



**NAPA VALLEY TOURISM BUSINESS
IMPROVEMENT DISTRICT MEETING
AGENDA**

City Hall - Council Chambers
4381 Broadway St., Suite 201, American Canyon
December 6, 2023
11:00 AM

Chair: Valerie Zizak-Morais, President/CEO, Napa Valley Chamber of Commerce/Welcome Center

Vice Chair: David Oro, Councilmember, City of American Canyon

Secretary/Treasurer: Jason Holley, City Manager, City of American Canyon

Committee Members: Erik Burrow, General Manager, Doubletree Hotel; Kenneth Tanahal, General Manager, Fairfield Inn & Suites; Kenta Kamohara, General Manager, Holiday Inn Express; Buzz Butler, Hotel Representative

This meeting is a limited public forum. American Canyon promotes respectful and responsible behavior among its meeting participants, whether they are present in person or remotely. Using offensive language or remarks that promote, foster, or perpetuate discrimination based on race, creed, color, age, religion, gender marital status, status regarding public assistance, national origin, physical or mental disability or sexual orientation/gender identification, as well as any other category protected by federal, state or local laws will not be tolerated. In the case of an occurrence, the speaker will be immediately disconnected from the microphone.

The Napa Valley Tourism Business Improvement District meetings are conducted in person at City Hall, 4381 Broadway, Suite 201. Members of the public are invited to attend the meeting in person. This meeting will not be broadcast on TV.

PUBLIC PARTICIPATION

Oral comments, during the meeting: Oral comments can be made in person during the meeting.

Written comments, via eComments: Please submit written comments through the eComments link, located on the Meetings & Agendas page of our website [here](#). Comments will be available to the subcommittee. All comments received will be posted online and become part of the meeting record.

The above-identified measures exceed all legal requirements for participation in public comment, including those imposed by the Ralph M. Brown Act. For more information, please call the Office of the City Clerk at (707) 647-4369 or email cityclerk@cityofamericancanyon.org.

AGENDA MATERIALS: Agenda materials are published 72 hours prior to the meeting and are available to the public via the City's website at www.cityofamericancanyon.org.

AMERICANS WITH DISABILITIES ACT: Materials will be provided in appropriate alternative formats to comply with the Americans with Disabilities Act. Please send a written request to City Clerk at 4381 Broadway, Suite 201, American Canyon, CA 94503 or by email to cityclerk@cityofamericancanyon.org. Include your name, address, phone number and brief description of the requested materials, as well as your preferred alternative format or auxiliary aid, at least three calendar days before the meeting.

11:00 A.M. - NAPA VALLEY TBID MEETING

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

This time is reserved for members of the public to address the Napa Valley Tourism Business Improvement District Committee on items within the subject matter jurisdiction of the committee. Comments are limited to 3 minutes.

CONSENT

1. **Minutes of November 15, 2023**
Recommendation: Approve the minutes of November 15, 2023.
2. **Financial Reports from April 1, 2023 - September 30, 2023**
Recommendation: Approve the Financial Reports from April 1, 2023 - September 30, 2023.

BUSINESS

3. **Selection of Chair/Vice Chair for 2024**
Recommendation: Nominate and vote for a Chair and Vice Chair for the 2024 calendar year.

INFORMATIONAL UPDATES

4. **Visit Napa Valley Update**
Recommendation: Receive a Visit Napa Valley Update.
5. **American Canyon Hotels Update**
Recommendation: Receive an update from American Canyon Hotels.
6. **City of American Canyon Update**
Recommendation: Receive an Update from the City of American Canyon.
7. **Developer Update**
Recommendation: Receive a Developer Update.

ADJOURNMENT

CERTIFICATION

I, Taresa Geilfuss, City Clerk for the City of American Canyon, do hereby declare that the foregoing agenda of the Tourism Business Improvement District was posted in compliance with the Brown Act prior to the meeting date.

Taresa Geilfuss, CMC, City Clerk

CITY OF AMERICAN CANYON
Napa Valley Tourism Business Improvement District Meeting

ACTION MINUTES
November 15, 2023

SPECIAL MEETING 11:00 A.M.

CALL TO ORDER

The meeting was called to order at 11:02 a.m.

ROLL CALL

Present: Committee Members Erik Burrow, General Manager, Doubletree Hotel; Kenta Kamohara, General Manager Holiday Inn Express; Secretary/Treasurer Jason Holley, City Manager, City of American Canyon, Vice Chair David Oro, Councilmember, City of American Canyon; Chair Valerie Zizak-Morais, President/CEO Napa Valley Chamber of Commerce/Welcome Center

Absent: Kenneth Tanahal, General Manager, Fairfield Inn and Suites; Buzz Butler, Hotel Representative

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

None.

