NAPA TOURISM IMPROVEMENT DISTRICT
SPECIAL MEETING AGENDA

March 31, 2021
12:00 PM

**See CORONAVIRUS (COVID-19) - Notice of Meeting Procedures, On Pages 3-5**
This meeting will be conducted as a Teleconference.

COMMITTEE MEMBERS:
Michael Collins, Sara Brooks, Jamie Cherry, Craig Smith, Julie Lucido

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. NAPA TID DETERMINATION TO CONDUCT MEETING VIA TELECONFERENCE
   The Napa TID will consider taking an action to determine to conduct this meeting via teleconference in accordance with AB 361.

   Recommended Action(s): The Napa TID Local Governing Committee hereby finds that the circumstances resulting from the COVID-19 emergency continue to directly impact the ability of the members to meet safely in person.

5. ADMINISTRATIVE REPORT

A. NAPA TID COMMITTEE MEMBER SELECTION
   The Napa TID will review and discuss Napa TID Committee Member Applications submitted by Bart E. Jones, Jennifer M. Liebsack, Michael Steinwender, and Jenny Toomer to fill the following (2) committee vacancies:
   1. Napa TID Committee Term ending on June 30, 2022
   2. Napa TID Committee Term ending on June 20, 2025

   Recommended Action(s):
   1. Approve the selection of one candidate to serve on the Napa TID Local Governing Committee for a term ending on June 30, 2022.
2. Approve the selection of one candidate to serve on the Napa TID Local Governing Committee for a term ending on June 30, 2025.

B. Review of Draft FY 2022-2023 Budget
The Napa TID will review and discuss the Draft FY 2022-2023 Budget and provide initial feedback to City Staff in preparation for a projected final approval by City Council on June 21, 2022.

Recommended Action(s): No Action Needed

C. NAPA TID FY 22-23 MARKETING WORKSHOP
Augustine Agency representatives will lead a workshop to outline workplan for FY 22-23 Marketing Services for the City of Napa’s Tourism Improvement District. Napa TID Committee Members will provide feedback on the workplan for that term.

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


________________________________________
STEPHANIE CAJINA, SECRETARY
** CORONAVIRUS (COVID-19) - Notice of Meeting Procedures **

TELECONFERENCE MEETING

In order to slow the spread of the Coronavirus (COVID-19) pandemic, the City will conduct this meeting as a teleconference in compliance with California Government Code Section 54953(e), and members of the Napa Tourism Improvement District’s Local Governing Committee (“Committee”) or City staff may participate in this meeting telephonically or electronically. The City Hall Committee Room will be closed to the public, and members of the public may participate in the meeting by viewing or listening to the meeting live, and providing comments, as described below.

If you have any questions regarding how to participate in the meeting, please contact the Community Development Department at (707) 258-7859; or scajina@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://us02web.zoom.us/j/85949843965 (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://us02web.zoom.us/j/85949843965), 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: scajina@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 March 31, 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).

The City of Napa thanks you in advance for taking all precautions to prevent spreading the COVID-19 virus.

**GENERAL PROCEDURES FOR COMMISSION MEETINGS**

**Meeting Dates:** The Commission meets regularly on the second Thursday of even-numbered months; and additional meetings may be scheduled as needed.

**Information Available:** Information and documents related to this meeting are available at [www.cityofnapa.org](http://www.cityofnapa.org); or by contacting the Public Works Department by email at lclark@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.
Profile

Bart E Jones

bart@jwpropmgmt.com

5360 Lovall Valley Road
Sonoma, CA 95476

Home: (707) 299-8912

Mailing Address (if different than Resident Address above)

Please note: My home is located in the westernmost part of Napa County. Street addresses and zip codes are set by the post office's ability to deliver mail, which in my case is Sonoma 95476. They do not correspond to political boundaries as is commonly believed. I am a resident of unincorporated Napa County.

Length of Residence in the City of Napa:

23 years

Registered to vote in the City of Napa?

☐ Yes ☐ No

BLACKBIRD INN

 OWNER

Ethnicity *

☒ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District (“Napa TID”): Submitted
Community Service Experience:

Education:

University of Arizona BSBA Business Administration - Management Info Systems - Entrepreneurship

Other relevant experience or expertise:

When my partner and co-owner Scott Warren proposed creating the Blackbird Inn in 1999, he was asked "Why would anyone want to put a hotel in Downtown Napa?" Scott saw the potential of Downtown back then, and made it the largest investment of time and money in his life. He converted and improved the craftsman style building, which had been the office of Malloy Insurance, into the original eight-room Inn. We are located in the western part of the Commercial Downtown and within Zone 2 of Downtown Napa PBID. A lot has changed since then, and we've been delighted to see Downtown come alive around us. I joined Scott as co-owner in 2014, and soon after began direct management (we were previously managed by Four Sisters Inns of Monterrey). In 2015, we acquired the property south of the main building (formerly 952 Jefferson Street) and incorporated it into the Blackbird Inn. We completely restored and remodeled the 1890's building, making it into four additional suites. Acting as owner-builder, I was involved with all aspects of approvals and permits working extensively with Napa Planning and Building and gained approvals before the Cultural Heritage and Planning Commissions. I am very familiar with these agencies and the City of Napa in general. Being a small Inn, we provide the service of making personalized recommendations to guests for tasting rooms and restaurants, which we have come to know very well. This has been particularly important since Covid began, as most now require reservations in advance. We actively work to promote donapa.com and to cross-promote downtown businesses on social media. Due to this experience, I firmly believe that we all do better when we help each other.

Additional Questions

What is your understanding of the role and responsibility of this board?

Napa TID oversees how the 2% component of TOT is spent to promote the City of Napa as a tourist destination. It works with Augustine Agency in their development of advertising campaigns promoting Napa as a tourist destination. Members of the board meet monthly at members' locations on a rotating basis.
Have you ever attended a meeting of this board? If so, how many?
No

What duties of this board are most interesting to you?
I look forward to getting to meet and work with other hotel/B&B owners and operators. There are so many market segments and niches, we really aren’t direct competitors. The more choices that visitors have, the more likely they’ll come back and/or stay longer. I firmly believe that we all do better when we help each other.

What activities of this board are least interesting to you?
If paperwork is involved, I'm not a huge fan. But, usually it's a necessary evil.

What programs or projects would you like to see improved or implemented?
I have been particularly interested in and happy to see the increase in pedestrian activity Downtown. I think it’s really important that pedestrians have a good street experience when walking Downtown. Even if I'm not shopping there, just walking past Copperfield’s and looking inside makes me feel good. We often have first-time visitors who are amazed at how close everything is. The small sized blocks, narrow streets and wide sidewalks are ideal for a pleasant walk. But people need to feel safe, and they don't want to get lost, or end up in tourism dead zones like the County buildings section on 3rd Street. Many won’t venture off 1st Street because they don't know if there’s anything to see. I love the pedestrian directional signs, which are now limited to a couple of blocks of 1st and Main streets. If we want tourists to stick around for 2 or 3 days or longer, we need to show them more interesting routes and things to see. There are things to see, like the historic courthouse on 3rd, or the new retail strip of Register Square that are just a bit off the main path. Many do not know that you can walk along the riverfront on the sidewalk from behind Bounty Hunter/Veteran's Park, all the way past Angèle and not have cross the big intersection at 3rd & Main. Getting people out of their cars is good for everyone. We have adequate parking at the Blackbird, so why not leave your car and walk? It reduces car traffic on 1st, lessens the need for the hard to find parking spaces on the eastern end of Downtown, and you get fresh air and exercise. I would love to see distances listed on some signs too. When told that the walk from 1st and Jefferson to 1st and Main is only 1/2 mile, most will walk it.

