



**Property Based Improvement District  
Minutes  
May 15th, 2024  
Archer Hotel**

**Members:** Ryan Gregory, Chair; Sara Brooks; Mike Butler; Tony Giaccio; Zen Hunter-Ishikawa; Kelly Moore;

**Staff:** *Bill La Liberte*

**Absent:** Michael Holcomb

**Guests:** Katrina Gregory – City of Napa Recreation & Public Art Manager

1. CALL TO ORDER - Ryan Gregory called the meeting to order at 2:33pm

2. PUBLIC COMMENTS – No Public Comments

3. INFORMATION / ACTION ITEMS:

a. Approval of Minutes

Approve minutes from February 20th, 2024, PBID Meeting – *Tony Giaccio moved for approval of the minutes, Mike Butler seconded, approved unanimously*

b. Napa Lighted Art Festival -

Katrina Gregory presented a recap of the previous Napa Lighted Art Festival. 14 installations over a 30-day period with 70,000 attendees. 13% increase in out-of-town visitors compared to the previous year. Economic impact is estimated at \$4.4 million. Gregory Requested \$40,000 from Zone 2 (Oxbow District) for next year's festival with the goal of adding additional installations in Oxbow District to encourage visitation. - *Tony Giaccio moved for approval, Kelly Moore seconded, approved unanimously*

c. PBID Renewal

La Liberte discussed the petition process completed with 59.262% of weighted properties voting yes. Ballots have been sent out and will remain sealed until June 17th council meeting. Ballots must be received by the city by June 15th (must be original signed copies). Threshold for approval is 50% plus one of returned ballots Results will be reported after June 17th meeting – *No action needed*

d. Railroad Arts District – Action Ave.

La Liberte discussed bringing Railroad Arts District (RAD) / Action Ave. into PBID as Zone 3. The process would start in August 2025. If approved RAD would pay back the costs of creating Zone 3 once revenue for is being generated. Potential area: from Main to Soscol, from Vallejo to Lincoln would need to get 50% plus one approval from property owners in that zone. Representation from Zone 3 would be added to PBID board. The committee would need to vote on formal request at a future meeting. – *No action needed*

e. Second Street Crosswalk Art

La Liberte discussed that the city wants to slurry seal Second Street before installing art crosswalks. La Liberte received a request for \$8,020 to help relocate merchant parklets during the process. Four parklets identified that would need temporary relocation. Project expected to begin mid to end of July or early August. - *Sara Brooks motion for approval of 'not to exceed \$8,020' at chair's discretion after obtaining more information, Michale Butler seconded approved unanimously.*

**f. PBID Committee Position**

Katie Shaffer has accepted the nomination to the PBID Committee.

City Manager Steve Potter will not be able to sit on the PBID Committee and has elected Julie Lucido, City of Napa Public Works Director, to fill the city representative seat. La Liberte asked for a motion to approve Julie Lucido to the committee. – *Michael Butler moved for approval, Kelly Moore seconded, approved unanimously*

**g. Proposed Fiscal Year 2025-2026 Budget**

La Liberte presented fiscal year 2025-2026 draft budget for discussion. final budget to be presented at the July 24th PBID meeting for approval and adoption by full committee. – *No action needed*

**h. Financials**

La Liberte presented and discussed July 1<sup>st</sup> 2024 – April 30th 2025 P&L Budget vs. Actual. *Zen Hunter - Ishikawa moved to accept and file, Mike Butler seconded, approved unanimously*

**i. Next Meeting**

Thursday July 24<sup>th</sup> 2:30pm.

Committee agreed to a quarterly meeting schedule for Fiscal Year 25'-26'

**4. ADJOURN**