AGENDA CHANGES

There were no agenda changes.

CONSENT

1. Minutes of May 18, 2023

Action: Motion to approve the minutes of the Napa Valley Tourism Business District meeting of May 18, 2023, made by Vice Chair David Oro, seconded by Committee Member Eric Burrow and CARRIED by a roll call vote.

Ayes: Committee Members Eric Burrow, Kenta Kamohara, Secretary/Treasurer Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

Nays: None

Abstain: None

Absent: Committee Members Kenneth Tanahal, Buzz Buttler

BUSINESS

2. Revision of Bylaws

Action: Motion to adopt by Minute Order revised bylaws amending the meeting schedule for the Napa Valley Tourism Business District meeting made by Vice-Chair David Oro, seconded by Committee Member Kenta Kamohara, and CARRIED by a roll call vote.

Ayes: Committee Members Eric Burrow, Kenta Kamohara, Secretary/Treasurer Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

Nays: None

Abstain: None

Absent: Committee Members Kenneth Tanahal, Buzz Buttler

COMMITTEE MEMBER COMMENTS

Committee members commented on items of interest.

ADJOURNMENT

The meeting was adjourned at 11:17 a.m.

CERTIFICATION

Respectfully Submitted,

Nicolle Hall, Administrative Technician



Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 4/30/23

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 4/30/23

Fiscal Year 2022-23		Actual
Revenues		\$ 51,989
Expenses		<u>55,000</u>
Net Income		\$ (3,011)
*Resources Available at July 1, 2022		<u>86,632</u>
Purchase Commitments		<u>-</u>
Estimated Available Balance at 4/30/23		<u>\$ 83,621</u>

City of American Canyon

Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2022-23

EXPENSES through 4/30/23

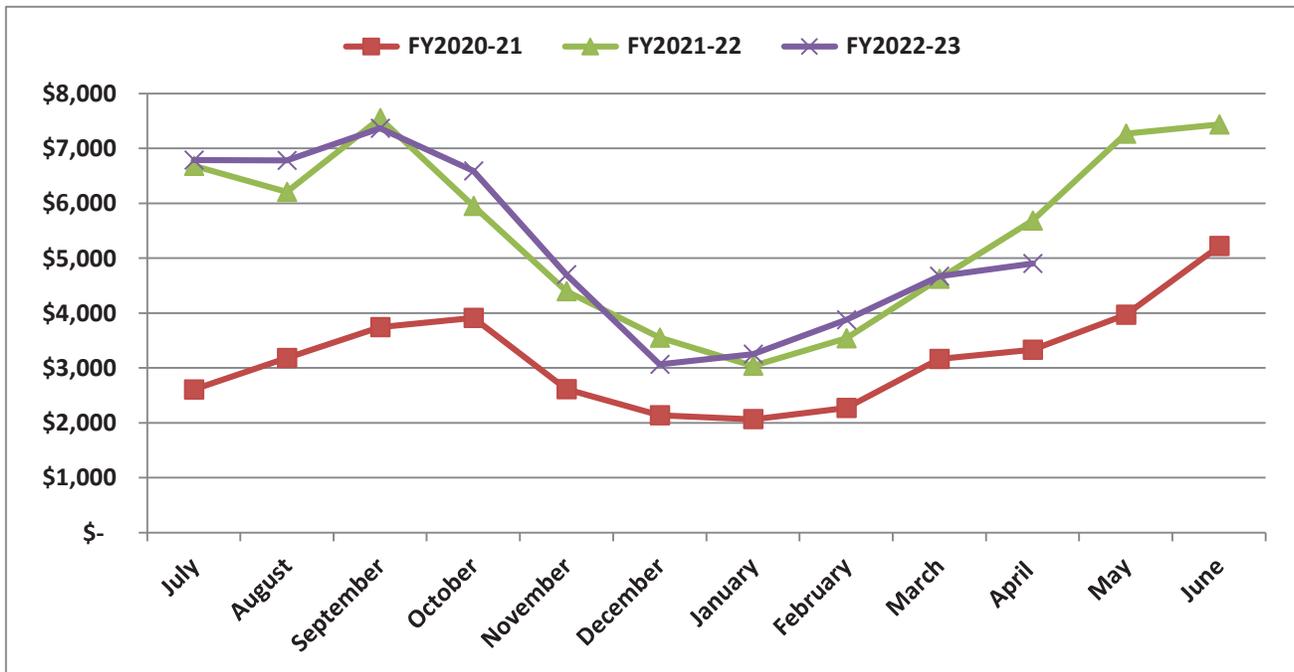
Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	Funding Welcome Center Marketing	55,000	188901	12/22/2022

Total Expenses \$ 55,000

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2022-23

REVENUES Through 4/30/23.

