch alone to an Xbox Kinect Based approach with Jumping, lunging, and running among peers.

*"The results suggest that using active gaming in a weight treatment program may be an effective strategy to promote physical activity and healthy weight among overweight and obese youth." – Dr. Deneen Vojta, a UnitedHealth Group executive physician*

We purchased one xbox in 2013 and the results were impressive. Member were very excited to participate and found that the activity was enjoyed because it was play based and communicated to them in a familiar and fun way.

*"I used to think exercise was boring, but when I play games with the Xbox, I don't think of it as exercise and I still get the benefits to my health. The Xbox Kinect helped me be more active, particularly during the winter when it can be harder to be outside. This program really worked for me."*

Now it's time to expand this program and we're turning to the Calistoga Community. We would like to purchase and install a Kinect lab at Calistoga Elementary School so that more of our members can utilize this technology and reap the rewards of consistent and intensive physical activity. A separate space would be created where members could participate in dance, sports, and adventure based games; all of which aim to give kids what they need by way of what they want.



## Attachment #2

How will this program benefit the Calistoga Community? How will the program address the following City Council's adopted Enrichment Objectives?

**Objective 2: provide services to youth in the community.**

Utilization of this program will be open to the youth of Calistoga as a whole regardless of whether they are Boys & Girls Clubs of St. Helena and Calistoga members. Priority will be given to youth who are currently enrolled in an afterschool program such as ASES, 21<sup>ST</sup> Century Learning Center, and/or the Boys & Girls Club Teen Center.

1. **Objective 3: Expand services to members of the Hispanic community.**

As stated above, the Boys & Girls Clubs of St. Helena and Calistoga programs are open to all school-age youth. Hispanic youth constitute a vast majority of the school district's ethnic population. The demographic information we've been provided with indicates that the Hispanic population at Calistoga Elementary School accounts for 76% of its student body. The Hispanic population at Calistoga Junior/Senior High accounts for 73% of its student body. As such these programs would directly impact and expand on services to members of the Hispanic community.

How this helps the Calistoga Community:

School and after-school programs are struggling to provide our community's youth with the requisite resources to be positive and productive citizens. Funding programs like the Club's proposed Kinect Lab program is a solid investment because they encourage and support independent academic and physical development while making the experience entertaining and fun. This "disguised learning" technique would be particularly effective in Calistoga as so many of our youth come from disadvantaged circumstances and would not, otherwise, have access to these resources.

The dynamic nature of this investment is such that the units themselves are so versatile and can be reapplied at the program's completion with very little waste. At the end of the grant period these consoles could be utilized in a number of alternate programs from literacy, to science, to mathematics. As such an investment in this program would constitute a lasting investment in the youth of Calistoga and its greater community.

The City is resolved to: "support activities which enrich the Calistoga community" and we believe that the programs we propose in addition to the long-term benefit of these units as they are utilized throughout their life constitute a solid, if not the best, investment in that resolution. The Boys & Girls Club, which serves a substantial portion of Calistoga's youth year round, is uniquely positioned to meet the goals of the City Council's Community Enrichment Grant objectives and to provide

**the youth of Calistoga with a full range of enrichment, social, academic, and technological opportunities.**

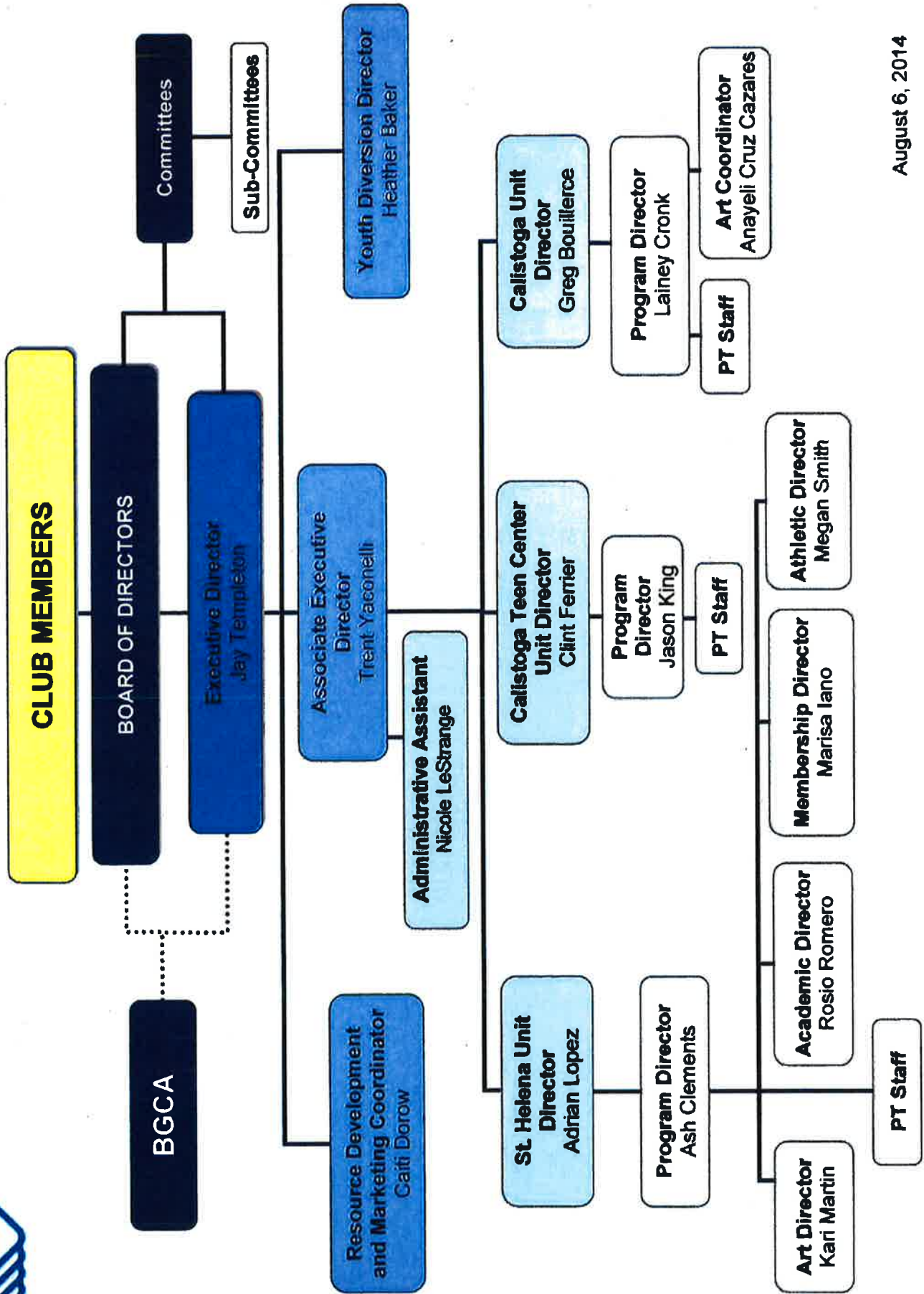
Item	Quantity	Cost	Total	Vendor Link
Xbox 360	6	279.99	1679.94	[REDACTED]
Xbox One	1	499.95	499.95	[REDACTED]
Tvs	6	237.9	1427.4	[REDACTED]
Wallmounts	6	24.04	144.24	[REDACTED]
Games/Accessories			248.47	

3751.53





**BOYS & GIRLS CLUBS**  
OF ST. HELENA AND CALISTOGA



**Boys & Girls Clubs of St. Helena and Calistoga  
Board of Directors Roster  
Updated: August 6, 2014**

**Officers:**

**Sean Maher, President (1999)**

PO Box 1009

St. Helena, CA 94574

Maher Advisors, Mergers and Acquisitions

(h) (707) [REDACTED]

