



**NAPA VALLEY TOURISM BUSINESS
IMPROVEMENT DISTRICT MEETING
AGENDA**

City Hall - Council Chambers
4381 Broadway St., Suite 201, American Canyon
**September 2, 2021
9:30 AM**

Chair: Valerie Zizak-Morais, President/CEO, Napa Valley Chamber of Commerce/Welcome Center

Vice Chair: David Oro, Councilmember, City of American Canyon

Secretary/Treasurer: Jason Holley, City Manager, City of American Canyon

Committee Members: Erik Burrow, General Manager, Doubletree Hotel; Juan Sirotko, General Manager, Fairfield Inn & Suites; Kenta Kamohara, General Manager, Holiday Inn Express; Buzz Butler, Hotel Representative

In response to Governor's Executive Order N-29-20 and the Resolution Declaring the Existence of a Local Emergency Relating to the COVID-19 Pandemic adopted by the City of American Canyon City Council, the Napa Valley Tourism Business Improvement District will be conducted by teleconference. This meeting will not be physically open to the public, or broadcast live. You may submit public comments for any Agenda Item, Non-Agenda Item or make general public comments by one of the following methods:

Oral via Webinar: A Zoom Webinar has been established for public participation during the meeting related to a specific agenda item, or matters not on the agenda. To give your public comment directly to the TBID Committee during the meeting, connect via the below Zoom link and follow the instructions, or call 408-638-0968.

Zoom Meeting Link: ([CLICK HERE](#))

Webinar ID: 813 8814 1146 **Passcode:** 400411

Written via Public Comment Portal: As part of our Virtual City Hall, we have established a central link for the Public Comments of all meetings. Please use the following link to submit your comment so it can be routed to the appropriate governing body and properly recorded into the meeting record. [Submit your public comment here](#). EMAILS WILL NOT BE READ ALOUD. All comments become part of the permanent record.

The above-identified measures exceed all legal requirements for participation in public comment, including those imposed by the Ralph M. Brown Act and Executive Order N-29-20 and N-33-20. For more information, please call the City Clerk at (707) 647-5337 or email cityclerk@cityofamericancanyon.org.

AGENDA MATERIALS: Napa Valley Tourism Business Improvement District "TBID" agenda materials are published 72 hours prior to the meeting, and are available to the public via the City's website at www.cityofamericancanyon.org.

AMERICANS WITH DISABILITIES ACT: The Napa Valley Tourism Business Improvement District Meeting will provide materials in appropriate alternative formats to comply with the Americans with Disabilities Act. Please send a written request to the City Clerk at 4381 Broadway, Suite 201, American Canyon, CA 94503 or by email to cityclerk@cityofamericancanyon.org. Include your name, address, phone number and brief description of the requested materials, as well as your preferred alternative format or auxiliary aid, at least three calendar days before the meeting.

9:30 A.M. - REGULAR MEETING

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

*This time is reserved for members of the public to address the Napa Valley Tourism Business Improvement District Committee on items not on the Agenda and are within the subject matter jurisdiction of the committee. It is recommended that speakers limit their comments to 3 minutes. To provide an oral comment for an item on the Agenda click the "raise your hand" button if joining by computer, or press *9 if joining by phone, when the item is called. To avoid confusion, any "raised hands" outside of the Public Comment period will be lowered.*

AGENDA CHANGES

Committee members may change the order of the agenda, or request discussion of a Consent item. The public may request discussion of a Consent items by providing a written comment through the Public Comment Portal prior to the meeting.

CONSENT

1. **TBID Minutes of the May 6, 2021 Meeting**
Recommendation: Approve the minutes of the May 6, 2021 Napa Valley Tourism Business Improvement District Meeting. (ACTION)

BUSINESS

2. **TBID May and June, 2021 Financial Reports**
Recommendation: Review and approve the TBID Financial Reports for May - June, 2021. (ACTION)
3. **Budget - Fiscal Year 2021/2022**
Recommendation: Review and approve the Napa Valley Tourism Business Improvement District budget for fiscal year 2021/2022. (ACTION)
4. **Goals and Objectives - Fiscal Year 2021/2022**
Recommendation: Adopt Napa Valley Tourism Business Improvement District goals and objectives for fiscal year 2021/2022. (ACTION)
5. **Marketing Options**
Recommendation: Discuss marketing options and take action by Minute Order, if necessary. (POTENTIAL ACTION)
6. **American Canyon Hotels**
Recommendation: Receive an update from American Canyon Hotels. (INFORMATIONAL)
7. **Visit Napa Valley**
Recommendation: Receive an update from Visit Napa Valley. (INFORMATIONAL)