		FY2020-21	FY2021-22	FY2022-23	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	2,608	\$ 6,681	\$ 6,787	\$ 106	2%
August		3,179	6,205	\$ 6,778	573	9%
September		3,741	7,549	\$ 7,366	(183)	-2%
October		3,911	5,952	\$ 6,588	636	11%
November		2,611	4,401	\$ 4,701	300	7%
December		2,138	3,553	\$ 3,068	(485)	-14%
January		2,066	3,040	\$ 3,252	212	7%
February		2,272	3,538	\$ 3,876	338	10%
March		3,164	4,623	\$ 4,673	50	1%
April		3,331	5,682	\$ 4,900	(782)	-14%
May		3,970	7,266	\$ -	-	0%
June		5,219	7,436	\$ -	-	0%
Total Revenues		38,210	\$ 65,925	\$ 51,989		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 5/30/23

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 5/30/23

Fiscal Year 2022-23		Actual
Revenues		\$ 58,582
Expenses		<u>55,000</u>
Net Income		\$ 3,582
*Resources Available at July 1, 2022		<u>86,632</u>
Purchase Commitments		<u>-</u>
Estimated Available Balance at 5/30/23		<u>\$ 90,214</u>

City of American Canyon

Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2022-23

EXPENSES through 5/30/23

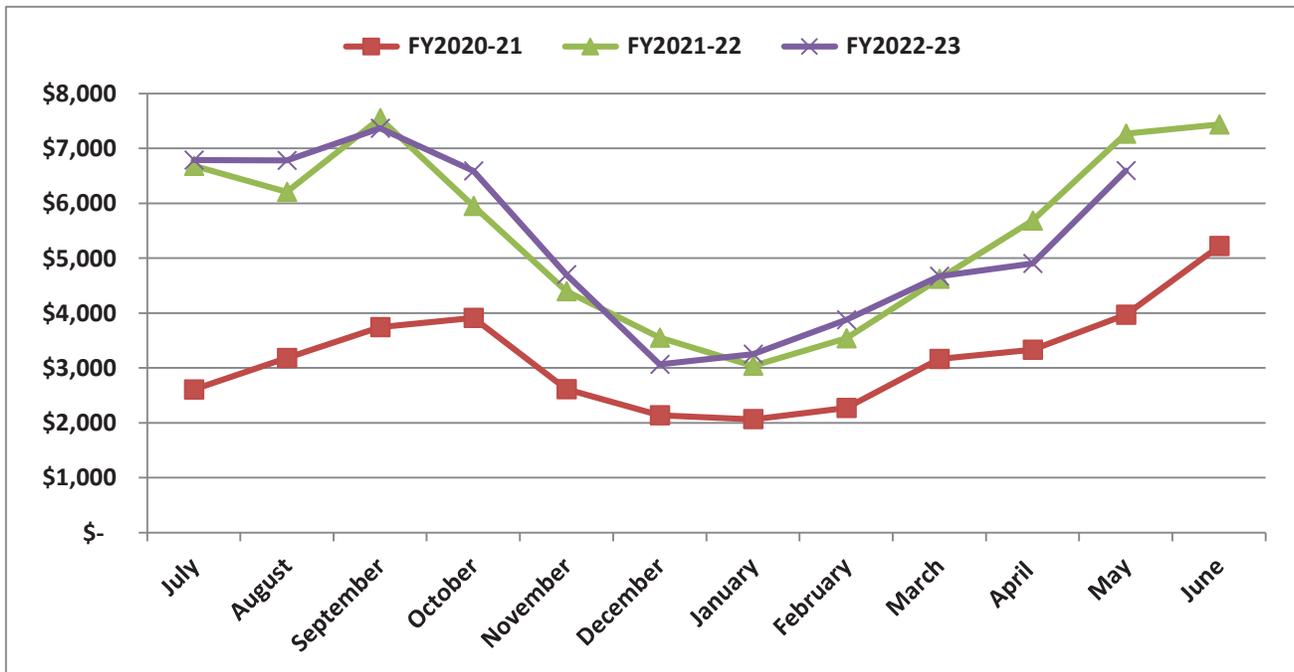
Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	Funding Welcome Center Marketing	55,000	188901	12/22/2022

Total Expenses \$ 55,000

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2022-23

REVENUES Through 5/30/23.

