



**NAPA TOURISM IMPROVEMENT DISTRICT
REGULAR MEETING AGENDA**

**July 15, 2022
11:00 AM**

This meeting will be conducted as a Teleconference. Details are below.

COMMITTEE MEMBERS:

Michael Collins, Sara Brooks, Craig Smith, Julie Lucido,
Jenny Toomer, Michael Steinwender

1. CALL TO ORDER/ROLL CALL
2. AGENDA REVIEW
3. PUBLIC COMMENT
Public comment for all items on or not otherwise on the agenda.
4. CONSENT CALENDAR

A. N/A

5. ADMINISTRATIVE REPORT

	Item	Description	Recommended Action
A	TID 101	Receive TID governance and structure overview	No recommended action needed.
B	Grant Proposal Process	Review draft funding request document and discuss process	Approve updated funding request process
C	Marketing Contract Oversight	Discuss best method to provide direction to marketing contract	Approve process

6. ADJOURNMENT
The next Regular Meeting for the Napa TID Local Governing Committee is scheduled for July 26, 2022.

THE AGENDA FOR THE ABOVE STATED MEETING WAS POSTED AT A LOCATION FREELY ACCESSIBLE TO MEMBERS OF THE PUBLIC AT THE COMMUNITY DEVELOPMENT DEPARTMENT, 1600 FIRST STREET, AND CITY HALL, 955 SCHOOL STREET ON WEDNESDAY JULY 13, 2022

TELECONFERENCE MEETING

If you have any questions regarding how to participate in the meeting, please contact the Community Development Department at (707) 258-7859; or nharrison@cityofnapa.org.

VIEWING OR LISTENING TO THE MEETING LIVE

All members of the public are invited to view or listen to the meeting live-streamed on Zoom at <https://uso2web.zoom.us/j/89526044591> (to log into Zoom, you may be prompted for your name and email address, which will be visible online) or, for audio only, call 1-669-900-6833; and when prompted, enter meeting # 859 4984 3965.

PROVIDING COMMENTS ELECTRONICALLY VIA ZOOM

If you are viewing the meeting live via Zoom (<https://uso2web.zoom.us/j/89526044591>), you may provide comments to the Committee as follows:

1. When the Chair calls for the item on which you wish to speak, raise your hand by clicking on the “raise hand” feature in Zoom.
2. City staff will notify each speaker (using the name or email address in Zoom) when it is their turn to provide comments to the Committee.

Additional instruction for how to participate in a Zoom webinar meeting are available here: <https://tinyurl.com/vrhqj6x>. Please note that the chat and Q&A functions will be disabled for this meeting, and the only way to provide comments in Zoom will be to use the “raise hand” feature as described above.

PROVIDING COMMENTS VIA TELEPHONE

Any member of the public may provide a comment to the Committee via telephone by: (a) dial 1-669-900-6833; (b) when prompted, enter meeting # 865 9616 3398; and (c) click *9 to raise your hand for the item you wish to comment on. Speakers will be notified shortly before they are called to speak.

PROVIDING WRITTEN COMMENTS TO BE READ AT THE MEETING

Any member of the public may provide a written comment to the Napa Tourism Improvement District’s Local Governing Committee before or during the meeting by sending it to the Secretary via email at nharrison@cityofnapa.org. If you are commenting on a particular item on the agenda, please identify the agenda item number and letter. Any comment of 500 words or less (per person, per item) will be read into the record if: (1) the subject line includes “COMMENT TO NAPA TID FOR July 15, 2022, MEETING – PLEASE READ”; and (2) it is received by the Secretary by 12:00 PM the day of the meeting. Please be aware that any public comments received that do not specify a particular agenda item number will be read aloud during the general public comment portion of the agenda. Due to potential technological delays in transmission, the public is encouraged to submit any comments to the Secretary early, in order to ensure they are received in time to be read into the record.

PROVIDING SUPPLEMENTAL WRITTEN COMMENTS

Any member of the public may provide supplemental written comments to the Napa Tourism Improvement District’s Local Governing Committee before or during the meeting, beyond the 500-word limit for comments read into the record, and those supplemental written comments will be made a part of the written record in accordance with the Commission’s Rules of Order and Procedures (R2016-5).