How would you approach improving these project(s) or program(s)?
I like to work in collaboration. I'd just throw my ideas out, see what the group thinks, and take it from there.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?
No

Please list two local references and their phone numbers:
Jaime Cherry - Inn on First (707) 253-1331 Beth Painter - City Council (707) 258-7876

How did you learn of this vacancy?
☑️ Internet
EXPERIENCE

Owner/Managing Member
Blackbird Inn, LLC - Napa, CA
Sept 2014 – Present

Own and operate 12-room boutique hotel located in Downtown Napa. Manage all aspects including: marketing and advertisement, guest relations, financial management, budgeting and accounting, Human Resources. Expanded from 8 to 12 rooms (completed fall 2019) including all permitting, scheduling, securing financing, direct participation in construction. Manage building and equipment maintenance, utilities. Manage and maintain blackbirdinnapa.com website.

CEO/CFO
Jones Warren Property Management, Inc. - Napa County, CA
Jan 2017 – Present

Property management company (previously Rustling Ridge Vineyards). Manage and develop agricultural, residential properties. Manage all aspects of residential housing units including: maintenance, showing to prospective tenants, contracts and leases, pricing and marketing. Manage installation and maintenance of agricultural and residential irrigation systems, and installation and maintenance of frost protection systems.

Owner/Managing Member
Rancho Estrella, LLC - Napa County, CA
Aug 2006 – Present

Manage all aspects of working farm/ranch producing: vegetable and fruit crops, pinot wine grapes, olive trees for fruit, oil, goats, goat milk and cheese, chicken eggs. Manage and maintain water production, treatment, storage, distribution. Install and maintain agricultural and residential irrigation systems.

Install and maintain high-speed Ethernet network encompassing inter-building fiber backbone, intra-building copper and fiber, wired and wireless local user connections and routers, backup systems to maintain network during electrical service interruptions. Maintain multi-user and multiple location gate security.

CEO/CFO
Rustling Ridge Vineyards, Inc. - Napa County, CA
Apr 1999 - Jan 2017

Agricultural management and installation of vineyards, irrigation systems, drainage, grading, weather stations. Installation of infrastructure for agricultural and Wine Country estate residential properties. Secured permitting and created easements, roads, septic systems, agricultural buildings. Install and manage remote location weather stations and data logging. GIS and CAD production of agricultural mapping.
Information Systems Manager
Geomatrix Consultants - San Francisco, California
1995-1997

Managed major system conversion from DOS-based to Windows-based applications, and implementation of GIS system. Managed staff of seven

Levine•Fricke, Inc. - Emeryville, California
1992 – 1995

Information Systems Manager (1994 - 1995)
Supervised staff of three in I.S. department in largest office and corporate headquarters of international environmental consulting company. Managed and provided: user technical support, software development, user training, LAN/WAN maintenance/installation, data management, support to company clients. Recommend and approve office hardware/software purchases, manage office I.S. budget. Responsible for long-term and strategic planning for: expansion, disaster recovery, implementation of new technology.

Managed maintenance and expansion of WAN (100+ users), including: security, backup systems, user accounts, peripherals. Developed new software; conducted design, programming and documentation. Provided company-wide technical support and user training

1st Nationwide Bank, San Francisco, California
1986-1991

PC Software Development Manager (6/88 - 5/91)
Loan Technology Group
Managed software development/system support department in Residential Lending division. Developed financial and marketing software. Wrote specifications, wrote code. Provided user and technical documentation, user training and technical support to field offices including hardware installation and maintenance. Maintained nationwide telecommunications network to distribute daily rates. Supervised staff and managed department budget. Provided technical consulting to Residential Lending management project.

Programmer (1986-1988)

Software Support Specialist (5/84 – 9/84)
Monolithic Memories, Inc., Santa Clara, California
1984
Support and distribution of software to program memory chips produced by MMI for client use.

EDUCATION

B.S. Business Administration - University of Arizona, Tucson, Arizona 1986
Majors: Management Information Systems, Entrepreneurship
Accepted into Karl Eller Center Entrepreneurship Program 1985
Profile

Jennifer M Liebsack
First Name Middle Initial Last Name

jentliebsack@gmail.com
Email Address

393 RODGERS CT
Street Address

Napa
City

CA 94558
State Postal Code

Mailing Address (if different than Resident Address above)

Home: (707) 812-2195
Primary Phone Alternate Phone

Length of Residence in the City of Napa:
34 months, since May 2019

Length of Residence in the County of Napa:
34 months, since May 2019

Registered to vote in the City of Napa?
☐ Yes ☐ No

Employer
Noble House Hotels & Resorts - River Terrace Inn & Napa Valley Wine Train

Job Title
Senior Area Transient & Partnership Sales Manager

Ethnicity *
☑ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District (“Napa TID”): Submitted
Community Service Experience:

Napa Chamber of Commerce - Ambassador, Jameson Animal Rescue Ranch - Volunteer The majority and my most valued community service took place when I lived in Anguilla following Hurricane Irma. There were a multitude of community service activities I was involved in from food distribution when relief arrived, fundraising, serving meals at the senior center, assisted in organizing a children's Christmas fair. Also actively participated on committee with the other hotels partners to host a holiday party for employees and their families complete with gifts for the children. This was all in a time that we had very limited resources and the community was still trying to clean up and recover following the devastation.

Education:

Other relevant experience or expertise:

Omaha Convention & Visitors Bureau - outside of my sales role I did participate in different focus group within the industry. Those groups were more niche driven draw particular markets and meeting planners.

Which Assessed Lodging Business do you represent?

River Terrace Inn

What is your job title?

Senior Area Transient & Partnership Sales Manager

Is the lodging business located in the CITY of Napa?

Yes

Additional Questions

What is your understanding of the role and responsibility of this board?

Assist where necessary in overseeing of the expenditure of the City of Napa’s locally designated assessment funds in accordance with the requirements as it relates to marketing Napa as a destination.

Have you ever attended a meeting of this board? If so, how many?

Yes, have only attended one so far.

What duties of this board are most interesting to you?

To work collaboratively in local partnership to sell and market Napa as a destination. Improving tourism directives that benefit both public and private sectors.
What activities of this board are least interesting to you?

The more I continue to learn about the board the more interested I am in participating. I haven’t found any of the activities least interesting.