		FY2020-21	FY2021-22	FY2022-23	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	2,608	\$ 6,681	\$ 6,787	\$ 106	2%
August		3,179	6,205	\$ 6,778	573	9%
September		3,741	7,549	\$ 7,366	(183)	-2%
October		3,911	5,952	\$ 6,588	636	11%
November		2,611	4,401	\$ 4,701	300	7%
December		2,138	3,553	\$ 3,068	(485)	-14%
January		2,066	3,040	\$ 3,252	212	7%
February		2,272	3,538	\$ 3,876	338	10%
March		3,164	4,623	\$ 4,673	50	1%
April		3,331	5,682	\$ 4,900	(782)	-14%
May		3,970	7,266	\$ 6,593	(673)	-9%
June		5,219	7,436	\$ -	-	0%
Total Revenues		38,210	\$ 65,925	\$ 58,582		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 6/30/2023

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 6/30/2023

Fiscal Year 2022-23		Actual
Revenues		\$ 65,581
Expenses		<u>60,000</u>
Net Income		\$ 5,581
*Resources Available at July 1, 2022		<u>86,632</u>
Purchase Commitments		<u>-</u>
Estimated Available Balance at 6/30/2023		<u>\$ 92,213</u>

City of American Canyon

Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2022-23

EXPENSES through 6/30/2023

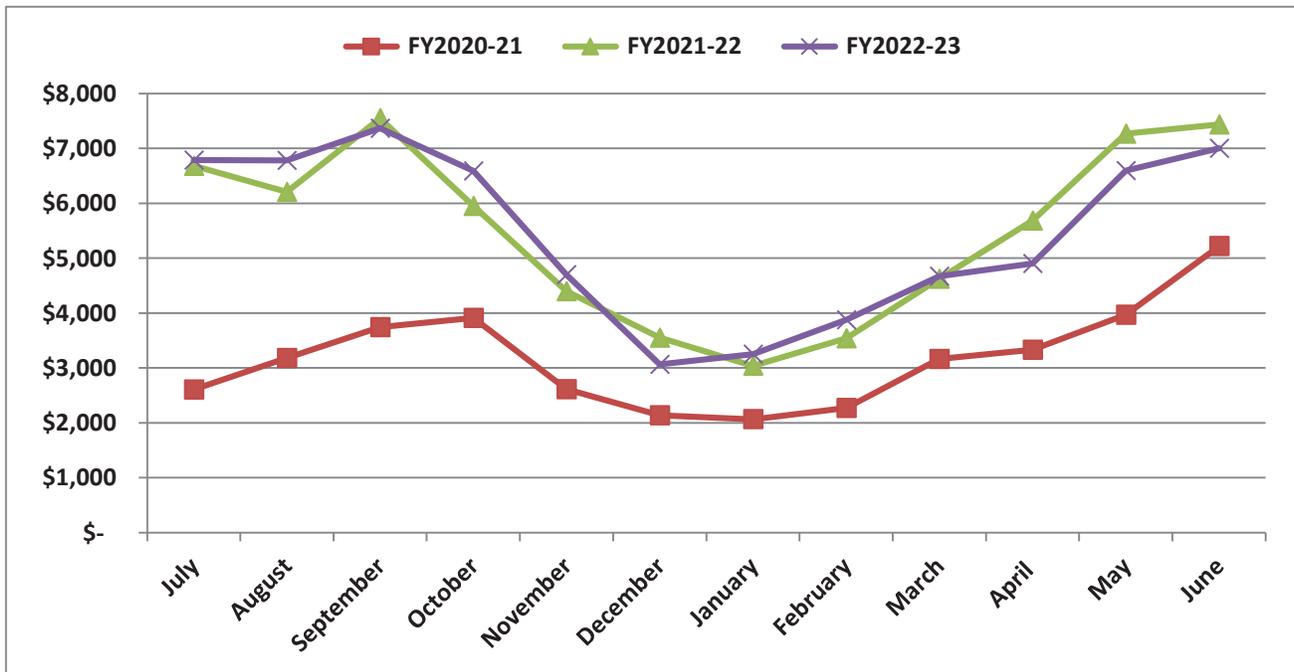
Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	Funding Welcome Center Marketing	55,000	188901	12/22/2022
American Canyon Arts Foundation	2nd Annual Juneteenth Community Celebration Donation	5,000	190524	6/26/2023

Total Expenses \$ 60,000

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2022-23

REVENUES Through 6/30/2023.

