



**Property Based Improvement District
Agenda
2:00 PM, November 9, 2023
Archer Hotel**

Members: Ryan Gregory, Chair; Sara Brooks; Mike Butler; Tony Giaccio; Michael Holcomb; Zen Hunter-Ishikawa; Bob Johnstone; Kelly Moore; Vin Smith; *Staff: Craig Smith, Bill LaLiberte*

1. CALL TO ORDER

2. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

3. INFORMATION/ACTION ITEMS:

a. Approval of Minutes

Gregory

Approve minutes from August 24, 2023.

b. Budget report

C Smith

Report includes projected P&L vs. Budget through Oct. 2023, FY 2023 Budget, Projected 2023 YE P&L and draft 2024 Budget. The budget column on the left shows a net income for the year of \$244K.

FYI – PBID is switching to a July-June FY reporting, to line up with the City’s budget process. This budget will be re-done in 2024 to reflect that. That budget makes several assertions:

- i. Paying off the Way Finding signage project in 2024.
- ii. Reflects a summer only flowering-baskets ‘planting.’
- iii. Assumes that garage and sidewalk cleaning will remain at \$50K annually.

c. Strategic Planning

Gregory

Approving up to \$5K for a ‘mini-strategic planning process,’ to piggyback on the TID effort.

d. Potential Projects

Projects have been suggested for the remainder of this PBID. See schedule A

e. Next meeting

Gregory

Set 2024 meeting calendar.

4. ADJOURN

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 1300 First Street, Suite 290. 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:

PUBLIC COMMENT: The public may directly address the PBID on any matter within the Council's subject matter jurisdiction, including any matter that is not on the agenda. However, State law strictly limits the Council's authority to respond at the meeting to any matter that is not on the agenda.

RULES OF ORDER FOR THE CONDUCT OF PBID MEETINGS: The PBID conducts its meetings in accordance with the requirements of state law (the "Ralph M. Brown Act," California Government Code Sections 54950, et seq.) and the City's Rules of Order (Council Policy Resolution 19, R2016-6). Members of the public are expected to conduct themselves with courtesy and respect and comply with the Rules of Order. **PROCEDURES TO DIRECTLY ADDRESS THE PBID:** Any member of the public may directly address the Council regarding: (a) any matter identified on the agenda; or (b) during the Public Comment portion of the meeting for any matter within the Council's subject matter jurisdiction that is not identified on the agenda. Speakers should direct comments to PBID Chair and Committee members, not the audience. Speakers are expected to yield the floor when the time limit is identified. For each item, speaking time is limited to no more than three minutes per person, unless otherwise specified for hearings and appeals, or at the discretion of the PBID Chair to address special circumstances. The PBID Chair may modify (increase or decrease) any time requirements for any speaker, or change the order of the items on the agenda, in accordance with the Rules of Order in order to facilitate the efficient and fair conduct of the meeting. This may include moving all or a portion of the Public Comment portion of the agenda to the end of the meeting (see Council Policy Resolution 19, R2016-6 section 6.1.4).



**Property Based Improvement District
Minutes
August 24, 2023
Krug Salon, Archer Hotel**

Present: Ryan Gregory, Chair; Sara Brooks; Tony Giaccio; Zen Hunter-Ishikawa; Bob Johnstone; Vin Smith; *Staff: Craig Smith, Bill LaLiberte*

Absent: Mike Butler, Michael Holcomb, Kelly Moore

Guests: Gordon Huether, Gordon Huether Studio; Neal Harrison, City of Napa

1. **CALL TO ORDER** Ryan called the meeting to order at 2:04 PM

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

3. **INFORMATION/ACTION ITEMS:**

a. Approval of Minutes Giaccio moved approval of the May 25 minutes. Hunter-Ishikawa seconded, approved unanimously.

b. Budget report C Smith presented a report that includes P&L vs. Budget through July, a projection of YE 2023, and in the right-hand column, a potential budget for calendar year 2024. That budget makes several assertions:

- i. Paying off the Way Finding signage project in 2024, a year ahead of schedule
- ii. Reflects two live flowering baskets 'plantings', for year-round coverage. (Earlier talks included only one planting or going to artificial plants.)
- iii. Assumes that garage and sidewalk cleaning will remain at \$50K annually.

Brooks acknowledged receipt of the of the report. Johnstone seconded, approved unanimously.

c. Potential Projects – The board considered several projects for future PBID funding.

i. Artwork installation over First Street Bridge Huether followed up on the Urban Land Institute report to brand the Oxbow District and tie that and the Downtown District more closely together by making the First Street Bridge an art piece. He addressed the scope such a project would include, funding and potential partners.

ii. Lighted pedestrian crosswalk at intersections and/or housed bicycle parking

iii. Hanging Lights on Clinton Street Hunter-Ishikawa presented a sample of overhead string lights that could enhance the block on Clinton Street between Main and West Streets. He said the project would cost \$17K with about \$10K in maintenance, the latter which the developer might share with PBID.

iv. Other ideas Brooks suggested that other projects, such as re-doing Dwight Murray Plaza or having the riverwalk extend from the south side of First Street to north side, were both projects looked at in the past, and that it might be time to revisit them as

well. C Smith and La Liberte were charged with fleshing all these out further for review at a future meeting.

d. Next meeting Gregory rescheduled the next meeting for November 9, 2:00 PM.