What programs or projects would you like to see improved or implemented?

A program that I would love to see implemented and be involved in is visitor transportation. Finding a solution to shuttle visitors to Napa from SF. Additionally, I would like to see a stronger synergy between partners in the efforts of festivals and driving tourism especially in the incentive market.

How would you approach improving these project(s) or program(s)?

I would approach projects and programs similar to my current sales and partnership role with the focus on the bigger picture while building solid relationships. Actively reaching out to those partners and keeping them informed and actively engaged in the process so all benefit. All with working within a timeline and budget.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

I am not involved in any other organization or activities that would result in a conflict of interest if appointed.

Please list two local references and their phone numbers:

Kathy Magner - 707-592-0243 Jim Morris - 707-888-2301

How did you learn of this vacancy?

☒ Other
Jennifer Liebsack, CHBA
Sales & Marketing
jenliebsack@gmail.com / 707-812-2195
https://www.linkedin.com/in/jenliebsack/
Napa, California

CAREER OBJECTIVE
“In pursuit of a rewarding hospitality career that leverages multifaceted proficiencies; defining individual value while achieving the highest degree of organization goals.”

PROFESSIONAL EXPERTISE
Sales & Marketing
Event Planning & Management
Contract Negotiations
Resort Hospitality
Niche Lifestyle Relations
Guest Experience
Business Operations
Spa Management
Social Media
Community Liaison

PERSONAL SUMMARY
Both leader and team player groomed in luxury hospitality with creative sales approach to deliver the highest quality results. Possess the ability to enrich team members that funnel down to maximize guest experience while optimizing revenues. Understanding of hardship locales and graciously assists where needed in other departments. Values relationships within the organization and contributes to community bonds through corporate involvement and responsibility.

KEY COMPETENCY SKILLS
Management
• Promotes highest standard in delivery of brand objectives
• Able to establish priorities and meet deadlines expeditiously
• Responsive with self-control to rectify challenging situations
• Develop and foster relationships with clients and guests
• Respectful and sensitive to diverse cultural backgrounds
• Empower strengths and develop team talent
• Ability to create positive work environment

Sales
• Innovative and creative relationship sales approach
• Ability to identify opportunities and recognize buying signals
• Savvy at art of cross selling/up selling services with goods
• Efficient with timelines, budgets, prospecting and follow up
• Proficient in penetrating existing accounts

PERSONAL TRAITS
Ethical & Honest
Leadership
Listening Skills
Sound Judgment
Excellent Communicator
Motivated
Well Organized
Time Management
Problem Solver
Influential
Multitasking
CAREER HISTORY

Noble House Hotels & Resorts, Napa Valley Wine Train / River Terrace Inn, CA

Senior Area Transient & Partnership Sales Manager, July 2021 – Present
Senior Corporate Sales Manager, June 2019 – September 2020

- Manage increased assigned market account base for dual properties to group, incentive and social market segments for FIT/Wholesale partners, local businesses, local hotel concierges and other agency/consortia partners while exceeding goals
- Prospect target accounts with heavy proactive account solicitation and saturation, negotiate and contract both transient and group business while identifying customer needs through upselling and repeat business
- Establish key partnerships and relationship to draw destination awareness
- Evaluated profitability, timelines and desirability of business to maximize revenue
- Assisted other sales managers to increase sales skills and business closure
- Conducted site visits for both hotel property inspections and train tours, liaised with competitors and industry associations to ensure competitive position
- Achieved and recognized for “Gold Key” at both properties and awarded Noble Gem of Quarter as a result of superior sales skills

Calistoga Motor Lodge, MoonAcre Spa & Fleetwood Restaurant, CA

Sales & Marketing Manager, February 2021 – July 2021

- Hybrid position as first manager brought on property as restrictions began to lift for travel
- Plug & Play in every department where needed in addition to sales and marketing role – front desk, reservations, housekeeping, overnight manager on duty
- Solicited and marketed new accounts and partnerships to generate revenue for hotel, spa and restaurant within the local and drive market
- Collaborate and communicated with PR, social and digital marketing teams on ongoing basis
- Maintained website updates and social media posts

Zemi Beach House Hotel & Spa – Anguilla, B.W.I.

Associate Director of Sales - Group/Leisure Sales Manager, January 2017 – May 2019

- Promoted and booked 5 Star property to group, incentive and transient market segment
- Worked closely with Preferred Hotels, Signature Travel Network and Traveller Made
- Assisted Food & Beverage department in planning of banquet menus and pricing along with executing BEO’s for all events
- Collaborated with Director of Sales & Marketing to ensure maximum revenue goals achieved along with sales & marketing of the property through PR company and social media channels.
- Maintained sales department data base and bi-weekly E-blast
- Worked closely with reservations and revenue manager to achieve maximum rate and occupancy also maintained Tour Operator contracts and assisted in RFP process
- Drafted and negotiated proposals/contracts and liaised with outside vendors for events
- Provided leadership, support, direction and follow-up within internal departments
- Coordinated and conducted site inspections to prospective clientele ie; Travel agents, corporate planners and Journalists while also building good relationships with all
Merchants Market Group – Anguilla, B.W.I.

Sales Representative, May 2016 – January 2017
- Maintained and developed wholesale food accounts within hotels and restaurants
- Created marketing promotions that moved aged inventory and increased sales
- Introduced new items and educated chefs to keep competitive edge within marketplace
- Developed front line relationships and managed company goals and objectives

Anguilla Properties / Sothebys International – Anguilla, B.W.I.

Real Estate Broker / Marketing Coordinator, July 2011 – May 2016
- Aligned buyers with sellers strategically and sold multiple luxury real estate properties
- Developed ongoing niche marketing campaigns for lifestyle prospects
- Organized showing schedules and conducted villa viewings and island tours
- Liaised with resort properties and local businesses for referrals business
- Managed villa rental property accounts on multiple levels

Small Business Specialist – Omaha, NE

Independent Contractor, September 2009 – May 2011
- Lead projects and directed start-up companies through sales/marketing initiatives
- Established company and product visibility through various channels that included: tradeshow representation, fundraisers, public relations and social media
- Analyzed operational expenses and assisted owners with budget functions
- Managed inventory, accounting, payroll, shipping, etc.

City of Omaha, Convention & Visitors Bureau – Omaha, NE

National Sales Manager, October 2006 – June 2009
- Promoted city as a convention destination to associations and meeting planners
- Packaged and presented competitive bids for citywide events
- Represented city at tradeshows and various industry functions
- Achieved quarterly and annual sales goals/objectives

New Horizons Computer Learning Center – Omaha, NE

Account Executive, September 2003 – October 2006
- Customized Microsoft training solutions for fortune 500 companies
- Revitalized existing accounts and acquired new through traditional, contemporary and innovative multimedia marketing avenues
- Sold technical IT and soft skill training by consultative departmental assessments
- Recognized as one of the top 5 producers in the region

Westin St. John Resort & Villas – St. John, U.S.V.I.

