

**N A P A
T O U R I S M
I M P R O V E M E N T
D I S T R I C T**

*Local Governing
Committee*

Reynaldo Zertuche
Chairman

Sara Brooks
Co-Chairman

Jamie Cherry
Chair-Elect

Committee Members

Craig Smith
Michael Collins
Patrick Miller
Robin Klingbeil

REGULAR MEETING AGENDA

City of Napa Community Services Building
Planning Conference Room | 1600 First Street, Napa, CA 94559
Tuesday, September 4, 2018 | 1:00 p.m. - 2:00 p.m.

Call to Order/ Introductions:

Public Comment:

Public comment for all items on or not otherwise on the agenda.

Information Items:

- 1) BottleRock Concert Series.
BottleRock representatives will be presenting their request for sponsorship of their new concert series.
- 2) Request for Qualifications/Proposals for Marketing Consultant Services for FY 2019-20.
Staff will give the Committee an update on the marketing "Request for Qualifications/Proposals."

Action Items:

- 1) Subcommittee for Marketing RFQ/P.
The Chair will possibly appoint a subcommittee to review and shortlist respondents for the marketing "Request for Qualifications/Proposals."
- 2) Meeting Minutes.
The Committee will discuss and possibly act upon approving the minutes from the July 24, 2018 regular meeting.
- 3) Visit Napa Valley Visitor Guide Magazine Paid Advertisement.
The Committee will discuss and possibly act upon utilizing "Other Paid Advertising" line item funds to purchase a paid advertisement in the "Visit Napa Valley Visitor Guide Magazine" for \$4,700.
- 4) San Francisco Moscone Convention Center Paid Advertisement.
The Committee will discuss and possibly act upon utilizing "Other Paid Advertising" line item funds to purchase a paid advertisement produced by the SF Travel Association and SF Business Times. This advertisement will be part of a 16-page marketing insert promoting the convention center expansion. The insert will appear in the November 2 edition of the SF Business Times and Washington Business Journal and be distributed by SF Travel (as well as digitally). Pricing options for 4-color advertisements is as follows:
 - Full page: \$6500
 - Half page: \$4500
 - Quarter page: \$3500
- 5) Set Next Meeting.
The Committee will discuss setting the next meeting and possibly identify items for the next meeting agenda.

Adjournment of Committee Meeting:

THE AGENDA FOR THE ABOVE STATED MEETING WAS POSTED AT LOCATIONS FREELY ACCESSIBLE TO MEMBERS OF THE PUBLIC AT CITY OF NAPA CITY HALL, 955 SCHOOL STREET, AND AT THE COMMUNITY SERVICES BUILDING, 1600 FIRST STREET, NAPA, CA, 94559, ON AUGUST 29, 2018.

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**Napa TID Local Governing Committee Meeting Minutes
July 24, 2018 – Regular Meeting
Embassy Suites Napa Valley | 1075 California Blvd, Napa, CA 94559**

Members Present: Reynaldo Zertuche, Sara Brooks, Robin Klingbeil, Craig Smith, Michael Collins

Members Absent: Jamie Cherry

Others in Attendance: Shari Cooper, Evelyn Griffiths, Stephanie Gaul - City of Napa
Lindsay Moore, Katie Strickland - Augustine Agency
Lisa Poppen - Visit Napa Valley
Patrick Miller - Andaz Hotel

Public Comment:

None.

Information Items:

- 1) Revenue and Budget.
Stephanie Gaul reported that for the month of April, revenues were down approximately 3 percent over last year. Cumulatively, Stephanie explained that revenues were approximately 5 percent lower than budgeted.
- 2) Market Update.
The Committee discussed positive occupancy results and indicated Festival Napa Valley likely helped occupancy.
- 3) Monthly Report from Augustine Ideas.
Lindsay Moore from Augustine Ideas brought samples of the Do Napa wine totes to show the Committee. Lindsay then presented on the future marketing strategy Augustine had developed.

Action Items:

- 1) Augustine Ideas “Add-On Contract Funding Request” for Visit California Media Reception.
Augustine Ideas presented information on their proposal to attend the Visit California Media Reception in San Francisco in October. They requested to utilize up to \$2,000 from the “add-on” portion of their contract to fund their attendance at the event. Sara Brooks made a motion to approve the request. Craig Smith seconded the motion. The motion passed unanimously.
- 2) Approval of Minutes.
The Committee discussed the May 22, 2018 meeting minutes. Michael Collins made a motion to approve the minutes. Robin Klingbeil seconded the motion. The motion passed unanimously.
- 3) Contingency Reserve Fund Policy Amendment.
The Committee discussed the TID’s Contingency Reserve Fund (CRF) policy and members expressed a desire to be able to contribute more than 35 percent of the year’s ending balance to the CRF. Stephanie Gaul explained the process of changing the CRF and said she could draft the necessary proposal for changes for the Committee to review. No action was taken by the Committee.
- 4) Nomination and Election of New Committee Member.
The Committee discussed the nomination of a new Committee member to fill the vacant, lodging-member seat. The Chair introduced Patrick Miller, the General Manager of the Andaz hotel. Sara Brooks made a motion to nominate Patrick Miller to the vacant lodging-member seat. Michael Collins seconded the motion. The motion passed unanimously.

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**Napa TID Local Governing Committee Meeting Minutes
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5) Consultant Contract for FY 2019-20.

The Committee discussed the idea of directing staff to prepare a “Request for Qualifications/Proposal” (RFQ/P) for consultant services for FY 2019-20. Staff agreed to draft the document and schedule for the Committee to review and approve at the next meeting.

6) Set Next Meeting.

The Committee discussed setting the next meeting for September, as the August date would likely not work since the Chair would be absent (on vacation).

Adjournment:

With no further business, the Chair adjourned the meeting at approximately 12:50 p.m.