4. ADJOURN The meeting was adjourned at 3:32 PM

Recorded by C Smith

**Napa PBID 2021-2025
Profit & Loss Budget vs. Actual
January through December 2023**

	Jan - Oct 23	2023 Budget	Projected 2023	2024 Budget
Ordinary Income/Expense				
Income				
Carryover from PY	0.00	536,624.00	337,820.00	336,962
Interest Income	2,949.60	426.00	3,000.00	1,2500
Property Taxes	509,989.55	507,284.00	509,989.55	529,936
Total Income	512,939.15	1,044,334.00	850,809.55	879,938
Expense				
Advocacy and Administration				60,000
Administration				
Carryover from LY	0.00	31,060.00	0.00	
Administration - Other	50,000.00	61,200.00	61,200.00	
Total Administration	50,000.00	92,260.00	61,200.00	60,000
Bank Charges	0.00	400.00	0.00	200
PBID Renewal	10,475.00	11,130.00	10,475.00	8,000
Total Advocacy and Administration	60,475	103,790	71,675	68,200
Beauty, Maintain & Infrastruc				
Christmas Garland				
Christmas Garland Installation	4,782	8,742	11,000	11,000
Replacement Garland and Storage	3,447	8,298	8,096	10,000
Christmas Garland - Other	0	8,040	0	
Total Christmas Garland	8,229	25,080	19,096	21,000
Christmas Lights -	32,823	32,344	49,000	32,000
Hanging Flower Baskets	100,000	200,000	100,000	100,000
Sidewalk/Garage Cleaning	50,000	50,000	50,000	50,000
Carryover from LY	0	116,261	0	
Way Finding Signage Installatio	147,243	307,146	177,865	214,578
Total Beauty, Maintain & Infrastruc	338,295	730,831	395,961	417,578
Contingency	0	19,213	0	9,751
Marketing				
Ambassador & Safekeeping	45,000	45,000	45,000	40,000
Art Walk	0	10,000	0	
Fridays in the Park	38,000	38,000	38,000	40,000

Napa PBID 2021-2025
Profit & Loss Budget vs. Actual
January through December 2023

	Jan - Oct 23	2023 Budget	Projected 2023	2024 Budget
Maps of Historic DT	10,000	7,500	10,000	10,000
Napa Table	40,000	40,000	40,000	40,000
Special Events				
Christmas	0	10,000	10,000	10,000
Main Street Reunion Car Show	25,000	25,000	25,000	
Special Events - Other	1,250		1,250	
Total Special Events	26,250	35,000	36,250	140,000
Travel Writers Visits (FAM)	0	15,000	0	
Total Marketing	159,250	190,500	169,250	140,000
Total Expense	558,020	1,044,334	636,886	635,529
Net Ordinary Income	-45,080	0	213,923	243,869
Net Income	<u>-45,080</u>	<u>0</u>	<u>213,923</u>	<u>243,869</u>

Schedule A

Potential PBID projects

Discussed at August 24th PBID meeting:

- Transforming the First Street Bridge into an art/shade piece
City engineers said the bridge would have to be studied to see if artwork could be done on or around it, something an outside firm would have to do. The engineer didn't know how much such a study would cost, but said it could be between \$5K and \$50K.
- Continuing the riverwalk path under the east side of the First Street Bridge
Already studied – it can't be done.
- Implementing the up grade to Dwight Murray Plaza
City staff said that area is under consideration to be turned into commercial space
- Stringing lights from Wiseman-owned buildings across Clinton Street. Cost estimated at \$17K with annual maintenance of \$10K (the latter to be shared with the property owner).

Projects City staff suggested for consideration. None have budget numbers attached:

- Brown Street Corridor Improvements (\$150 to \$300K plus 75K for drawings)
 - Attached 30% Schematic Design
 - Advancing specific elements or sections of the plan (to be determined)
 - Consideration for starting some areas that aren't involved with current development plans
- Contracting Out Sidewalk Cleaning & Flower Basket Watering
- Implementing landscaping plans for Parking Garages and Surface Lots
 - We have completed plans from vanderToolen
 - Parking Garages - Pearl, Clay & 2nd (attached)
 - Surface Parking - J & S, parking lot north of Opera House Plaza
- Temporary Murals on Parking Garages - Pearl, Clay & 2nd (\$65K to \$85K per)
- Additional Big-Belly Trash-compacting Bins (\$5K for single, \$10K for double)
- Downtown Bulb-outs Pavement Artwork (using thermoplastics) on 2nd Street from Brown St to School St (\$150,000 to \$200,000.)
 - Photo examples next page
 - Supports traffic calming
 - This could include crosswalks as well
 - Connectivity with the planned pavement artwork at the 2nd & Main Street ped scramble

Possible others:

- The Oxbow Area is working to implement the River Line, and might ask for up to \$50K to fund a feasibility study