Manager / Massage Therapist / Cosmetologist, July 1999 – October 2001
- Performed hospitality spa services; massage therapy, body treatments, facials, bridal hairstyling, make-up applications in addition to prescriptive retail product sales
- Established operational efficiencies in product inventory and retail operations
- Managed spa therapists and fitness center attendants’ daily schedules and duties
- Assisted in multiple departments within 175 room resort when necessary
Starwood Hotels & Resorts Worldwide – Omaha, NE
Global Account Manager, February 1999 – July 1999
• Promoted Starwood properties to all levels of organizations for convention needs
• Traveled throughout US to develop and foster relationships with new and existing clients
• Maximized revenue and created brand loyalty through multiple communication channels
• Trained new account managers in prospecting techniques and RFP process

Hyatt Hotels & Resorts – Omaha, NE
National Sales Manager, February 1997 – February 1999
• Promoted all domestic and resort properties for citywide events and meetings
• Packaged proposals and presented to meeting planners and board members
• Managed and trained team members to achieve targeted sales growth
• Traveled to meet, greet and service clients on one-on-one basis

Marianna Industries – Omaha, NE
Sales Manager / Education Consultant, February 1993 – March 1997
• Consulted team of 34 distributors on contractual basis to introduce and sell professional retail line of hair and skin care products
• Provided technical training for sales consultants, salon/spa owners and subordinate stylists
• Represented company at industry trade shows and coordinated platform artists
• Marketed continued educational programs for professionals of upcoming industry trends

Hyatt Hotels & Resorts – Omaha, NE
Coaching & Training Supervisor, March 1994 – February 1996
• Developed and implemented training sessions for 45 telesales reservationist
• Coached representatives on call efficiency, guest satisfaction and up-selling techniques
• Created incentive programs that stimulated productivity and excellence
• Led on-site training for Atlanta property transitioning to new property management system

PREVIOUS PROFESSIONAL AFFILIATIONS
• Meeting Planners International (Heartland Chapter)
• Professional Convention Management Association (Central Chapter)
• American Society of Association Executives
• American Massage Therapy Association
• Parent Teacher Organizations / Associations

PROFESSIONAL QUALIFICATIONS & EDUCATION
• CHBA – Certified in Hospitality Business Acumen
• CVENT - Supplier Network Certification & Event Marketing Strategy Certification
• Salesforce – Ranger – 100+ Badges
Current Volunteer Positions
- Napa Chamber of Commerce - Ambassador
- Wine Country Special Events Professional (WCSEP) – Membership Committee
- Vintage High School Music Boosters

Hospitality Specific Related Workshops/Seminars
- HYATT UNIVERSITY
- FRANKLIN COVEY
  - Professional, Leadership & Time Management Seminars
- EXECUTRAIN PROFESSIONAL DEVELOPMENT
  - Coaching for Success, Reinforcing Effective Performance, Diversity Training,
  - Goal Setting, Delegating and Empowerment, Confrontational Skills

Spa & Salon Formal Training
- OMAHA SCHOOL OF MASSAGE THERAPY - Omaha, NE
  - 1000+ Hours Diploma Program in Therapeutic Massage & Bodywork/Spa Services
- CAPITOL SCHOOL OF HAIRSTYLING/ESTHETICS—Omaha, NE
  - 2100+ Hours Diploma Program in Cosmetology/Esthetics

NORTHWEST HIGH SCHOOL – Omaha, NE
High School Diploma

References Available Upon Request
Profile

Michael Steinwender
First Name: Michael
Middle Initial: 
Last Name: Steinwender

Email Address: michael.steinwender@andaz.com

Street Address: 1450 First Street
City: Napa
State: CA
Postal Code: 94559

Length of Residence in the City of Napa: 8 months

Length of Residence in the County of Napa: 8 months

Registered to vote in the City of Napa? ☑ Yes  ☐ No

Employer: Andaz Napa
Job Title: General Manager

Ethnicity *
☑ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District (“Napa TID”):
Submitted
Community Service Experience:

- Volunteer at the Maui Food Bank while working at Hyatt Regency Maui from 2014-2021
- Founding member of the HyPride San Francisco Chapter for Hyatt Hotels LGBTQ Diversity Group, 2011-2014

Education:

Saddleback College, Mission Viejo, CA

Other relevant experience or expertise:

I was a member of the Embarcadero Business Improvement District while Director of Rooms at Hyatt Regency San Francisco from 2011-2014

Which Assessed Lodging Business do you represent?

Andaz Napa

What is your job title?

General Manager

Is the lodging business located in the CITY of Napa?

Yes

Additional Questions

What is your understanding of the role and responsibility of this board?

The Board's main focus is to further drive tourism to Napa Valley through initiatives, marketing and special events. The board works with the community to ensure the value of tourism is realized and rewarding to the community, while preserving the balance within the community.

Have you ever attended a meeting of this board? If so, how many?

No

What duties of this board are most interesting to you?

Being a part of this board interests me on all levels. As a new resident and hospitality leader in the community, it's important to me to be involved with the community.

What activities of this board are least interesting to you?

None of the activities are of least interest to me.
What programs or projects would you like to see improved or implemented?

Being so new to the Napa community I feel it's too soon to express an opinion here. I'm impressed with Visit Napa Valley and their ongoing efforts to bring Napa tourism to reality for so many who have not previously visited and I look forward to continuing these efforts.

How would you approach improving these project(s) or program(s)?

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

Michael Collins, GM Archer Hotel, 707-819-2600 Linsey Gallagher, President and CEO of Visit Napa Valley, 707-492-3099

How did you learn of this vacancy?

☑ Other
Michael John Steinwender
703 Saratoga Drive, #221, Napa, CA 94559 • Mobile Phone: (415) 837-8125
Michael.Steinwender@Andaz.com

SUMMARY OF QUALIFICATIONS

Accomplished Hotel Executive with 20+ years’ experience driving revenue growth through superior operational performance and service excellence for Luxury, Resort, Business & Convention Hotels. Demonstrated success at providing strategic leadership across multi-functional departments while translating vision for improvements of current models. Hands-on P&L management across department initiatives that meet or exceed financial expectations.

Key Successful Attributes:

• **Leadership / Team Building** - Provides decisive leadership, constructive feedback, and positive reinforcement with ongoing training and motivational programs to develop and sustain loyal and productive work groups.

• **Creative / Innovative / Motivational Leader** - Visionary that craves big ideas and motivates team to translate vision into reality. Directed recruitments and ongoing inspiration of individuals and teams to let their stories be told in turn cultivated effective customer experiences and efficient operations.

• **Customer Relationship Management** - Dedicated and committed to providing the highest level of personalized and professional customer service.

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GENERAL EXPERIENCE

**Executive Leadership**

**General Manager (July 2021 to Present)**

**ANdAZ Napa, Napa, California**

- An Urban Oasis with 141 stunning guestrooms & suites. Sip artisan cocktails and engaging local wines while enjoying live music at Mercantile Social & Terrace. Savor farm-to-table food at Andaz Napa Farmers Table.