8. Chamber of Commerce/Welcome Center

Recommendation: Receive an update from the Chamber of Commerce/Welcome Center. (INFORMATIONAL)

9. City of American Canyon

Recommendation: Receive an update from the City of American Canyon. (INFORMATIONAL)

COMMITTEE MEMBER COMMENTS

Committee members may comment on matters of public concern and announce matters of public interest; no collective committee action will be taken.

ADJOURNMENT

CERTIFICATION

I, Taresa Geilfuss, City Clerk for the City of American Canyon, do hereby declare that the foregoing agenda of the Napa County Tourism Business Improvement District was posted in compliance with the Brown Act prior to the meeting date.

Taresa Geilfuss, City Clerk



**Napa Valley Tourism Business Improvement
District Meeting
4381 Broadway, Suite 201
American Canyon, CA 94503
May 6, 2021 9:30 AM
MINUTES**

APPOINTED COMMITTEE MEMBERS:

City of American Canyon: City Manager Jason Holley (**Secretary/Treasurer**) and Councilmember David Oro (**Vice Chair**)

Doubletree Hotel: General Manager Erik Burrow

Fairfield Inn and Suites: General Manager Juan Sirotko

Holiday Inn Express: General Manager Kenta Kamohara

Hotel Representative: Buzz Butler

American Canyon Welcome Center/Chamber of Commerce: President/CEO Valerie Zizak-Morais (**Chair**)

A. CALL TO ORDER

The meeting was called to order at 9:40 a.m.

B. ROLL CALL

Present: Committee Members Buzz Butler, Kenta Kamohara; Secretary/Treasurer Jason Holley; Vice Chair David Oro; Chair Valerie Zizak-Morais

Absent: Committee Members Erik Burrow, Juan Sirotko

C. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

There were no public comments.

D. AGENDA CHANGES

There were no changes to the Agenda.

E. CONSENT

1. Approve the Napa Valley Tourism Business Improvement District Meeting Minutes of March 3, 2021. (**ACTION**)

Action: Moved by Vice Chair Oro, seconded by Secretary/Treasurer Holley and carried unanimously to approve the Minutes of March 4, 2021.

F. BUSINESS

1. Review and approve the TBID Financial Reports for December, 2020. (**ACTION**)

The Committee received the TBID Finance Reports for December, 2020 as presented by Secretary Treasurer Holley.

Action: Moved by Secretary/Treasurer Holley, seconded by Vice Chair Oro and carried unanimously to approve the TBID Financial Reports for December, 2020.

2. Receive an update from Visit Napa Valley. **(INFORMATIONAL)**

The Committee received an update on Visit Napa Valley as presented by Lindsey Gallagher.

3. Discuss Am Can Website and Social Media for FY 2021-2022. **(ACTION)**

Chair Zizak-Morais led the discussion of the Explore Am Can website and social media needs for the FY 2021-2022.

Action: Committee requested that this item be presented for action at the next meeting.

4. Discuss and approve the Welcome Center Proposed Memorandum of Agreement for FY 2021-2022. **(ACTION)**

Chair Zizak-Morais led the discussion of the needs of the Welcome Center for the FY 2021-2022. After committee discussion, it was decided to amend the Memorandum of Agreement to include the Explore Am Can website and social media needs as discussed in Item 3.

Action: Moved by Secretary/Treasurer Holley, seconded by Vice Chair Oro and approved by a vote of 4-1, with Chair Zizak-Morais abstaining, to approve the Memorandum of Agreement with the following two changes:

1. The not to exceed dollar amount of the contract will increase from \$25,000 to \$40,000.
2. Item C. language will be edited to add at the end "and managing of subconsultant staff as needed."

G. COMMITTEE MEMBER COMMENTS

Chair Zizak-Morais provided an update on the Welcome Center including tourist flow, welcome packets, local art displays and a future online merchandise storefront.

Secretary/Treasurer Holley provided two updates from the City:

1. Home2Suites hotel has received approval of construction plans. It is anticipated they will break ground this summer with an approximate 12-18 month build.
2. Hampton Inn has submitted a marketing study as part of their planning application. Staff will be conducting an analysis of the information. The marketing study will be made public after the analysis is complete.