(w) (707) [REDACTED]

(c) (707) [REDACTED]

(f) (707) [REDACTED]

[REDACTED]

**Cassandra Chastain, Vice President (2002)**

1508 Main Street

St. Helena, CA 94574

Pacific Union Real Estate Group

(h) (707) [REDACTED]

(w) (707) [REDACTED]

(c) (707) [REDACTED]

(f) (707) [REDACTED]

[REDACTED]

**Pam Ingalls, Secretary/Treasurer (2012)**

1823 Foothill Blvd.

Calistoga, CA. 94515

Banking, retired

(h) (707) [REDACTED]

(c) (707) [REDACTED]

[REDACTED]

**Kathleen Herdell, Past President (1993)**

340 McCormick Street Suite C

St. Helena, CA 94574

Attorney

(h) (707) [REDACTED]

(w) (707) [REDACTED]

(c) (707) [REDACTED]

(f) (707) [REDACTED]

[REDACTED]

**Bob Torres, At-Large (1999)**

PO Box 248

St. Helena, CA 94574

Principal and Senior VP Operations, Trincherro Family Estates

(h) (707) [REDACTED]

(w) (707) [REDACTED]

(c) (707) [REDACTED]

(f) (707) [REDACTED]

[REDACTED]

**Directors:**

**Corey Beck (2013)**  
300 Via Archimedes  
Geyserville, CA 95441  
General Manager, Francis Ford Coppola Winery  
(c) (707) [REDACTED]  
(w) (707) [REDACTED]  
[REDACTED]

**Chris Birdwell (2013)**  
1030 Main Street, Suite 300  
St. Helena, CA 94574  
Pacific Union Company  
(c) [REDACTED]  
[REDACTED]

**Thomas Brown (2013)**  
1418 Cedar Street  
Calistoga, CA 94515  
Owner, Rivers-Marie Wines  
(c) (707) [REDACTED]  
[REDACTED]

**David Butler (2013)**  
18 Meadow Park Court  
Orinda, CA 94563  
Partner, Argosy Real Estate  
(c) [REDACTED]  
[REDACTED]

**Josh Clark (2013)**  
PO Box 352  
St. Helena, CA. 94574  
President, Clark Vineyard Management, Inc.  
(h) (707) [REDACTED]  
(w) (707) [REDACTED]  
(c) (707) [REDACTED]  
[REDACTED]  
[REDACTED]

**Matthew Crafton (2014)**  
1429 Tubbs Lane  
Calistoga, CA 94515  
Winemaker, Chateau Montelena Winery  
(707) [REDACTED]  
[REDACTED]

**Tom Dixon (2006)**  
1289 Main Street  
St. Helena, CA 94574  
Coldwell Banker  
(h) (707) [REDACTED]  
(c) (707) [REDACTED]  
(w) (707) [REDACTED]  
[REDACTED]

**Kelly Foster (2013)**  
1151 Paulson Court  
St. Helena, CA 94574  
Bald Mountain Development LLC  
(c) (707) [REDACTED]  
[REDACTED]

**David Goodrich (2011)**  
1597 Greenwood Avenue  
Calistoga, CA 94515  
Visionary Insight LLC  
(c) (707) [REDACTED]  
[REDACTED]

**Marlanna Hawkins (1987, 2012)**  
1234 Hudson Avenue  
St. Helena, CA 94574  
Hawkins Mediation  
(h) (707) [REDACTED]  
(w) (707) [REDACTED]  
(c) (707) [REDACTED]  
(f) (707) [REDACTED]  
[REDACTED]

**Scott LeStrange (2009)**  
1701 Garnett Creek Court  
Calistoga, CA 94515  
Attorney, retired  
(h) (707) [REDACTED]  
(c) (707) [REDACTED]  
(f) (707) [REDACTED]  
[REDACTED]

**Suzanne Phifer Pavitt (2008)**  
4660 Silverado Trail  
Calistoga, CA 94515  
Winery owner  
(h) (707) [REDACTED]  
(c) [REDACTED]  
[REDACTED]

**Eric Lillavois (2013)**  
1895 Madrona Avenue  
St. Helena, CA. 94574  
Chief Operating Officer TKRG  
(w) (707) [REDACTED]  
(c) [REDACTED]  
[REDACTED]

**Wendy Lopez (2014)**  
PO Box 362  
Calistoga, CA 94515  
PDI Surgery Center- Community Outreach Coordinator  
(w) [REDACTED]  
(c) [REDACTED]  
[REDACTED]

**Honorary Board Members:**

**Monsignor John Brenkle**  
8 Redondo Court  
St. Helena, CA 94574  
Co-founder

**Mike Thompson**  
1040 Main Street #101  
Napa, CA 94559  
United States Congressman  
(w) (707) [REDACTED]

**Louis "Bob" Trinchero**  
PO Box 248  
St. Helena, CA 94574  
Sutter Home Winery  
(w) (707) [REDACTED]

**Staff:**

**LJ "Jay" Templeton, Executive Director**  
1123 Broadmoor Drive  
Napa, CA 94558  
(h) (707) [REDACTED]  
(w) (707) [REDACTED]  
(c) (707) [REDACTED]  
[REDACTED]

**Trent Yaconelli, Associate Executive Director**  
3825 Crestview Drive  
Santa Rosa, CA 95403  
(h) (707) [REDACTED]  
(w) (707) [REDACTED]  
(c) (707) [REDACTED]  
[REDACTED]

**Caiti Dorow, Development and Marketing Coordinator**  
1420 Tainter Street  
St. Helena, CA 94574  
(w) (707) [REDACTED]  
(c) (707) [REDACTED]  
[REDACTED]

**Nicole LeStrange, Administrative Assistant**  
1420 Tainter Street  
St. Helena, CA 94574  
(w) [REDACTED]  
[REDACTED]

## **ATTACHMENT #5**

### **Previous Funding**

#### **2010**

Received \$3,500 for Community Enrichment Grant.

Received, \$30,000 as payment for program services provided at the Teen Center.

Received \$25,000 as payment for Youth Diversion/Intervention Program

#### **2011**

Received \$2,500 for Community Enrichment Grant.

Received, \$30,000 as payment for program services provided at the Teen Center.

Received \$25,000 as payment for Youth Diversion/Intervention Program

#### **2012**

Received \$1,500 for Community Enrichment Grant.

Received, \$30,000 as payment for program services provided at the Teen Center.

Received \$25,000 as payment for Youth Diversion/Intervention Program

#### **2013**

Received \$1,500 for Community Enrichment Grant.

Received, \$30,000 as payment for program services provided at the Teen Center.

Received \$25,000 as payment for Youth Diversion/Intervention Program

### **Funding Schedule**

Implementation dates for this enrichment activity has not yet been scheduled. It's anticipated that classes relevant to this funding would be scheduled between December 2014 and May 2015.

### **Program Budget**

\$4,000.00 -- 1 time purchase of consoles and all required equipment, cables and accessories.

\$4,000.00 -- TOTAL



CITY OF CALISTOGA

COMMUNITY ENRICHMENT GRANTS
FY 2014-2015 APPLICATION

Deadline: August 8, 2014 at 4:30 P.M.

Submit to:

City Clerk's Office
1232 Washington St
Calistoga, CA 94515
Attn: Kathy Flamson

CITY OF CALISTOGA
City Clerk

AUG - 7 2014

RECEIVED

Please complete the following. You may attach additional pages if necessary.