**Director of Resort Operations – Task Force (April 2021 to June 2021)**

**ANdAZ Maui at Wailea, Maui, Hawaii**

- Managed the operation of a 15-acre Beachfront Luxury Lifestyle Resort with 320 Guestrooms, including 30 Villas, Full-Service Spa, 5 Food & Beverage Venues and In-Room Dining, 9,000 square feet of meeting spaces and $90 million in annual revenues.

**Director of Food and Beverage (July 2016 to July 2021)**

**HYATT REGENCY MAUI RESORT & SPA, Lahaina, Hawaii**

- Manage a $47 million per year Food & Beverage Operation that includes seven restaurants & bars and over 100,000 square feet of Indoor/Outdoor Banquets & Meeting Space.

- General management of P&L generating Food & Beverage profit margins of 28% and higher.


- Regulatory Compliance: Ensure that Resort’s business operation licenses comply with federal, state, and local health and sanitation regulations and policies.

- Achieving year-over-year significant increases in F&B/Banquet Meeting Planner Scores. Achieved 59.3 vs Goal 57.0 in Customer Service Goal, Achieved 68.1 in WOH Elite Customer Service score against goal of 63.0.

- Direct leadership of 11 managers and 200+ associates including recruitment, training, performance development and retention. Achieving 83% Associate Engagement Participation and achieving 83% for the question of “Time is Taken to truly Listen and Understand What I am Saying”, against a goal of 75%.

- Managed the closure of the Resort’s Food & Beverage Operations during COVID-19 Pandemic. Ensured ongoing communication with management team & associates throughout closure.

- Prepared and successfully re-opened Food & Beverage Operations after being closed for seven months and operating under COVID-19 ever changing standards.

**Director of Rooms (September 2014 to July 2016)**

- Managed overall operations and financials of the Rooms Division for an 806 room 4-Diamond Luxury Resort & Spa with a $91 million per year Rooms Division revenue overseeing eleven departments which includes Front Office/Reception, Bell Desk,
Valet, PBX Operators, Concierge, VIP Services, Camp Hyatt, Recreation, Security/Loss Prevention, Spa & Regency Club.

- **Financial Performance:** Developed and monitored accurate budget and forecasts. Ensured that the Resort meets Company and Owner’s forecasts. Optimize financial performance and operational productivity. Responsible for monthly financial analysis and quarterly and bi-annual financial business planning & reviews. Participates in vendor and Labor Union negotiations and renegotiation of contracts. Coordinate documentation of contract changes. Complete all daily, weekly, and monthly reports as outlined in the corporate policies and procedures timely.
- Managed P&L generating Room’s profit margins of 78% and higher.
- Mentored and Developed Department Leaders and 200+ associates including recruitment, training & retainment.

**Hotel Highlights & Achievements**
- Hawaii’s First Gold Level Certified LEED-EBOM Resort
- Hyatt Thrive Hotel Team Leadership Award 2015
- Host Hotels & Resorts Best in Class Hotel of the Year 2015
- Host Hotels & Resorts Best in Class Hotel Profitability 2014

**Director of Rooms (April 2011 to September 2014)**

*Hyatt Regency San Francisco at Embarcadero Center, San Francisco, California*
- Managed operations and financials of the Rooms Division for an 802 room 4-Diamond Luxury Convention Hotel.
- Engaged in Labor Union Negotiations.
- Executed a $15 million hotel room’s renovation.

**Director of Rooms (May 2008 to April 2011)**

*Hyatt Regency Sacramento, Sacramento, California*
- Managed operations and financials of the Rooms Division for a 503 room 4-Diamond Luxury Convention Hotel.
- Executed a $15 million hotel room’s renovation.

**Director of Rooms (February 2006 to May 2008)**

*Grand Hyatt DFW, D/FW Airport, Texas*
- Directed operations and financials of the Rooms Division for a 298 room 4-Diamond Luxury Hotel.

**Assistant Director of Rooms, Executive Housekeeper & Front Office Manager (July 2001 to February 2006)**

*Hyatt Regency Lake Las Vegas Resort, SPA & CASINO, Henderson, Nevada*
- Partnered with Rooms Executive in the operation of the Rooms Division for a 4 Diamond Resort with 496 guestrooms & suites.

**Assistant Front Office Manager (March 2000 to July 2001)**

*Hyatt Grand Champions Resort & Spa, Indian Wells, California*
- Front Office Management Team Member responsible for the operations of Reception, Concierge, Regency Club, Guest Services & Butler Services, for a luxury 4 Star/4 Diamond resort with 338 guestrooms and suites.

**Assistant Executive Housekeeper (February 1999 – March 2000)**

*Hyatt Regency Dallas, Dallas, Texas*
- Housekeeping Management Team Member of a Convention Hotel featuring 1,122 guestrooms and 160,000 sq ft of meeting & exhibit facilities.
- Managed the Pre-Opening and day-to-day operations of a brand new $700,000 laundry facility.
- Part of the hotel’s $65 million expansion team.

**PROFESSIONAL HIGHLIGHTS & ACHIEVEMENTS**

- Selected to Hyatt’s Foundation for the Future, Shanghai, China, November 2019
- Nominated for Director of Food & Beverage of the Year 2018, Hyatt Regency Maui Resort
- Member of Hyatt’s Calibrate Mentorship Program 2018, 2019 & 2020
- Hyatt’s Purpose & Value Educator for New & Existing Colleagues at Hyatt Regency Maui Resort 2017 to 2020
- Awarded Director of Rooms of the Year 2009, Hyatt Regency Sacramento

**EDUCATION**

*Saddleback College, Mission Viejo, CA (1986 – 1989)*

- Exceptional Professional References available upon request
- Willing to Travel / Relocate Internationally
Profile

Jenny Toomer
First Name Middle Initial Last Name

jtoomer@riverterraceinn.com
Email Address

1032 Matt Drive
Street Address

Napa
City

CA 94558
State Postal Code

Mailing Address (if different than Resident Address above)

Mobile: (415) 987-5594
Primary Phone Alternate Phone

Length of Residence in the City of Napa:

11 years

Length of Residence in the County of Napa:

11 years

Registered to vote in the City of Napa?

☐ Yes ☐ No

River Terrace Inn
Employer

General Manager
Job Title

Ethnicity *

☒ Asian or Pacific islander

Interests & Experiences

Which Boards would you like to apply for?

City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District (“Napa TID”):
Submitted
Community Service Experience:

Calistoga Chamber of Commerce Board Member 2021 Wine Country Chicks, Napa: Board Member 2015-2019 CTA, Sonoma-Certified Tourism Ambassador: Certified Member BANG, By Appointment Networking Group: Member -Current JARR, Napa -Jameson Animal Rescue Ranch: Volunteer

Education:

Northeastern University, Boston, MA -Business, Sales & Marketing 1993 Oral Roberts University, Tulsa, OK -Business, Sales & Marketing 1989

Other relevant experience or expertise:

Question applies to City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District ("Napa TID")
Which Assessed Lodging Business do you represent?