H. ADJOURNMENT

The meeting was adjourned at 11:04 a.m.

Jason Holley, Secretary/Treasurer

Valerie Zizak-Morais, Chair



Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2020-21

as of 5/31/2021

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 5/31/2021

Fiscal Year 2020-21		Actual
Revenues		\$ 33,713
Expenses		<u>46,454</u>
Net Income		\$ (12,741)
*Resources Available at July 1, 2020		<u>79,476</u>
Purchase Commitments		<u>-</u>
Estimated Available Balance at 5/31/2021		<u>\$ 66,735</u>

City of American Canyon
Local Tourism Business Improvement District Expenses & Commitments
Fiscal Year 2020-21

EXPENSES through 5/31/2021

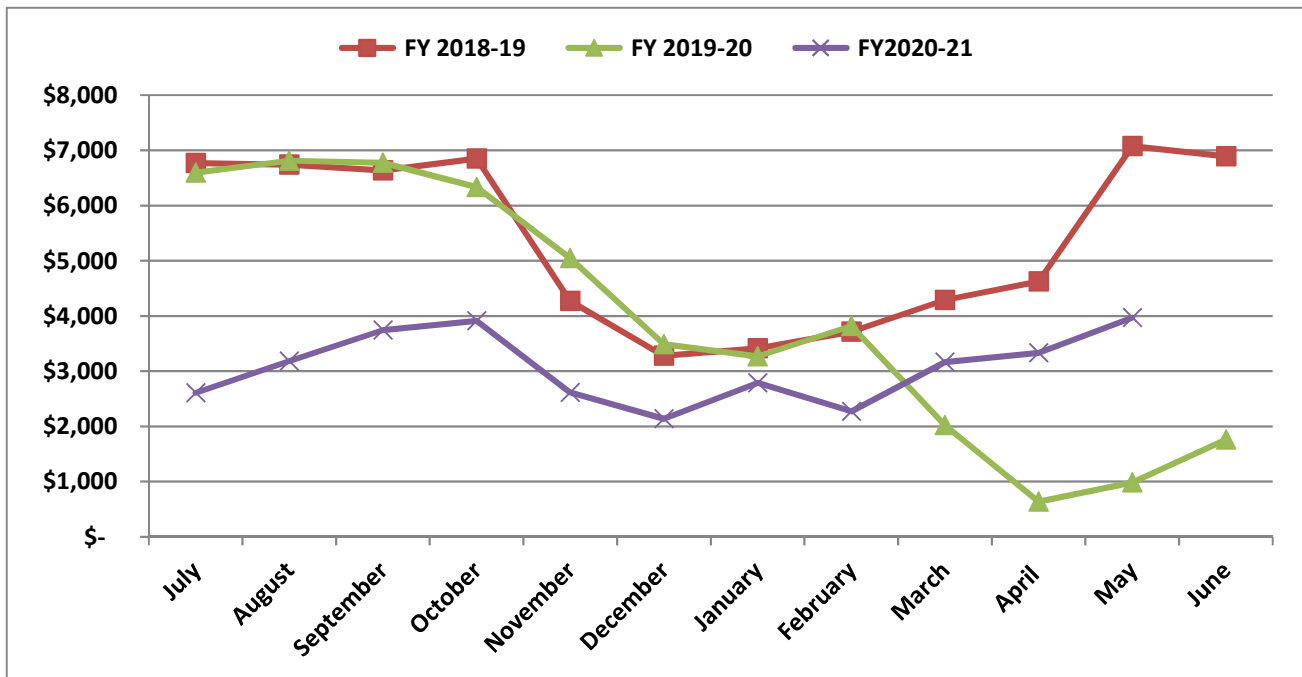
Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	TBID Contribution	25,000	172720	12/18/2020
Napa Valley Vine Trail Coalition	Vine Trail Annual Contribution for FY 19-20	6,454	183772	4/30/2021
Visit Napa Valley	TBID Expedia Advertising Co-op	15,000	183787	4/30/2021

Total Expenses \$ 46,454

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2020-21

REVENUES Through 5/31/2021.