Name of the Program: Continuation of on-going art programs

Name of Applicant/Organization: Calistoga Art Center

Address: P.O. Box 197, Calistoga, CA 94515

Phone: (707) [redacted] - [redacted] FAX (707) [redacted] - [redacted]

Contact 1) Martha Caselman name, phone 707 [redacted], e-mail [redacted]

Contact 2) Marcy Webb name, phone [redacted], e-mail [redacted]

Non-Profit Corporation Designation, if any: 501 (c)(3)

Federal Tax ID # or Social Security #: [redacted]

Amount of Grant Request\*: \$ 1,500

(\*This amount should include the value of any requested City fee or permit waivers and/or staff time)

Eligibility Requirements:

Please answer the following questions:

- 1. Have you or will you be receiving funding in 2012 for this program from other City sources? Yes No
2. Are you aware of any other City program providing this service? If so, which one? Yes No

If you answered yes to any of these questions, your request may not be eligible for this grant program. Please contact Amanda Davis at the City of Calistoga at (707) 942-2807 for further information, if desired.

**Program Description/Scope** (please use additional pages if necessary):

Describe your program:

Please see attached copy A

How will this program benefit the Calistoga Community? How will the program address the following City Council's adopted Enrichment Objectives "Will the activity or program...":

1. Provide services to the elder community.
2. Provide services to youth in the community.
3. Expand services to members of the Hispanic community.
4. Provide community specific environmental enhancements.
5. Enhance the appearance of the community.

Program support will provide needed services to:

1. Elder community
2. Youth, in and out of school settings
3. Hispanic community, outreach especially Fair art events.
5. Appearance: expanding innovative projects to present art to the community and elsewhere.

**Funding Request**

Identify the funding requested and the proposed use of funds.

- Cash
- In-kind funding (fee waivers, staff time cost waiver, rental fee waivers, etc.)

Request is for \$1,500. Please see Copy B attached and Operating Budget. We need to sustain existing programs and expand services.

What will be the estimated percent of Calistoga Residents Served by this program 75%

**Applicant Background:**

This applicant is a (an):

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Non - Profit | <input type="checkbox"/> For-Profit                   |
| <input type="checkbox"/> Local Public Agency     | <input type="checkbox"/> State or other Public Agency |
| <input type="checkbox"/> Individual              | <input type="checkbox"/> Other _____                  |



**CALISTOGA ART CENTER, COPY A**  
**2014 Community Enrichment Grant, City of Calistoga**

The Calistoga Art Center continually strives to maximize benefits to the diverse Calistoga community, both in age and in ethnicity.

**\*Building on the success of its 2013-14 Art Markets, the Market will move to the Police Department parking lot for at least two sessions, for greater drop-in traffic, locals and visitors—more visibility; more sales; more income for the artists.**

**\*Both the 2013 theater offerings and the on-going Art Markets have stimulated interest from an older population. Word of mouth has made these a comfortable social occasion, as well as a shopping opportunity for unique art (painting, jewelry, ceramics and more) and a chance to spend time with the artists. The artists often meet for the first time, and learn from each other.**

**\*CAC continues to:**

- Administer the Elementary School Art Docent program;**
- Offer PaintOut!, publicized throughout the Bay Area art community;**
- Partner with the Napa County Fair, offering popular, free art projects for families;**
- Be the only Calistoga facility dedicated to the arts and culture;**
- Work with the School District for art classes, both in school and at the Center;**
- Have a strong ELD program, with class time, museum trips and art shows;**
- Create new partnerships: Calistoga Joy Ride, Nimbus Art Center.**

**\*In addition, CAC sponsored a low-cost Musicale for Valentine's Day, 2014, with more to come; in future, it is hoped we can pay musicians, but for now, it's all volunteer and in the spirit of community.**

**Many of the CAC-initiated projects bring in a modest financial return to the Center, in keeping with our stated purpose to support artists and use art as education for the community and to make the community more cohesive. We rely on grants, donors, fundraisers and volunteer hours to meet these challenges.**

**CALISTOGA ART CENTER, COPY B  
2014 Community Enrichment Grant, City of Calistoga**

**The Calistoga Art Center respectfully requests funding from the Community Enrichment budget.**

**While it continues a program of classes and events at the Center, it is reaching deeper into the wider community to stimulate art experiences. CAC has only one half-time employee; we are greatly understaffed but must deal with our financial realities. A grant from the City of Calistoga will aid in meeting the challenges of honoring our commitment to present workshops and classes, sponsor young would-be artists to the art experience and excitement, hire only the best teachers and, in the future, be open many hours during the day, with a gallery of art on view.**

Years in Business or providing this program: 12  
 Number of Employees: 1 half-time administrator, 12 teachers  
 Number of Volunteers: 35  
 (Please attach an organization chart, if available.)

**Names of all Officers and Board of Directors:**

<u>Name:</u>	<u>Position in Organization and Contact Number:</u>
<u>Martha Casselman</u>	<u>President</u> [REDACTED]
<u>Michael Easterday</u>	<u>Vice President</u> [REDACTED]
<u>Uma Holcomb</u>	[REDACTED]
<u>Marcy Webb</u>	<u>Treasurer</u> [REDACTED]
<u>Elizabeth Stockebye</u>	[REDACTED]
<u>Eric Bolton</u>	[REDACTED]

**Experience in Program Area:**

The Calistoga Art Center has 12 years' experience providing art, theater and music programs. Teachers are qualified and experienced.

**Previous City funding received or requested in the past three years:**

2012 - \$1,500  
2011 - \$2,500  
2013 - \$ 750

(Please attach a budget for program request including funding schedule.)

**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the City annually, or when funds are spent, whichever comes first. Proof of program expenses are required to be held for two years during which time the City reserves the right to audit the records.

We agree to adhere to the reporting requirements described above. Yes  No

**Certification:**

We, the undersigned, do hereby attest that the above information is true and correct to the best of our knowledge. (Two signatures required)

<u>Christa Candman</u>	<u>President, CAC Board</u>	<u>8/2/14</u>
Signature	Title	Date
<u>May Webb</u>	<u>Treasurer, CAC Board</u>	<u>8/7/14</u>
Signature	Title	Date

# Operating Budget 2014

<b>REVENUES</b>	
Memberships	\$8,000.00
Donations	\$3,000.00
Art Market	\$4,000.00
Adult Classes/Workshops	\$18,000.00
Children's Classes/Camps	\$6,000.00
Theater Productions	\$15,000.00
Grants:	
Arts Council Napa Valley and NC	\$2,450.00
Calistoga Community Chest	\$2,000.00
City of Calistoga	\$750.00
CJUSD-CES Art Docent	\$15,000.00
CJUSD for ELD	\$5,000.00
TBID Grant	\$5,000.00
Napa Valley Heritage Fund	\$800.00
NCACAC Capacity Grant	\$20,000.00
Fundraising Events:	
Soup-er Bowl	\$12,000.00
Paint Out	\$1,000.00
Spring Art Show	\$4,000.00
Other Events	\$5,000.00
<b>SUBTOTAL REVENUES</b>	<b>\$127,000.00</b>
<b>EXPENSES</b>	
Administration & Operations:	
Office Admin (part time)	\$20,000.00
Payroll Taxes	\$2,000.00
Supplies	\$2,500.00
Equipment	\$1,100.00
Utilities	\$2,900.00
Maintenance	\$575.00
Facility Cleaning	\$3,000.00
Directors' Liability Insurance	\$1,750.00
Liability Insurance	\$1,050.00
Workers Compensation	\$800.00
Banking Fees	\$140.00
Credit Card /Pay Pal Processing	\$1,000.00
Licenses & Permits & Dues	\$500.00
Postage & Delivery	\$400.00
Publicity/Advertising/Marketing	\$1,000.00
Destination Marketing	\$5,000.00
Telephone	\$1,280.00
Web Site Development	\$5,000.00
Web Site Fees	\$180.00
Newsletter Production/Printing/Eblast	\$420.00
Rent & Property Taxes	\$15,000.00
Programs:	
Children's Class Instructors & Supplies	\$5,000.00
Adult Class Instruction/Workshops	\$12,800.00
CJUSD ELD Instructor & Supplies	\$5,000.00
CJUSD-CES Art Docent Instructor & Supplies	\$15,000.00
Events:	
Member Appreciation Party	\$175.00
Spring Art Show	\$1,000.00
Other Fundraising Events	\$500.00
PaintOut! Calistoga	\$550.00
Souper Bowl	\$2,000.00
Children's Art Mural	\$20,000.00
Theater Productions	\$8,000.00
<b>SUBTOTAL EXPENSES</b>	<b>\$135,620.00</b>
<b>NET</b>	<b>(\$8,620.00)</b>