GENERAL PROCEDURES FOR COMMISSION MEETINGS

Meeting Dates: The Commission meets regularly on the fourth Tuesday every month; and additional meetings may be scheduled as needed.

Information Available: Information and documents related to this meeting are available at www.cityofnapa.org; or by contacting the Economic Development Division at nharrison@cityofnapa.org; by calling (707) 257-9520; or in person at 1600 First St., Napa, CA 94559. Any documents related to an agenda item that are provided to a majority of the Commission after distribution of the agenda packet are reported by Commission Secretary during the meeting and are available for public inspection.



City Policy to Facilitate Access to Public Meetings: The City of Napa offers its public programs, services and meetings in a manner that is reasonably accessible to everyone, including individuals with disabilities. The City complies with all applicable requirements of the Americans with Disabilities Act and California law, and does not discriminate against any person with a disability. Wheelchair access to the Council Chambers, and speaker's microphone, is available to all persons.

If any person has a disability and requires information or materials in an appropriate alternative format (or any other reasonable accommodation), or if you need any special assistance to participate in this meeting, please contact the City Clerk Department at 257-9503 or email at clerk@cityofnapa.org.

For TTY/ Speech-to-Speech users, dial 7-1-1 for the California Relay Service, for text-to-speech, speech-to-speech, and Spanish-language services 24 hours a day, 7 days a week. In making any request for assistance, advance notice to the City forty-eight hours prior to the meeting will enable the City to make reasonable arrangements.

Traducciones en Espanol / Spanish-Language Translations : Se les pide por favor que avise con 48 horas de anticipación cuando haga un pedido para asistencia. Esto les da suficiente tiempo antes de la junta para permitir que la ciudad tome medidas razonables.

Conduct of Commission Meetings: The Commission conducts all meetings in accordance with state law (the "Ralph M. Brown Act," California Government Code Sections 54950, et seq.) and pursuant to the City's Rules of Order (Policy Resolution 10; R2016-5).

Public Comment: Members of the public may directly address the Commission on any subject within the Commission's subject matter jurisdiction. Each speaker's comments will be limited to three minutes and will comply with the rules of order for Commission meetings.

Consent Calendar: These items are considered routine and may be approved by a single vote; however, any Commission Member may remove an item for discussion or public input prior to action by the Commission. Only the Chair or a majority of the Commission may authorize public input after the consent calendar is introduced.

Administrative Reports: Only the Chair or a majority of the Commission may authorize public input after an administrative report item is introduced.

Consent Hearings: Consent hearing items are considered routine and may be approved by a single vote of the Commission. However, any member of the public or Commission may remove an item from the consent hearing calendar, and the item will be considered during the public hearing portion of the agenda.

Public Hearings/Appeals: During any public hearing or appeal, any person may directly address the Commission. Applicants (or Appellants) are allowed 10 minutes to present testimony at the beginning of the public hearing, and if needed, five minutes to present rebuttal at the end of the public hearing. All other speakers will be limited to 3 minutes.



NAPA TOURISM IMPROVEMENT DISTRICT (NAPA TID) FY 22-23 FUNDING REQUEST GUIDELINES

The Napa Valley Tourism Improvement District (NVTID) was created in 2010 and is funded through a 2% assessment on short-term (30 days or less) room rentals on lodging businesses throughout the Napa Valley. The intent of the assessment is to support local activities and projects that promote, support, and enhance locally based tourism and provides a public benefit.

The Napa Tourism Improvement District Local Governing Committee (Napa TID) oversees 25% of the expenditure of funds generated locally by the City of Napa's lodging establishments. These funds are to be used within the City of Napa's boundaries. The Napa Valley is well-known globally as a premier destination, and the Napa TID is committed to leverage this position to strategically market the City of Napa's many unique features and experiences.

Funding Objectives: The objective of this funding is to enhance the visitor experience. Funding requests must advance tourism and hospitality in a significant and measurable way and demonstrate economic impact specific to the City of Napa's community.

Types of projects can include:

- Locally specific market niche advertising and marketing
- Tourism marketing and promotions, including website, print and other collateral material and technology applications
- Local special event programming, underwriting and promotion
- Community and cultural arts programming activities
- Tourism-related streetscape enhancement and visitor-serving public improvements such as trails, pedestrian paths, signage, bike paths, etc, which improve upon the visitor experience and access to lodging properties in the City of Napa
- Seasonal and other tourism and visitor-related programs

Funding requests that promote the City of Napa during its off-season and slower times of the year, such as Sunday-Thursday and/or during Cabernet Season (November-March), and drive overnight stays, are preferred.