		FY 2018-19	FY 2019-20	FY2020-21	Increase / (Decrease) FY 20 vs. FY 21	
July	\$	6,765	\$ 6,593	\$ 2,608	\$ (3,985)	-60%
August		6,740	6,811	3,179	(3,632)	-53%
September		6,633	6,773	3,741	(3,032)	-45%
October		6,850	6,332	3,911	(2,421)	-38%
November		4,271	5,049	2,611	(2,438)	-48%
December		3,278	3,488	2,138	(1,350)	-39%
January		3,412	3,267	2,789	(478)	-15%
February		3,716	3,816	2,272	(1,544)	-40%
March		4,290	2,023	3,164	1,141	56%
April		4,623	637	3,331	2,694	423%
May		7,075	987	3,970	2,983	302%
June		6,887	1,764	-	-	0%
Total Revenues		64,540	\$ 47,539	\$ 33,713		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2020-21

as of 6/30/2021

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 6/30/2021

Fiscal Year 2020-21

	Actual
Revenues	\$ 38,932
Expenses	<u>46,454</u>
Net Income	\$ (7,522)
*Resources Available at July 1, 2020	79,476
Purchase Commitments	<u>-</u>
Estimated Available Balance at 6/30/2021	<u>\$ 71,954</u>

City of American Canyon
Local Tourism Business Improvement District Expenses & Commitments
 Fiscal Year 2020-21

EXPENSES through 6/30/2021

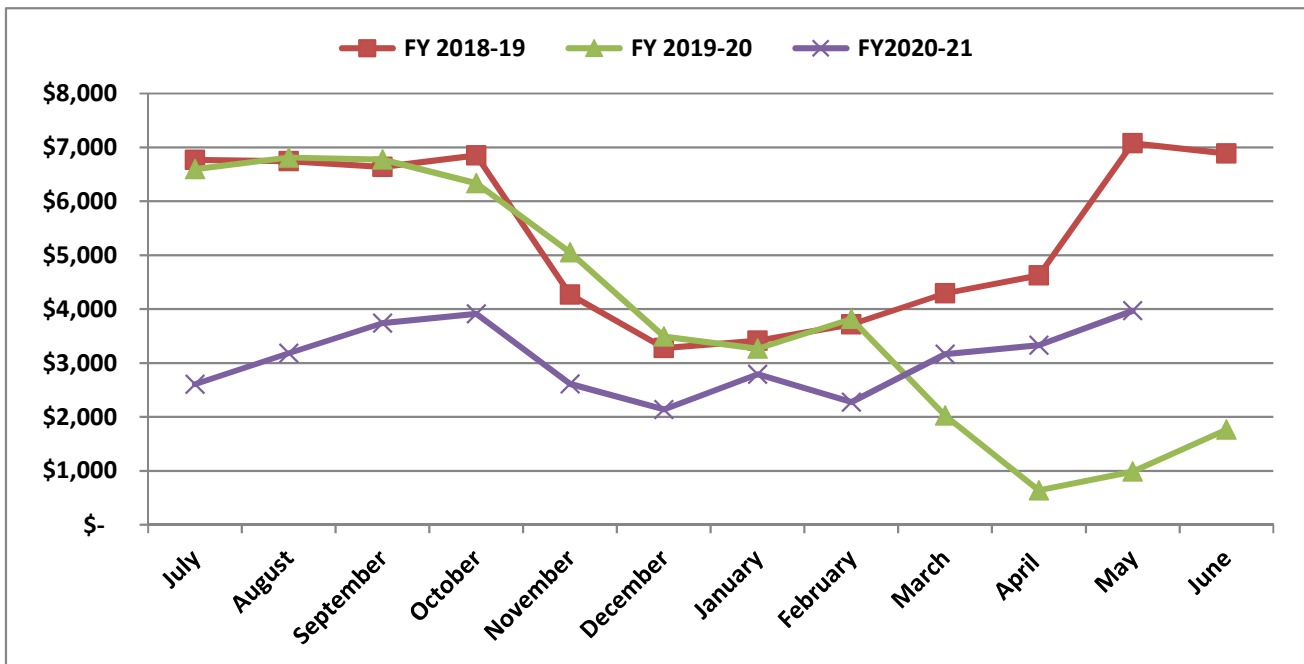
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City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2020-21

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June		6,887	1,764	5,219	3,455	196%
Total Revenues		64,540	\$ 47,539	\$ 38,932		