CITY OF CALISTOGA

COMMUNITY ENRICHMENT GRANTS  
FY 2014-2015 APPLICATION

CITY OF CALISTOGA  
City Clerk

**Deadline: August 8, 2014 at 4:30 P.M.**

**Submit to:**

City Clerk's Office  
1232 Washington St  
Calistoga, CA 94515  
Attn: Kathy Flamson

JUL 28 2014

RECEIVED

Please complete the following. You may attach additional pages if necessary.

Name of the Program: CalistogaCares

Name of Applicant/Organization: Community action of Napa Valley

Address: 2310 Laurel St. Suite 1 Napa, CA94559

Phone: (707) [redacted] FAX (707) [redacted]

Contact 1) Helen Archerd [redacted]  
name phone  
[redacted]  
e-mail

Contact 2) ~~Diane~~ Drone Johnson [redacted]  
name phone  
[redacted]  
e-mail

Non-Profit Corporation Designation, if any: 501 3 (3)

Federal Tax ID # or Social Security #: [redacted]

Amount of Grant Request\*: \$ \$750

(\*This amount should include the value of any requested City fee or permit waivers and/or staff time)

**Eligibility Requirements:**

Please answer the following questions:

- |  | Yes                      | No                                  |
|--|--------------------------|-------------------------------------|
| 1. Have you or will you be receiving funding in 2014 for this program from other City sources? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Are you aware of any other City program providing this service? If so, which one? _____     | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

**If you answered yes to any of these questions, your request may not be eligible for this grant program. Please contact Amanda Davis at the City of Calistoga at (707) 942-2807 for further information, if desired.**

**Program Description/Scope** (please use additional pages if necessary):

*Describe your program:*

CalistogaCares is an all-volunteer program that provides supplemental food to low income families and seniors. We are the recipient of the food collected by the Mail carriers drive. Food is also obtained from individual donations and outdated products from CalMart and San Marcos. We receive some free food from the Napa Food Bank and also purchase food through them. Those meeting income requirements receive a bag of food once a month including fresh produce, eggs and milk. Amount depends on size of family.

*How will this program benefit the Calistoga Community? How will the program address the following City Council's adopted Enrichment Objectives "Will the activity or program...":*

1. Provide services to the elder community.
2. Provide services to youth in the community.
3. Expand services to members of the Hispanic community.
4. Provide community specific environmental enhancements.
5. Enhance the appearance of the community.

This program meets objectives 1, 2 and 3. The supplemental food is a great help to those seniors living on just Social Security as it helps them to stay in their own homes.

- (2) The food given to families enables the children to eat well and so do better in school.
- (3) The recipients are mostly Hispanic - this food enables them over times when work is slow.

**Funding Request**

Identify the funding requested and the proposed use of funds.

- Cash
- In-kind funding (fee waivers, staff time cost waiver, rental fee waivers, etc.)

We are requesting cash which will be used to purchase food. So far in 2014 we have received \$1850 from Community Chest; \$350 from a private donor and \$500 from the Rancho de Calistoga HOA We purchase eggs and occasionally milk locally and get produce from local gardens in season. Staples such as peanut butter, rice, beans, canned goods and cereal are purchased from the Food Bank at cost. Food left over from the USDA distribution is given out through this program.

**What will be the estimated percent of Calistoga Residents Served by this program** \_\_\_\_\_

There are currently 160 families on the roles, but not all come in every month. Approx. 700 persons

**Applicant Background:**

This applicant is a (an):

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Non - Profit | <input type="checkbox"/> For-Profit                   |
| <input type="checkbox"/> Local Public Agency     | <input type="checkbox"/> State or other Public Agency |
| <input type="checkbox"/> Individual              | <input type="checkbox"/> Other _____                  |

Years in Business or providing this program: 19

Number of Employees: 0

Number of Volunteers: ~~30~~ ~~Plus~~ 8 who volunteer for the USDA distribution  
(Please attach an organization chart, if available.)

**Names of all Officers and Board of Directors:**

Name: \_\_\_\_\_ Position in Organization and Contact Number: \_\_\_\_\_  
CalistogaCares does not have a Board of Directors. Attached sheet is for  
Community Action of Napa Valley. We serve under their board and all finances are  
handled through that organization. Locally, Helen Archerd serves as Site Manager.

**Experience in Program Area:**

Helen Archerd has directed the Program for 17 years. Many other volunteers have  
served 10 years or more.

**Previous City funding received or requested in the past three years:**

2011: \$750 2012: \$750; 2013: \$1250

(Please attach a budget for program request including funding schedule.)

**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the City annually, or when funds are spent, whichever comes first. Proof of program expenses are required to be held for two years during which time the City reserves the right to audit the records.

We agree to adhere to the reporting requirements described above. Yes  No

**Certification:**

We, the undersigned, do hereby attest that the above information is true and correct to the best of our knowledge. (Two signatures required)

Signature \_\_\_\_\_ Title Director Napa Valley Food Bank/CANV Date 7/24/14  
Signature Helen A. Archerd Title Site Manager Date 7/23/14



# BOARD OF DIRECTORS

## LOW INCOME REPS

**Jill E. Barwick** (9/14)  
 3656 Harkness Street  
 Napa, CA 94558  
 (707) [REDACTED]  
 (707) 258-1799 (wk)  
 [REDACTED]  
 [REDACTED]

**Marty Devitt** (10/14)  
 2601 Redwood Road  
 Napa, CA 94558  
 (707) [REDACTED]  
 [REDACTED]

### **Board Secretary**

**Cynthia Kasten** (9/14)  
 308 Ashlar Drive  
 Napa, CA 94558  
 [REDACTED]  
 (707) 363-7834 (wk)  
 [REDACTED]

**John Margraf** (Jack) (7/14)  
 1104 Marina Drive  
 Napa, CA 94559  
 [REDACTED]  
 [REDACTED]  
 [REDACTED]

**Rev. Lee S. Neish** (5/15)  
 Napa First United Methodist Church  
 625 Randolph Street  
 Napa, CA 94559  
 [REDACTED]  
 (707) 253-1411 (wk)  
 [REDACTED]

**Dan Ward** (1/15)  
 2539 MacGregor Court  
 Napa, CA 94558  
 [REDACTED]  
 [REDACTED]

## PUBLIC SECTOR REPS

**Leon Garcia** (1/15)  
 Mayor, City of American Canyon  
 245 Bentley Court  
 American Canyon, CA 94503  
 [REDACTED]  
 [REDACTED]  
 [REDACTED]