Hotels

Question applies to City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District ("Napa TID")
What is your job title?

General Manager

Question applies to City of Napa Local Governing Committee of the Napa Valley Tourism Improvement District ("Napa TID")
Is the lodging business located in the CITY of Napa?

Yes

Additional Questions

What is your understanding of the role and responsibility of this board?

Research, evaluate and educate how the taxes gained from hotel rates is best utilized towards marketing to fund future visitation exposure from both a group and transient visitors while keeping the locals engaged.

Have you ever attended a meeting of this board? If so, how many?

No

What duties of this board are most interesting to you?

*Being able to actively participate in how the TID funds are spent and expected returns. Be a more active member in Napa that helps to support new and repeat visitors while constantly developing strategy to engage locals and community. *Building relationship between business and local government. *Building strong business relationships with others on the board *Contributing to the onward growth of Napa in relations to tourism.
What activities of this board are least interesting to you?

Right now, all activities seem interesting!

What programs or projects would you like to see improved or implemented?

* Expanded marketing to include more diversity to appeal to a broader target market such as LGBT, Asian, African American. * Continue to develop more programs that attract tourists but also those that locals can enjoy and support. * Careful with marketing that defines us as a "luxury" location as that can translate to an "exclusive" experience and we want to cater to all who can afford to visit. * Use some funding to invest recruitment marketing to attract much needed work-force.

How would you approach improving these project(s) or program(s)?

Bring ideas to the table. Evaluate history, get quotes. Be open to all feedback. Be creative, thoughtful and strategic in the approach. Understand the financial commitment, expectation and delivery for each project. Work as a team, collaborate and be decisive.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

Becky Barrango - Visit Napa Valley 707-337-7664 Alison Johnson - Platypus Tours Ltd 707-548-0451

How did you learn of this vacancy?

☑ Other
OBJECTIVE:

Be the leader in market share revenue growth, strive for high guest service scores and value employee satisfaction. Manage all aspects of the asset that will provide favorable returns for the ownership.

HIGHLIGHTS OF QUALIFICATIONS:

- Proven experience and success related to improving sales goals, managing expenses, providing operational effectiveness though a strong team and solid management style, strategic planning, process improvement, shared growth and superior customer satisfaction which has led to profitability.

- Leader by example. All of this helps to build team cohesiveness and employee relations by hiring top candidates, establishing clear goals, effectively and constantly communicating results for growth and celebrating wins when achievements are made.

- The experience I have gained by experiencing both success and challenge in sales and operations provides me the ability to help balance and breakdown the “front of house/back of house” mentality that can cause division between teams. I have confidence in selling and promoting the dream that I know we can deliver upon.

EXPERIENCE

RIVER TERRACE INN & ALBA RESTAURANT
General Manager: October 2021 to Present

- Management of 114 room hotel and restaurant. Responsible for hotel and food & beverage revenues, cost control, guest service scores and employee satisfaction.

- Collaborate with all stakeholders including Noble House Hotels & Resorts as part owner of the hotel and full ownership of the Wine Train.

CALISTOGA MOTOR LODGE, MOONACRE SPA & FLEETWOOD RESTAURANT
General Manager: November 2020 to October 2021

- Phase 1: Hired while Covid restrictions were in place. The hotel was still operating as an essential business due to a large piece of group business over a 3.5-month time-frame. To minimize expenses, labor was reduced so I lived on property 5 days a week to fill needed roles. Managed all group needs from sales to operations.

- Phase 2: End of March: Life opened back up. Went from 100% group to 100% transient. Re-adjusted our routine from survival to re-opening and strategy.

- Phase 3: Launch of Fleetwood Restaurant in June, Re-opening spa to guests and adding (2) day-use public days. Currently operating at high occ levels with primary focus on rate growth as we continue to gain market share against comp set. With the restaurant now open and (2) additional meeting rooms added specific strategies are in place to get mid-week corporate group and retreats.

- Job essentials include:
  Management of 5 Department leaders
  Staff and Guest Relations
  Generate sales with Revenue management and marketing for all outlets. Service in house groups
  PR/Media plan in place to market Fleetwood to the public. Overall marketing for entire property
  Network local business, community involvement
Process invoices, banking, and staff reimbursements. Month end financials
HR processing of new/termed hires, Bi-weekly payroll, recruitment
Purchasing
Vendor, contract labor relations
Ownership relations and communication.
Plug & Play: jump in when we have department staffing needs, currently staying 2-4 nights as Night Audit.

RALEY’S SUPERMARKETS – NAPA
1) Ecart Shopper: March 2020–Current (2 days a week)
   o Hired during Covid shutdown as temporary employee. Became full time employee in May.
2) Bookkeeping: July 2020–Current (3 days a week)
   o Promoted & Trained into Bookkeeping.

PLATYPUS TOURS LIMITED - NAPA
1) Director of Sales & Marketing: January 2012–March 2020.
   o Grew private tours base from 3% to 37% of total tour revenues.
   o Created all forms & policies regarding private tours as the company grew.
   o Established sales goals and strategies to generate revenues.
   o Direct sales that range from phone, sales calls, presentations, committee involvement, and networking events.
   o Oversaw the daily operations and execution for private tours at Platypus 2nd location that we opened in April 2017 located in South Napa on Camino Oruga.
   o Sales & Operations would include: Tour itinerary creation, Vehicle swap out, Taking over ours due to guest service concerns or employee call outs.
   o Maintenance and development of winery partners
   o Marketing: manage SEO, print and online advertisements as well as PR efforts
   o Participation in all hiring, employee training and employee moral programs.
   o Acting Manager on Duty for Operations (Coombs location/Oversaw the Join in Tour side of the business) as on call basis or during vacations.

2) Tour Guide & Drive: March 2011–December 2011
   o Prepare itineraries for groups prior tour then drive them in the Valleys on tour date.
   o Prepared for and received California Commercial B-Class Driver’s License in order to drive 20 passenger shuttle-bus.
   o Responsible for on-going knowledge of wine process relating to farming, winemaking, varietals, barrels, vintages and local history.
   o Expected to establish and grow relationships with local wineries that fit the Platypus Tours profile.

KIMPTON HOTELS: -MONACO, PALOMAR & SERRANO-SAN FRANCISCO
Area Director of Sales & Marketing June 2009-September 2010
   o Empowered to develop and employ rate and yield strategies to gain market share while both recruiting and keeping customer/client loyalty.
   o In conjunction with the Revenue team develop and manage top line budget expectations, expenses & updates to monthly forecasts
   o Responsible for creative marketing strategies through direct sales, promotions, packaging, client events and public relations.
   o Communicates trends, changes in market mix and competitive hotel strategies to team
Accountable for sales team growth, making goals and exceeding expectations. Provided ongoing training, weekly communication meetings and maintain 1:1 action plans.

In conjunction with the General Managers, represented the sales relationship and communication with 3rd party ownership.

Cross selling between hotel & restaurant including joint trade shows, marketing materials, client events, holiday parties and menu launches

Worked with all hotel & restaurant managers to build customer loyalty and positive results measured through Market Metrix.