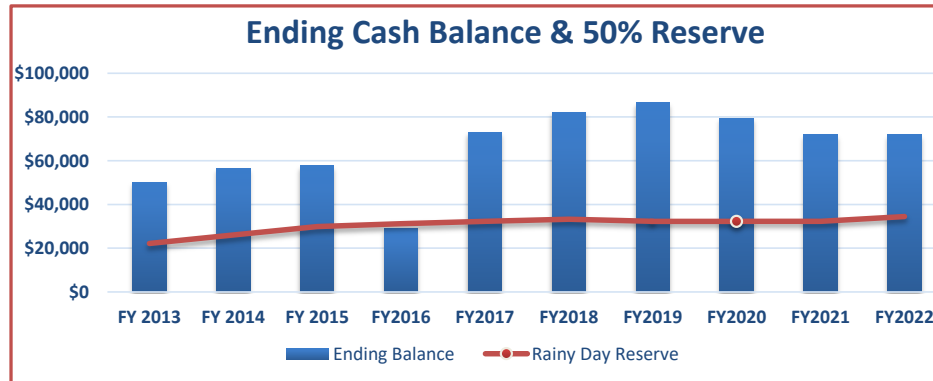
American Canyon Tourism Improvement District

FY 2021-22 Adopted Budget

Includes FY 2021 Actual

	FY2016 Actual	FY2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Budget	FY 2021 Actual	FY 2022 Budget	Comments
REVENUES									
Beginning Balance	\$57,401	\$28,930	\$73,083	\$82,158	\$86,579	\$79,475	\$79,475	\$71,953	
TBID Assessments	\$62,509	\$64,653	\$66,389	\$64,540	\$47,540	\$22,200	\$38,932	\$68,950	FY2022 estimate from City Finance, represents a 77% increase in FY2022. But 4th Qtr increase was 212%!
Total Resources	\$119,910	\$93,583	\$139,472	\$146,698	\$134,119	\$101,675	\$118,407	\$140,903	
EXPENSES									
Annual Costs									
Winecountry.com	\$72,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	Canceled in FY 20216
NV Guidebook	\$0	\$0	\$0	\$5,926	\$2,963	\$6,000	\$0	\$6,000	Maintain same funding level?
Marketing Materials	\$1,000	\$0	\$0	\$0	\$23,681	\$20,000	\$15,000	\$15,000	\$15k VNV/Expedia campaign in FY21
Local Welcome Center (Chamber)	\$10,000	\$15,000	\$25,000	\$25,000	\$25,000	\$20,000	\$25,000	\$40,000	
Vine trail support (10% for 5 years)	\$5,980		\$12,716	\$6,640	\$0	\$2,400	\$6,454	\$4,500	Use 5% of FY 21 Act., or \$1947 (plus FY 20 Act, or \$2377)
Local Festivals (5% of revenues)	\$2,000	\$5,500	\$8,000	\$4,500	\$3,000	\$0	\$0	\$3,450	10% of Budgeted Revenue--Bring back the policy?
Napa Valley Film Festival (annual)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	Canceled in FY 2014
Subtotal, annual costs	\$90,980	\$20,500	\$45,716	\$42,066	\$54,644	\$48,400	\$46,454	\$68,950	Operating Surplus/(Deficit): \$0
One-Time Costs									
Marketing Efforts (Plan/One-time)			\$11,598	\$18,053	\$0	\$0	\$0	\$0	
Strategic Plans	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Subtotal, one-time costs	\$0	\$0	\$11,598	\$18,053	\$0	\$0	\$0	\$0	
Total Expenditures	\$90,980	\$20,500	\$57,314	\$60,119	\$54,644	\$48,400	\$46,454	\$68,950	
ENDING BALANCE									
Rainy Day Reserve*	\$28,930	\$73,083	\$82,158	\$86,579	\$79,475	\$53,275	\$71,953	\$71,953	Used FY 2019 Actual (pre-pandemic) as basis
UNRESTRICTED CASH AVAILABLE	-\$2,325	\$40,757	\$48,964	\$54,309	\$47,205	\$21,005	\$39,683	\$37,478	

* 50% of TBID Assessments



Potential Local Festivals	Budget	Approved
Reindeer Run	\$0	
ACAF/Arts in April	\$0	
Chili Cook-off	\$0	
ACCPF "Evening at the Ruins"	\$0	
Flyway Festival	\$0	
Audubon Event	\$0	
TOTALS	\$0	\$0