**Doug Hawker** (10/15)  
 County of Napa, HHS  
 23 Summer Brooke Circle  
 Napa, CA 94558  
 (707) [REDACTED]  
 (707) 259-8662 (wk)  
 [REDACTED]

**Jose Hurtado** (1/15)  
 NVUSD Board of Education  
 1036 Bella Drive  
 Napa CA 94558  
 (707) [REDACTED]  
 (707) [REDACTED]  
 [REDACTED]

### **Board Chair**

**Tracey Stuart** (9/14)  
 Police Chief, City of American Canyon  
 911 Donaldson Way East  
 American Canyon, CA 94503  
 (707) [REDACTED]  
 (707) 551-0601 (wk)  
 [REDACTED]

**Nancy Weiss** (1/15)  
 Assistant City Manager  
 955 School Street  
 Napa, CA 94558  
 (707) [REDACTED]  
 (707) 257-9616 (wk)  
 [REDACTED]

## PRIVATE REPS

**Ruth Edwards** (10/14)  
 Bank of Marin  
 600 Trancas Street  
 Napa, CA 94558  
 [REDACTED]  
 (707) 265-2002 (wk)  
 [REDACTED]

### **Board Vice Chair**

**Brian Farmer** (3/14)  
 Brian Farmer Insurance Agency  
 3860 Broadway, Ste. 203  
 American Canyon, CA 94503  
 (707) 731-2148 (wk)  
 (707) [REDACTED]  
 [REDACTED]

**Ryan Gregory** (4/14)  
 Riechers, Spence & Assoc.  
 1515 Fourth Street  
 Napa, CA 94559  
 (707) [REDACTED]  
 (707) 252-3301 (wk)  
 [REDACTED]

**Jim Jones** (1/15)  
 James V. Jones Law Office  
 1564 First St.  
 Napa, CA 94559  
 (707) 252-8644 (wk)  
 [REDACTED]

**Alfredo Pedroza** (1/15)  
 North Napa Mechanics Bank  
 3350 California Blvd.  
 Napa, CA 94558  
 (707) [REDACTED]  
 (707) 226-2740 (wk)  
 [REDACTED]

**Phil Rapp** (10/14)  
 First Bank  
 609 Stonehouse Drive  
 Napa, CA 94558  
 [REDACTED]  
 (707) 255-2462 x1001 (wk)  
 [REDACTED]

### **Board Treasurer**





CITY OF CALISTOGA

COMMUNITY ENRICHMENT GRANTS  
FY 2014-2015 APPLICATION

**Deadline: August 8, 2014 at 4:30 P.M.** CITY OF CALISTOGA

**Submit to:** City Clerk's Office  
1232 Washington St  
Calistoga, CA 94515  
Attn: Kathy Flamson

City Clerk

AUG - 8 2014

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Please complete the following. You may attach additional pages if necessary.

Name of the Program: <sup>"45th"</sup> Calistoga Community Christmas Bazaar

Name of Applicant/Organization: Sandra Tate Wilson

Address: [Redacted]

Phone: ( ) [Redacted] FAX ( ) [Redacted]

Contact 1) Sandra Tate Wilson name phone [Redacted]

[Redacted] e-mail

Contact 2) Pat Haynes name phone [Redacted]

[Redacted] e-mail

Non-Profit Corporation Designation, if any: \_\_\_\_\_

Federal Tax ID # or Social Security #: [Redacted]

Amount of Grant Request\*: \$ 1000.00 (or more!)

(\*This amount should include the value of any requested City fee or permit waivers and/or staff time)

**Eligibility Requirements:**

Please answer the following questions:

- |  | Yes                      | No                                  |
|--|--------------------------|-------------------------------------|
| 1. Have you or will you be receiving funding in 201 <sup>14</sup> for this program from other City sources?      | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Are you aware of any other City program providing this service? If so, which one? <u>maybe Chamber again?</u> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

If you answered yes to any of these questions, your request may not be eligible for this grant program. Please contact Amanda Davis at the City of Calistoga at (707) 942-2807 for further information, if desired.

**Program Description/Scope** (please use additional pages if necessary):

Describe your program:

Bringing together 'local' non-profits-service groups-churches, school groups - and (private vendors)- raising funds by selling handmade items or 1 day only items - sold in Calistoga (like seas candy)

How will this program benefit the Calistoga Community? How will the program address the following City Council's adopted Enrichment Objectives

"Will the activity or program...":

- 1. Provide services to the elder community.
- 2. Provide services to youth in the community.
- 3. Expand services to members of the Hispanic community.
- 4. Provide community specific environmental enhancements.
- 5. Enhance the appearance of the community.

most all money raised at this event-goes directly back into our community!

**Funding Request**

Identify the funding requested and the proposed use of funds.

- Cash
- In-kind funding (fee waivers, staff time cost waiver, rental fee waivers, etc.)

We need help in funding for Rental + services needed at the Tubbs Building- Napa Co. Fairgrounds for this long standing event, without asking more money from Non-profits trying to make money!

What will be the estimated percent of Calistoga Residents Served by this program 90%

**Applicant Background:**

This applicant is a (an):

- Non - Profit
- Local Public Agency
- Individual
- For-Profit
- State or other Public Agency
- Other Volunteer

Years in Business or providing this program: 45 years!  
Number of Employees: -0-  
Number of Volunteers: Hundreds!!  
(Please attach an organization chart, if available.)

**Names of all Officers and Board of Directors:**

<u>Name:</u>	<u>Position in Organization and Contact Number:</u>
_____	_____
_____	_____
_____	_____

**Experience in Program Area:**

Pat and myself are now the longest serving  
volunteers for this event -- and were still learning  
more every year.

**Previous City funding received or requested in the past three years:**

you and last year the Chamber used / needed us  
to receive a grant, we hope to have their help  
again this year.

(Please attach a budget for program request including funding schedule.)

**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the City annually, or when funds are spent, whichever comes first. Proof of program expenses are required to be held for two years during which time the City reserves the right to audit the records.

We agree to adhere to the reporting requirements described above. Yes  No

**Certification:**

We, the undersigned, do hereby attest that the above information is true and correct to the best of our knowledge. (Two signatures required)

<u>Sandra Tate Wilson</u> Signature	<u>Head Elf organizer</u> Title	<u>8-8-2014</u> Date
<u>Patricia P. Haynes</u> Signature	<u>assistant elf</u> Title	<u>8/8/14</u> Date



\* Cost of Last year, not including decorations  
or clean up cost.

**NAPA COUNTY FAIR ASSOCIATION, INC.  
LICENSE AGREEMENT FOR USE OF FAIRGROUND FACILITIES**

EVENT DATE: Saturday, December 7, 2013

AGREEMENT #: 13-038

THIS AGREEMENT MADE THIS November 22, 2013 AT CALISTOGA, COUNTY OF NAPA, STATE OF CALIFORNIA, BY AND BETWEEN THE NAPA COUNTY FAIR ASSOCIATION, INC., HEREINAFTER REFERRED TO AS "ASSOCIATION" AND Sandra Tate-Wilson, HEREINAFTER REFERRED TO AS "LICENSEE."

**TERMS**

1. Permission is hereby granted to the Licensee to use the following described property of the Association for the following period upon the conditions, agreements and terms hereinafter set forth:  
Setup: December 6, 2013: 9 AM - 8:45 PM  
Event: Saturday, December 7, 2013: 9 AM - 4 PM  
Teardown: December 7, 2013: Immediately following event

2. The description of the premises of the Association, in the County of Napa, State of California, permitted to be used for **Calistoga Community Christmas Bazaar** is described as follows:

Tubbs Building 12/3/13 added 4 Tables @ 50% = 10.50 MEH

Total Equipment Reserved: *Forty-eight (48) 8' banquet tables, five (5) 60" round tables, seventy-five (75) chairs, two (2) partitions, and one (1) 4-yard dumpster. See Rate Schedule for details.*

3. The License Agreement granted herein shall be subject to termination upon 30 days written notice by the Association and upon 30 days written notice by Licensee.

