



**Property Based Improvement District Meeting
Minutes**

**2:30 p.m. June 13, 2019
Archer Hotel, Great Room C
1230 First Street, Napa, CA**

Present: Ryan Gregory, Chair; Sara Brooks; Mike Butler; Tony Giaccio; Bob Johnstone; Kelly Moore; *Staff: Craig Smith*

Excused: Jim Keller, Mike Butler, Robin Schabes

Absent: Michael Holcomb

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

1. **CALL TO ORDER** Gregory called the meeting to order at 2:38 p.m. and asked for self-introductions.

2. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA** *None*

3. **ACTION ITEMS:**

a. **Approve March 2019 minutes** Moore moved approval, Johnstone seconded. Approved unanimously.

b. **Update Utility Box Wraps** Smith said that in 2018, the City reported that there were 13 boxes throughout downtown, and the number is actually 19. Shelly Willis said it will cost \$2,000 per box. The originally approved budget was for \$25,000. Nevard explained the process PBID will have to go through for support of the project. After discussion, the committee decided and Johnstone moved to stick with 13 boxes, eliminating #1, 2, 3, 4, 9, and 17 from the project. He also said that PBID does not want to be responsible for maintenance, and proposed entering into a turnkey contract with Shelly Willis and the Rail Arts District in an amount not to exceed \$30,000 to perform the work. Brooks seconded, approved unanimously. Nevard will report to Parks and Rec that PBID doesn't want to do maintenance. Gregory praised the project, and said that all property owners should be informed about it with PBID.

c. **Ambassador Report** Johnstone reported that there are now ten ambassadors, and that number should soon be 16, enough to cover shifts every Friday and Saturday night. Ed Shenk has done a terrific job and has indicated that he might retire at the end of the season. One of the Ambassadors is going to try Thursday nights and see if traffic warrants doing that all the time. Brooks pointed out that the 'real' season is mid July through October, so traffic may be lighter.

d. **Social Media Influencer Campaign** Smith presented the proposal from Augustine Agency. The committee recommended four points to consider: 1) That the "one post" requirement might be "one or two" 2) Hotel/restaurant hashtags should be used whenever possible, 3) influencers should be encouraged to do more than one long written form (although Brooks pointed out that too many can be bad) and 4) that the number of travel writers be "two

or three.” Brooks moved approval of entering into an agreement with Augustine with the four points suggested. Giaccio seconded, approved unanimously.

e. PBID Renewal After discussion, the committee directed Smith to check references for and possibly enter into a contract with Ed Henning to renew PBID. He will also see if Robin Klingbeil would be interested in working with him. Moore moved approval, Johnstone seconded, approved unanimously.

4. INFORMATIONAL ITEMS - None

5. ADJOURN The meeting adjourned at 3:47 p.m. The last two meetings of 2019 are September12, December12.

Recorded by Craig Smith