Funding Eligibility: Applicants must have a proven track record of programming, event planning/implementation on related activities that advance the objectives above. The following entities are eligible to apply:

- 501(c)3 and 501(c)6 organizations
- Government entities

Funding Request Timeline: Requests for funding are to be considered on a rolling basis until **TBD**. Eligible funding requests will be voted on at a regularly scheduled Napa TID meeting. Funding may be used for projects occurring in FY 22-23.

How to apply: Complete and submit the attached Interest Form and attachments in PDF format to jowen@cityofnapa.org by 5pm on **TBD**. Eligible applicants will then be invited to present their proposal at the next scheduled TID Regular meeting.



**NAPA TOURISM IMPROVEMENT DISTRICT (TID)
FY 22-23 FUNDING REQUEST
INTEREST FORM**

Interest Form Checklist

- Completed Interest Form**
 - General Applicant Information (**Section A**)
 - Summary of Project (Event, Activity, Collateral Material or Service) being Requested (**Section B**)
 - Required Attachments**
 - Proposal Budget (**One Page**)
 - Project Timeline (**One Page**)
 - Current Organizational Budget (**One Page**)
 - ***If previous TID Grantee*** Provide datasets/ metrics from awarded project (**One Page**)
 - Optional Attachments (Not required for Interest Form submission)**
 - Attach any visuals, letters of support, or additional project details to funding proposal (**Maximum of 2 pages**)
 - ***Current Insurance Certificates in the following coverage amounts will be required if your proposal is accepted. (No need to enclose as part of Interest Form)***
 - General Liability Policy: Comprehensive or Commercial General Liability Insurance (“CGL”) at least as broad as Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001), in an amount of \$1,000,000 per occurrence. If the Services involve explosive, underground or collapse risks, XCU will be included. If a general aggregate limit is used, either the general aggregate limit will apply separately to this Agreement or the general aggregate will be twice the required occurrence limit.
 - Automobile Liability Policy: Automobile liability insurance with coverage at least as broad as ISO Form numbers CA 0001 06 92, Code 1 (any auto), for vehicles used in the performance of this Agreement with minimum coverage of not less than \$1,000,000 per accident, combined single limit.
 - Worker’s Compensation: Workers’ Compensation insurance meeting statutory limits of the Labor Code. The workers’ compensation policy will contain or be endorsed to contain a waiver of subrogation against the City, its officials, officers, agents, and employees.
- Endorsements. The Comprehensive or Commercial General Liability and automotive liability policies will contain or be endorsed with the following provisions:
- The City, its officers, elected or appointed officials, employees, volunteers, and agents, are covered as additional insureds for liability arising out of the operations performed by or on behalf of Consultant. The coverage will contain no special limitations on the scope of protection afforded to the City, its officers, officials, employees, volunteers, and agents.
 - The Consultant’s insurance is primary and no insurance held by the City will be called upon to contribute to a loss.
 - The inclusion of more than one insured will not operate to impair or limit the rights of one insured against another, and the coverage will apply as though separate policies have been issued to each insured.



SECTION A – General Application Information

Name of Organization	
Name of Executive Director/ President/ CEO of Organization	
Point of Contact regarding <i>this</i> application	
Preferred Mailing Address	
Telephone	
Email	
Website	
Organization Type (501(c)3, 501 (c)6, or Government Agency)	
Total Organizational Budget for Current FY	

SECTION B – Summary of Funding Request

Funding Proposal Project Name	
Total Proposal Budget Amount	
Funding Request Amount	
Proposal Matching Funds (Place 0 if this grant will be the sole funding source for this proposal)	
Source of Matching Funds – If your organization is receiving matching funds, please name the source.	
Project Team – Names of Individuals, agencies, or partner organizations that will help execute this proposal	
Similar Proposals – List similar proposals your organization has successfully led	



- 1. Please describe your project in more detail and how it will help advance the funding objectives outlined in the FY 22-23 Funding Request Guidelines. (Limit 1000 characters)**

- 2. Please describe the measurable impact of your proposal and what metrics you will use to measure its success? (Limit 1000 characters)**