**KIMPTON HOTELS - MONACO-SAN FRANCISCO**

**Assistant General Manager: September 2007-June 2009**

- Responsible for maintaining company guest satisfaction goal of 90% through client feedback and personalized development of employees based on that communication. Grew overall hotel guest satisfaction from 91% to current 93%
- Managed operations team including Housekeeping, Engineering, Front Office, Bell/Door and Room Service. Responsible for operations flow through maintained by controlling expenses, creative hiring and effective cross-training appropriate to the economic environment while creating a positive employee environment.
- Grew Employee Satisfaction in 2008 by 4% at 92% over 2007 at 88%.
- Execute all operational Kimpton branded programs specific to the property
- Assist of management of corporate contracts, capital projects, ownership and investor relations
- Wine Champion for the "Wines of the World" program. Managed communication, distribution and execution of daily wine program for all 48 hotels nationally.
- Collaborate with Regional Vice President on Total Asset Management relations with the Grand Café Restaurant

Opening Hotel: Training Team Member- Front Office/Customer Service
1. Hotel Palomar/Los Angeles, CA ~2008
2. Vero Beach Hotel & Resort/Vero Beach, FL ~ 2008
3. Epic Hotel/Miami, FL ~ 2008

**KIMPTON HOTELS: PALOMAR—SAN FRANCISCO**

1) **Director of Sales & Marketing: February 2005-September 2007, October 2000 to January 2002**
2) **Hotel Palomar - Senior Sales Manager/East Coast: June 1999 to October 2000**
   - As DOSM responsibilities similar to those listed above.
   - Specific direct sales for the following markets: FIT, AAA, Entertainment, Convention, Consortia, Non-National Corporate IT & Group accounts
   - Acting General Manager for 5 months during property ownership transition. Managed daily operations, sales growth and continued focus on customer service.
   - On property point person in 2007 during the sale of the Hotel Palomar to the 3rd party owner.
   - Part of Opening Team in 1999

**Additional Hotel Sales Experience:**

1. **ORCHARD HOTEL-SAN FRANCISCO ~ Director of Sales & Marketing: October 2003 to January 2005**
2. **KIMPTON HOTELS ~ Sales Consultant: June 2003 to October 2003**
   - Project 1: Hotel Monaco, Washington D.C. ~ Negotiation and executive of all corporate and consortia RFPs.
   - Project 2: 70 Park Avenue Hotel, New York, NY. ~Managed sales transition from previous management company to Kimpton
3. **CASA MADRONA HOTEL & SPA/ROCKRESORTS –SAUSALITO, CA ~ DOSM: Jan 2002 to June 2003**
4. **HUNTINGTON HOTEL-SAN FRANCISCO ~ Sales Manager/West Coast - June 1998 to June 1999**
5. **FAIRMONT HOTEL-SAN FRANCISCO**
   - Executive Meeting Manager/East Coast & Mid-West: February 1996 to June 1998. Sales Manager of the Quarter 1998
ORGANIZATIONS:
Calistoga Chamber of Commerce Board Member - Current
Wine Country Chicks, Napa: Board Member
CTA, Sonoma-Certified Tourism Ambassador: Certified Member
BANG, By Appointment Networking Group: Member - Current
JARR, Napa - Jameson Animal Rescue Ranch: Volunteer

RECOGNITION:
Canvas, Napa Valley: 2013 Hospitality Excellence Award for Tours & Transportation
Fairmont Hotel, San Francisco: 1998 Sales Manager of the Quarter

EDUCATION
Northeastern University, Boston, MA - Business, Sales & Marketing 1993
Oral Roberts University, Tulsa, OK - Business, Sales & Marketing 1989

REFERENCES
Teresa Savage – Vice President of Business Development of Monterey County (former VP Sales at Visit Napa Valley)
Alison Johnson – Director of Operations, Platypus Tours Ltd.
AGENDA

1. Research & Insights
2. Tourism Eco System
3. Target Markets & Competition
4. Budget
5. Brainstorm
RESEARCH & INSIGHTS
PEOPLE ARE EMOTIONALLY OVERWHELMED.

- 87% of respondents agreed it feels like there has been a **constant stream of crises** over the last two years, and more than seven in ten (73%) are overwhelmed by the number of crises facing the world right now. *(Harris Poll, March 2022)*

- Approaching a record high, 85% of California travelers are in the “ready to travel” mindset. Consumers are “excited” to travel (74%) and to learn about new destinations (72%). *(Visit CA Feb Report)*

**DoNapa Takeaway:**

Downtown Napa is a true escape from the daily stressors of life, with so much to sip, savor, and enjoy.
People are looking to be healthier both from a physical and mental perspective – with travel a big part of that endeavor.

- Almost half of Americans reported a big increase in sedentary behavior, and a majority revealed significant unwanted weight changes. Drinking and substance abuse have been on the rise because of the stress of the pandemic and its restrictions. (Harris Poll, March 22)

DoNapa Takeaway:
Downtown Napa is a place where it is easy to be active, fresh farm-to-table cuisine is plentiful, and there are a variety of activities like kayaking, biking, walkable tasting rooms, plus the Napa Valley Vine Trail now easy to access from downtown.
People are looking for authentic, custom and unique experiences when it comes to travel.

- The "experience economy" is huge in the travel industry. But fewer and fewer people may be settling for commonplace vacation activities in the coming years. Instead, “consumers [will] pursue authentic experiences, distancing themselves from mainstream tourism providers and venturing into pastimes that feel more meaningful.” Data insights company AirSage marks this as an emerging trend because “people no longer want boring and conventional travel experiences as much as they used to. Instead, they would rather pay more for vacations that are once in a lifetime opportunities.” (Exploding Topics, January 2022)

DoNapa Takeaway:
Downtown Napa is a world-class bucket list destination filled with hidden gems and unique experiences - there are so many ways to do Downtown Napa, and travelers can customize a once in a lifetime experience whether they are a first time or return visitor.
People still see the outdoors as the most comfortable of places due to the lasting impact of the pandemic.

- People associate being outdoors with health and wellness, and are trying to improve healthy habits in the wake of the pandemic.
- Outdoor images drive the ad best performance when compared to images of rooms, lifestyle, and amenities. They had a 55% higher click-through rate, and an almost 4% higher conversion rate. (Sojern, March 22)

DoNapa Takeaway:

Napa is a walkable four-season destination, where visitors can comfortably be outdoors. Most restaurants and tasting rooms offer elevated/upscale outdoor seating.
People are, more than ever, looking to incorporate their whole families in travel experiences including parents, grandparents, etc. and pets.

- Visit California's recent Outlook Forum emphasized an increase in multi-generational family travel - loved ones are looking to make up for lost time, cancelled trips, and milestone events with extended family. The Knot predicts that there will be more weddings in 2023 than in any other year since the 1980s.