4. The Licensee hereby agrees to pay the Association for the use of said premises as follows:

- \$1,575.00 Refundable Cleaning and Damage Deposit fees;
- \$0.00 Staffing Fee for 0 hours at \$40.00 per hour;
- \$0.00 Guard fee includes 0 guards for a total of 0 hours @ \$23.00 per guard per hour and 0 guard supervisor for 0 hours @ \$29.00 per supervisor per hour.
- MEH \$399.00 SW • ~~\$388.50 Equipment Fee (changes to equipment listed above shall be deducted from deposit and/or billed following event);~~
- SW • ~~And \$2,363.00 Facility Rental Fee~~

FOR A TOTAL OF \$4,326.50, payable as follows:

MEH \$3,746.75 - \$3,736.25 due with signed agreement on or before December 3, 2013; as approved by the Board  
Balance of \$0.00 due on or before December 3, 2013.

Additionally, \$90.00 Special Events Liability Insurance Fee or submit own Certificate of Insurance, as outlined under items #17-20 below, on or before November 25, 2013;

Additionally, N/A Special Events Liquor Liability Insurance Fee or submit own Certificate of Insurance, as outlined under items #17-20 below, on or before November 25, 2013;

5. Additional provisions, if any, and/or alterations to existing provisions contained herein, shall be attached to this agreement and marked "Exhibit" Special Provisions. Such attached sheets when properly signed by both parties become a part of this agreement and shall be binding upon the parties hereto.
6. Said premises shall be used for **Calistoga Community Christmas Bazaar**, and for no other purpose without the written consent of the Association first had and obtained, and Licensee agrees to comply with all ordinances, statutes and rules and regulations applicable to the conduct or operation of the activities of Licensee herein permitted to be conducted.
7. Licensee agrees that any areas used other than those stated within this Agreement will be billed at Current Facility Use Rates. Licensee will not be permitted to set up prior to the rental day unless a setup fee has been paid.
8. Association reserves the right to rent any areas to others which are not rented by the Licensee.
9. Association shall retain 50% of the facility rental fee if cancellation of the License Agreement is made within 30 days of the event and 25% of the total facility rental fee if the event is cancelled more than 30 days prior to the event.
10. Association shall retain 50% of the facility rental fee, for each facility cancelled, if cancellation of the License Agreement is made within 30 days of the event and 25% of the facility rental fee, for each facility cancelled, if the event is cancelled more than 30 days prior to the event.
11. If inclement weather conditions including, but not limited to, snow, rain, and heat prevail making it impossible to complete the event the Association shall nevertheless be paid the full contract price.



CITY OF CALISTOGA

COMMUNITY ENRICHMENT GRANTS  
FY 2014-2015 APPLICATION

**Deadline: August 8, 2014 at 4:30 P.M.**

**Submit to:**

City Clerk's Office  
1232 Washington St  
Calistoga, CA 94515  
Attn: Kathy Flamson

CITY OF CALISTOGA  
City Clerk

AUG - 1 2014

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Please complete the following. You may attach additional pages if necessary.

Name of the Program: Street-Tree Planting

Name of Applicant/Organization: Calistoga Tree Coalition

Address: P.O. Box 945, Calistoga 94515

Phone: (707) [REDACTED] FAX (707) [REDACTED]

Contact 1) Carl Sheerill [REDACTED]  
name phone  
[REDACTED]  
e-mail

Contact 2) Steve Gallion [REDACTED]  
name phone  
[REDACTED]  
e-mail

Non-Profit Corporation Designation, if any: N.A.

Federal Tax ID # or Social Security #: [REDACTED]

Amount of Grant Request\*: \$ 1,200

(\*This amount should include the value of any requested City fee or permit waivers and/or staff time)

**Eligibility Requirements:**

Please answer the following questions:

- |  | Yes                      | No                                  |
|--|--------------------------|-------------------------------------|
| 1. Have you or will you be receiving funding in 2012 for this program from other City sources? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Are you aware of any other City program providing this service? If so, which one? _____     | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

**If you answered yes to any of these questions, your request may not be eligible for this grant program. Please contact Amanda Davis at the City of Calistoga at (707) 942-2807 for further information, if desired.**

**Program Description/Scope** (please use additional pages if necessary):

Describe your program:

See attached.

How will this program benefit the Calistoga Community? How will the program address the following City Council's adopted Enrichment Objectives "Will the activity or program...":

1. Provide services to the elder community.
2. Provide services to youth in the community.
3. Expand services to members of the Hispanic community.
4. Provide community specific environmental enhancements.
5. Enhance the appearance of the community.

See attached.

**Funding Request**

Identify the funding requested and the proposed use of funds.

- Cash
- In-kind funding (fee waivers, staff time cost waiver, rental fee waivers, etc.)

Purchase and delivery of trees! \$750.  
\* Planting by tree service! \$450.

\* When digging requires prof. help.

What will be the estimated percent of Calistoga Residents Served by this program \_\_\_\_\_

**Applicant Background:**

This applicant is a (an):

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Non - Profit | <input type="checkbox"/> For-Profit                   |
| <input type="checkbox"/> Local Public Agency     | <input type="checkbox"/> State or other Public Agency |
| <input type="checkbox"/> Individual              | <input type="checkbox"/> Other _____                  |

Years in Business or providing this program: 21 years

Number of Employees: None

Number of Volunteers: 16-20

(Please attach an organization chart, if available.)

**Names of all Officers and Board of Directors:**

Name:  
Carl Sherrill  
Steve Gallion  
\_\_\_\_\_  
\_\_\_\_\_

Position in Organization and Contact Number:  
Chairman  
Treasurer  
\_\_\_\_\_  
\_\_\_\_\_

**Experience in Program Area:**

See attached.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Previous City funding received or requested in the past three years:**

None. Request denied in 2011.  
\_\_\_\_\_  
\_\_\_\_\_

(Please attach a budget for program request including funding schedule.)

**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the City annually, or when funds are spent, whichever comes first. Proof of program expenses are required to be held for two years during which time the City reserves the right to audit the records.

We agree to adhere to the reporting requirements described above. Yes  No

**Certification:**

We, the undersigned, do hereby attest that the above information is true and correct to the best of our knowledge. (Two signatures required)

Carl Sherrill Chairman  
Signature Title  
Steve Gallion Treasurer  
Signature Title

July 29, 2014  
Date  
8-1-14  
Date

# *The Calistoga Tree Coalition*

*Thinking globally, acting locally: Trees are green!*

The Calistoga Tree Coalition assists in planting trees in parks, schoolyards, and other public areas, and on the streetside property of individual homeowners and businesses. When practicable, Coalition members – with the help of local Boy Scouts – do the planting. In some cases, assistance from a professional tree service is required. Trees are provided at no cost to the property owner, but the resident or business is responsible for watering the trees.

## **PROGRAM DESCRIPTION/SCOPE**

The Calistoga Tree Coalition has been largely successful in its mission and Calistoga is much “greener” as a result, but there is still a need for additional trees – as well as replacements for trees that have died.

