



Property Based Improvement District Meeting

Agenda

2:30 p.m. June 13, 2019

Archer Hotel, Great Room C

1230 First Street, Napa, CA

Members: Ryan Gregory, Chair; Sara Brooks; Mike Butler; Tony Giaccio; Michael Holcomb; Bob Johnstone; Jim Keller; Kelly Moore; Robin Schabes; *Staff: Craig Smith*

Guest: Shelly Willis, contractor/artist; Meredith Nevard, Parks and Rec, City of Napa

1. CALL TO ORDER

2. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

3. ACTION ITEMS:

a. Approve March 2019 minutes

R. Gregory

b. Update Utility Box Wraps

Smith

In 2018, the City reported that there were 13 boxes throughout downtown, and the number is actually 19. Shelly Willis has said it will cost \$2,000 per box, or \$13,000 than originally budgeted. Committee will possibly select the boxes to be wrapped or increase the project budget.

c. Ambassador Report

Johnstone

Progress on the 2019 season

d. Social Media Influencer Campaign

Smith

Committee will review, for approval, a contract from Augustine Ideas. The proposal assumes that hotel rooms will be donated. Funding for the project is from a 2018 TID grant.

e. PBID Renewal

All

Smith will present two scenarios for hiring contractors for renewal, looking for direction from the committee for next steps.

4. INFORMATIONAL ITEMS - Updates from members as appropriate.

5. ADJOURN The last two meetings of 2019 are September 12, December 12.

BROWN ACT:

Government Code 54950 et seq. (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Napa Downtown Association posts Agendas at 1290 Napa Town Center. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Craig Smith at (707)257-0322 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group.

The order of Agenda items is listed for reference and may be taken in any order deemed appropriate.