- Pet adoption rates have soared throughout the pandemic and pet owners want to bring their pets when they travel. Hilton’s recent report on The 2022 Traveler revealed that 7 in 10 Gen Z or Millennial pet parents are more likely to travel in the future if pets are welcome, and 2021 Hilton booking data shows that the “pet-friendly” booking filter has been the #3 most used search filter on Hilton.com. (Hilton, March 2022)

DoNapa Takeaway:
Compared to other cities/towns in Napa Valley, Downtown Napa is the most pet and kid-friendly place to stay. Downtown Napa has a plethora of outdoor patios, pet-friendly places to stay, shops, tasting rooms, etc. Unlike some wineries up valley, Downtown tasting rooms are welcoming to kids and pets. Downtown Napa is an unexpected family destination with fun things for kids and grownups to do – biking, kayaking, kid-friendly restaurants, the ARTwalk, etc.
Despite rising gas prices, people are still excited and feel most comfortable traveling via car. However, this is a topic to keep an eye on.

• Road trip activity is surging ahead in 2022, reaching 5.7% above 2019 levels and a big jump of 21% over the same period last year. (The Travel Vertical, January 2022)

• Last week, 38% of American travelers indicate that rising gas prices will greatly impact their decision to travel in the next six months. That’s up from 29% two weeks ago. And, 63% of American travelers say that rising gas prices will either impact or greatly impact their decision to travel in the next six months, up three points in two weeks. (Longwoods International)

DoNapa Takeaway:
Downtown Napa is geographically positioned to be a good road trip stop on many different routes to bucket list CA destinations. Downtown Napa is walkable, meaning travelers on long road trips can take a break from being stuck in the car and explore on foot. Downtown Napa’s top visitors are from the CA drive markets – Bay Area, Sacramento. And there are a number of different opportunities with Visit California for potential co-ops.
Visit California has received a $95 million stimulus from the state, added to their budget this year, to market to domestic visitors. Visit California will use the funds to extend its in-state marketing efforts, including its "Calling All Californians" campaign, and expand its reach nationwide with four new campaigns aimed at inspiring visitors to return to the Golden State.

The stimulus will allow Visit California to vastly expand its advertising outreach to domestic travelers in California and across the United States. About two thirds of the money will go to extend existing advertising programs that would have expired for lack of funds -- "Calling All Californians," "California Road Trip Republic" and "What if, California."

Funds will also support:

- A nearly $20 million investment in campaigns to promote culinary tourism and family travel in the Golden State, including to winter sports destinations.
- A new emphasis on promoting travel to California’s urban cores, which were particularly hard hit by the impact of Covid-19.
- A dedicated $4.5 million investment to bring back business and group travel — a first for the statewide organization and a key element of recovery for urban destinations.
TOURISM ECOSYSTEM: VISIT NAPA VALLEY

FY23 PAID MARKETING FOCUS

• Top fly markets for Visit Napa Valley will remain Dallas, Chicago, New York

• Majority of in-state advertising directed to Los Angeles & San Diego – key opportunity for DoNapa

• Unsure if VNV will continue its group/meetings Crush That Meeting campaign at this time
TARGET MARKETS & COMPETITION
TARGET MARKETS & COMPETITION

DONAPA TARGET MARKETS

Who
• Millennials
  • Women Ages 25-45 are top website visitors and social media followers
  • Interests in: wine, travel, culinary
  • HHI 150k+

Where
• California
  • Bay Area
  • Sacramento
  • Los Angeles
  • Any Others?

COMPETING DESTINATIONS

Many up-and-coming wine regions are openly positioning themselves as "not Napa," and perpetuating the notion that Napa is pretentious and/or "where your parents go"

• Lodi
• Temecula
• Paso Robles
• Sonoma
• Amador County
BUDGET
With Stanly Ranch and Cambria coming online, what is the predicted increase in TOT budget?
What is a safe number for us to plan against?

Wish List

- Increase paid media budget
- Photo/video shoot for asset library – uniquely Downtown Napa imagery
- More into content creation such as TikToks/Reels - the competition is investing heavily
- Elevated programming/activations
BRAINSTORM
BRAINSTORM/ DISCUSSION

• How do we feel about our current brand pillars? What are key messages we want to pull through to visitors?

• How has our target market evolved in the last year? Do we need to shift?

• Have you seen a shift in booking windows? Are you seeing an uptick in families/pets, etc?

• How important is it for us to focus on group/meetings? With VCA and VNV putting paid dollars behind this, is there a need for DoNapa to focus on?

• Ideas to continue to amplify existing marketing initiatives (Wine Tasting Room Capital of the World, Chef Series, etc)

• Paid media plan – identify need periods, when to ramp up advertising and when to pull back

• Ideas for new campaigns

• Thoughts on events? Do we need to focus on events as a driver of visitation? Why or why not?
FY22-23 TIMELINE

Overview of Marketing Initiatives

JUL 22
Summer Fire Season
Brake Here!

AUG 22
Summer Fire Season
Wine & Wag
Brake Here!

SEPT 22
Harvest Fire Season

OCT 22
Harvest Fire Season

NOV 22
Cab Season Holiday

DEC 22
Cab Season Holiday
FY22-23 TIMELINE
Overview of Marketing Initiatives

JAN 23
Cab Season
Restaurant Week

FEB 23
Cab Season
Mustard Season

MAR 23
Spring
Mustard Season

APR 23
Spring

MAY 23
Spring

JUN 23
Summer
NEW EVERGREEN POSITIONING

Deliverables:

• Strategic Framework & Marketing Plan
• New/Refreshed Campaign
PHOTO/VIDEO SHOOT

Need: Updated video & photo assets to support marketing efforts

• City shots featuring key locations throughout Downtown Napa
• Wine tasting experiences
• Winemaker series
• Full shot list to be developed in tandem with FY planning
TRANSPORT YOURSELF

For a destination that people travel to, it’s amazing how much unique and adventurous transportation is in town. Let’s promote these and how they can transform you from the everyday to the vacay.

- Promote DoNapa’s unique adventures by transit: Gondola, Wine Train, Hot Air Balloon, Trolley and more
- Social ads
- Blog: Get lost in all the unique getaways during a getaway to napa
- Social or TikTok challenge, Transport Yourself videos
- PR pitching
WINE & WAG 2.0

Industry research is showing that outdoor destinations are still a main attraction as they continue to offer a sense of safety. Let’s bring Wine & Wag back and make it bigger than ever with more social, more blogs, more adorable photos. Align with National Dog Month (August 2022).

• Pup Crawl event?
• Organic social: photo contest and content – winner announced on National Dog Day.
• Pet-friendly businesses map
• Social ads promoting the town’s pet friendliness
• Blog feature and PR pitch
Visit CA is continuing to focus on Road Trips and we are the perfect stop for travelers exploring California. We’re the stop for a fun break on your trip — one where you can park and stay.

• Social ads promoting the stop
• 2-day stay promos
• Blog feature on how you can park (for free) and be car-free for days
• PR content
• Bingo – Wine Tasting
• Quiz – Where to taste
• Engaging/interactive wine tour map
THANK YOU!