We propose to plant trees in some or all of the following locations (subject to permission from the city and/or property owners):

- Trees next to a Teckla Bott memorial bench in Pioneer Park
- Several open areas along Cedar between Berry and Lincoln
- Several spaces in community center/police parking lot
- Street-side areas in the Palisades/High Rocks subdivisions
- At Little League field on lower Washington
- “In-fill” planting along street frontage throughout town

## **COMMUNITY BENEFITS**

### **ENVIRONMENTALLY: Trees Reduce Global Warming**

- Trees absorb CO<sup>2</sup>, store the carbon, and emit oxygen.
- The more trees you surround yourself with, the better your air quality will be.

### **ECONOMICALLY: Trees Don't Cost – They Pay**

- Trees help offset the costs of heating and cooling – thus reducing energy use.
- Trees improve property values and help control storm water run-off.

### **SOCIALLY: Trees Promote Better Health**

- Trees make us happy and stir our youthful energies for play.
- Trees positively affect our moods and reduce stress.
- From the time we're born, trees help us lead healthier and more satisfying lives.

## **EXPERIENCE IN PROGRAM AREA**

The Calistoga Tree Coalition is a volunteer organization consisting of local residents ranging from high-school age to seniors. Since 1993 we have planted over 400 trees at a variety of locations throughout town: at schools, in parks, at the fairgrounds, along Lincoln Avenue, and on private property fronting city streets.





**CITY OF CALISTOGA**

**COMMUNITY ENRICHMENT GRANTS  
FY 2014-2015 APPLICATION**

**Deadline: August 8, 2014 at 4:30 P.M.** CITY OF CALISTOGA  
City Clerk

**Submit to:** City Clerk's Office  
1232 Washington St  
Calistoga, CA 94515  
Attn: Kathy Flamson

AUG - 6 2014

**RECEIVED**

*Please complete the following. You may attach additional pages if necessary.*

Name of the Program: CLARO/CLARA Youth Mentoring Program - Calistoga

Name of Applicant/Organization: UpValley Family Centers

Address: 1500 Cedar Street, Calistoga, CA 94515

Phone: (707 ) [REDACTED] FAX ( 707 ) [REDACTED]

Contact 1) Jenny Ocon (707 ) [REDACTED]  
*name phone*

[REDACTED]  
*e-mail*

Contact 2) Kristen Georges [REDACTED]  
*name phone*

[REDACTED]  
*e-mail*

Non-Profit Corporation Designation, if any: 501c3

Federal Tax ID # or Social Security #: [REDACTED]

**Amount of Grant Request\*: \$ 2,500**

(\*This amount should include the value of any requested City fee or permit waivers and/or staff time)

**Eligibility Requirements:**

Please answer the following questions:

- |  | Yes                      | No                                  |
|--|--------------------------|-------------------------------------|
| 1. Have you or will you be receiving funding in 2012 for this program from other City sources? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Are you aware of any other City program providing this service? If so, which one? _____     | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

***If you answered yes to any of these questions, your request may not be eligible for this grant program. Please contact Amanda Davis at the City of Calistoga at (707) 942-2807 for further information, if desired.***

**Program Description/Scope** (please use additional pages if necessary):

*Describe your program:*

Challenging Latinos to Access Resources and Opportunities, known as CLARO, and Challenging Latinas through Awareness, Resources and Action, known as CLARA, are youth mentoring programs provided by the UpValley Family Centers to help young Latinas and Latinos build positive identities in a process of self-exploration through the lens of culture. We offer culturally-based youth development activities through weekly group sessions led by positive role models. Sessions are focused on developing skills related to decision-making, conflict resolution, communication, self-reflection and increasing awareness of one's cultural identity. These prevention-oriented groups foster positive connections among peers, build students' engagement in school, strengthen self-identity, and develop leadership skills. In addition to weekly groups, we strive to organize field trips and college visits for our participants as funding permits. The program is offered at Calistoga Junior Senior High School, and reaches approximately 60 Calistoga students each year.

*How will this program benefit the Calistoga Community? How will the program address the following City Council's adopted Enrichment Objectives*

*"Will the activity or program...":*

1. Provide services to the elder community.
2. Provide services to youth in the community.
3. Expand services to members of the Hispanic community.
4. Provide community specific environmental enhancements.
5. Enhance the appearance of the community.

CLARO and CLARA benefits Hispanic youth in the Calistoga community (items 3 and 4 above).

Although Latinos and Latinas are our focus, we offer these programs to any students who are interested to increase cultural awareness and create an appreciation for cultural diversity and inclusion. Program evaluation results have demonstrated that the program had a positive impact on students' perceptions of their ethnic identity. 99% of respondents reported agreement to the item, "I have a lot of pride in my ethnic group," an increase of 10% at the post-survey. The large majority of participants also reported positive perceptions about the program and group facilitator. This program benefits the Calistoga Community by providing middle and high school aged Hispanic and other youth with inspiring group experiences where they can: 1) explore their cultural identity in a safe environment, 2) form positive friendships, 3) express themselves, ask questions and learn about a variety of topics facing youth, and 4) build confidence as young people who are increasingly making their own decisions.

**Funding Request**

Identify the funding requested and the proposed use of funds.

- Cash
- In-kind funding (fee waivers, staff time cost waiver, rental fee waivers, etc.)

We request a Community Enrichment Grant in the amount of \$2,500. These funds will be used to support field trips that extend learning and knowledge on key issues our CLARO/CLARA groups are addressing throughout the year. Field trip options include: San Francisco Mission

District tour and Women's Building; Movimiento de Arte y Cultura Latino Americana in San Jose (contemporary Latino art and culture); Oakland Museum of California (Comi-Con exhibit and California history), or the Museum of Tolerance in Los Angeles. When possible, field trips may be combined with a visit and tour of a nearby college campus. Funds would be used to cover ticket admission, transportation costs, and food for participants and chaperones/staff.

**What will be the estimated percent of Calistoga Residents Served by this program** 100%

**Applicant Background:**

This applicant is a (an):

Non - Profit

Local Public Agency

Individual

For-Profit

State or other Public Agency

Other \_\_\_\_\_

Years in Business or providing this program: 15 years in business

Number of Employees: 14

Number of Volunteers: 75

*(Please attach an organization chart, if available.)*

**Names of all Officers and Board of Directors:**

**Name:**

Kristen Georges  
Elaine Sczuka Jones  
John Moynier  
Pam Krell  
Oscar DeHaro  
Dawnine Dyer  
Julie Garvey  
Susan Krausz  
Wendell Laidley  
Martha McCoy  
Rob Morrow  
Mary Stuard

**Position in Organization and Contact Number:**

President, [REDACTED]  
Vice President, 707 [REDACTED]  
Treasurer, 707 [REDACTED]  
Secretary, [REDACTED]

**Experience in Program Area:**

The UpValley Family Centers has 15 years of experience serving youth and families in the Calistoga community. We have been leading CLARO/CLARA groups at Calistoga Junior/Senior High School for over five years. Our bicultural staff mentors leading the groups have knowledge of the Calistoga community, Latino culture, and youth development principles. Our staff have successfully established positive role-model relationships with local youth, and we also have a strong partnership with the school district on all of our programs, including CLARO/CLARA.

**Previous City funding received or requested in the past three years:**

As Calistoga Family Center (now UpValley Family Centers of Napa County), we have received \$10,000 per year for the past three years for Community Health, Education and Outreach Services. We received \$5,000 for Senior Services in 2011-12, and received \$20,000/year for

Senior Services in 2013-14 and 2014-15. In 2012-13 we received a \$1200 Community Enrichment Grant, and in 2013-14 we received a \$1,500 Community Enrichment Grant.

*(Please attach a budget for program request including funding schedule.)*



**Reporting Requirements:**

A report on how the funds were spent will be required to be filed with the City annually, or when funds are spent, whichever comes first. Proof of program expenses are required to be held for two years during which time the City reserves the right to audit the records.

