



**Property Based Improvement District Meeting
Minutes
September 13, 2018
Napa Chamber of Commerce
1556 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: Dave Perazzo, Steve Crego, and Pete Hangen, City of Napa

1. **CALL TO ORDER** Gregory called the meeting to order at 2:35

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

3. **ACTION ITEMS:**

a. Approve June 2018 minutes Butler moved approval. Moore seconded, approved unanimously.

b. Ambassador Program ReportShenk reported that the program is going well. Kicked off on July 20, Ambassadors have served close to 200 visitors and have visited 75 businesses. Based on the feedback they've received, the program is less about security and more about serving visitors. Hours are now primarily 3 to 7 pm, the time of day when guests are on the street, looking for shopping, restaurant and activity information. Ambassadors work in pairs, as they are more approachable that way. There are only five ambassadors at this time, Shenk hopes that number will increase to at least twelve by the end of the month.

c. Update on Hanging Baskets/ Sidewalk cleaning program Perazzo and Crego reported that both programs are going well. Winter plants will be added in October. Crego's team is following the cleaning schedule as possible while adjusting to address areas that need special attention.

d. Financial Report Smith presented the P&L vs. Budget through August 2018, which shows income of \$170,275 versus a budgeted \$173,883. Brooks moved approval of the report, Moore seconded. Approved unanimously.

e. Napa Lighted Arts Festival Hangen reviewed the program, which will now be held January 9 through 20 and will include 14 different installations and numerous new elements. After discussion, Brooks moved to fund the project an additional \$15,000 this year. Giaccio seconded, approved with Schabes abstaining.

f. Maps of Historic DT Napa Smith reported that, with new hotels using the maps of downtown, inventory will soon run out. A reprint would cost \$5K, and should last through June, 2019. Brooks suggested that, because businesses open and close between printing, and because additional maps are not in the budget that only six months worth

be printed. Butler moved to reprint the maps at a cost not to exceed \$3,000. Johnstone seconded, approved unanimously.

g. Change of meeting date Smith requested that the December meeting date be moved from December 13th to December 6th. Moore moved approval, Butler seconded, approved unanimously.

4. INFORMATIONAL ITEMS

a. Utility Box Wraps Because members expressed interest in the utility box wraps undertaken by the Wine Train, Smith explored the feasibility of such a program downtown. There are a reported 13 utility boxes in the downtown area. Using the same people as the wine Train used, the project would cost around \$22,000 downtown.

b. Other updates as appropriate. *None*

5. ADJOURN The next regular meeting is December 6th, 2018. The preliminary 2019 budget will be presented at that time. Gregory adjourned the meeting at 3:48.

Recorded by Craig Smith