We agree to adhere to the reporting requirements described above.      Yes  No

**Certification:**

We, the undersigned, do hereby attest that the above information is true and correct to the best of our knowledge. **(Two signatures required)**

 Signature	Executive Director Title	8/5/14 Date
 Signature	Board President Title	8/5/14 Date

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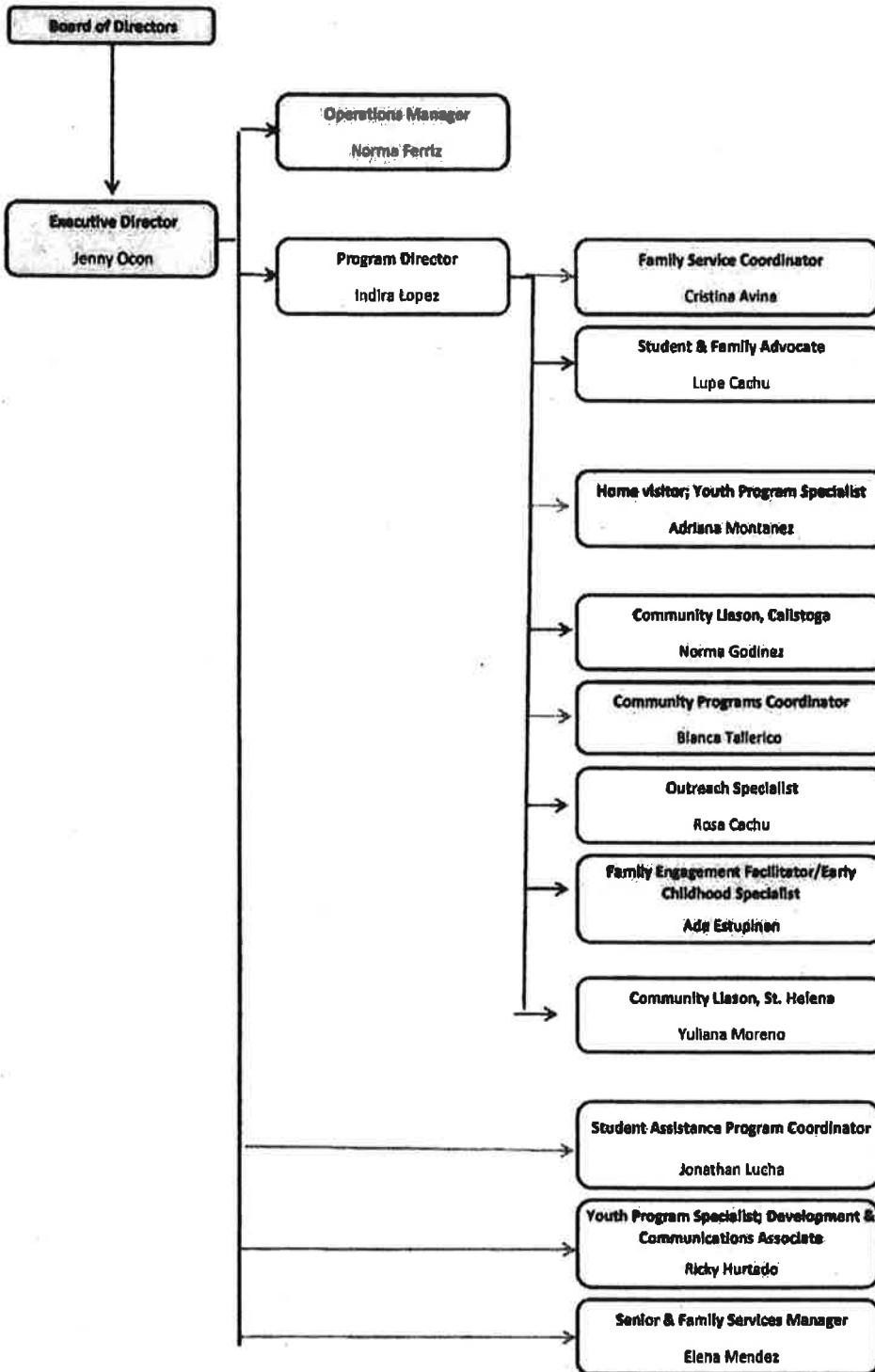
City of Calistoga Community Enrichment Grant

**2014-15 UpValley Family Centers GRANT APPLICATION**

PROJECT BUDGET	TOTAL BUDGET	In-Kind (if applicable)	Request from City of Calistoga	Budget Justification (Narrative)
<b>PERSONNEL/STAFFING EXPENSES</b>				
(List title and % FTE on project)	\$ 57,562.50	\$ -	\$ -	
CLARA Facilitator 50%	\$ 20,800.00			Program facilitator with girls, parent involvement organization
CLARO Facilitator 50% FTE	\$ 20,800.00			Program facilitator with boys and parents
4 Program Director 5% FTE	\$ 3,500.00			Program supervision and program evaluation
5 Executive Director 1% FTE	\$ 950.00			Staff supervision, program development
<b>Subtotal, Personnel/Staffing Expenses</b>	<b>\$ 46,050.00</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Benefits ( 25 % of Personnel)</b>	<b>\$ 11,512.50</b>	<b>\$ -</b>	<b>\$ -</b>	<b>Insurance %, payroll taxes and fringe benefits</b>
<b>NON-PERSONNEL EXPENSES</b>				
	\$ 20,128.00	\$ 4,350.00	\$ 2,500.00	
Rent (Occupancy expenses) 15%	\$ 2,850.00	\$ 2,850.00		15% of occupancy expenses (rent, cleaning, utilities)
Office Supplies/copies/postage/materials	\$ 1,000.00			Materials for sessions with students and parents. Printing and copying. Postage.
Communications (Telephone, internet, etc.)	\$ 1,545.28	\$ 1,500.00	\$ -	15% of telephone and internet hosting expenses and computer maintenance
Travel	\$ 300.00		\$ -	Mileage to schools, meetings
Training/Conferences	\$ 400.00			Additional training for facilitators/coordinator (fees and mileage)
Other:				
1 Snacks for student and parent meetings	\$ 1,000.00			Snacks for students and parent meetings
2 Childcare for parent classes	\$ 400.00			Childcare to be offered during parent involvement activities
3 Field Trip Expenses	\$ -2,500.00		\$ 2,500.00	Field Trip Expenses (estimate 2 field trips, 40 people attending/trip, \$20/admission per person and \$11.25/person for food)
<b>Sub total Non-Personnel</b>	<b>\$ 9,995.28</b>	<b>\$ 4,350.00</b>	<b>\$ 2,500.00</b>	
<b>INDIRECT/OVERHEAD EXPENSE</b>				
15% of Direct Expenses*	\$ 10,132.72	\$ -	\$ -	Accounting, insurance, general expenses
<b>OTHER COSTS</b>				
	\$ 750.00	\$ -	\$ -	
Subcontracts/Consultants (evaluation)	\$ 750.00		\$ -	Evaluation
<b>TOTAL EXPENSES</b>				
(Personnel + Non-Personnel + Other Costs)	<b>\$ 78,440.50</b>	<b>\$ 4,350.00</b>	<b>\$ 2,500.00</b>	

Other Revenue Sources including current request

UP VALLEY FAMILY CENTERS ORGANIZATIONAL CHART



Locations: Yellow - Callstoga, Blue - St. Helena, Green - Both, Violet  
 Existing supervision line: Dark Blue; 1st change supervision line: Dark green  
 Solid lines - supervision; dotted lines- coordination