		FY2020-21	FY2021-22	FY2022-23	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	2,608	\$ 6,681	\$ 6,787	\$ 106	2%
August		3,179	6,205	\$ 6,778	573	9%
September		3,741	7,549	\$ 7,366	(183)	-2%
October		3,911	5,952	\$ 6,588	636	11%
November		2,611	4,401	\$ 4,701	300	7%
December		2,138	3,553	\$ 3,068	(485)	-14%
January		2,066	3,040	\$ 3,252	212	7%
February		2,272	3,538	\$ 3,876	338	10%
March		3,164	4,623	\$ 4,673	50	1%
April		3,331	5,682	\$ 4,900	(782)	-14%
May		3,970	7,266	\$ 6,593	(673)	-9%
June		5,219	7,436	\$ 6,999	(437)	-6%
Total Revenues		38,210	\$ 65,925	\$ 65,581		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2023-24

as of 7/31/2023

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 7/31/2023

Fiscal Year 2023-24		Actual
Revenues		\$ 6,117
Expenses		<u>55,000</u>
Net Income		\$ (48,883)
*Resources Available at July 1, 2023		<u>92,213</u>
Purchase Commitments		<u>-</u>
Estimated Available Balance at 7/31/2023		<u>\$ 43,330</u>

City of American Canyon
Local Tourism Business Improvement District Expenses & Commitments
Fiscal Year 2023-24

EXPENSES through 7/31/2023

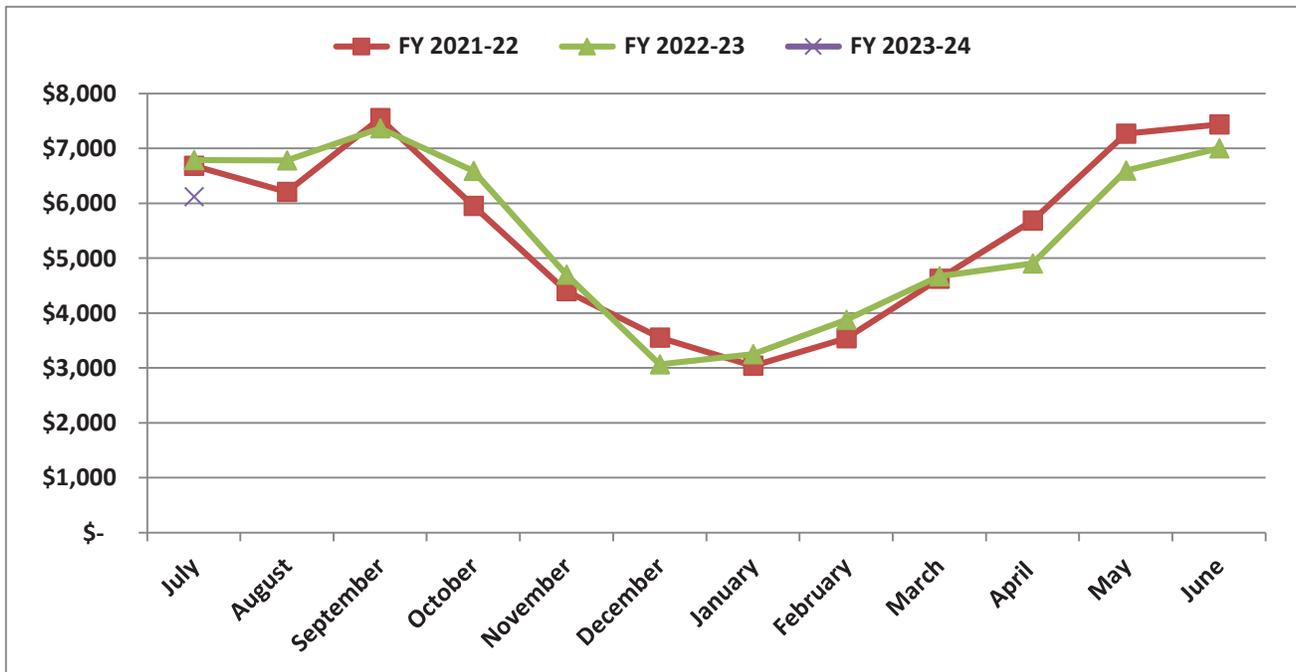
Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	Funding Welcome Center Marketing	55,000	190625	7/24/2023

Total Expenses \$ 55,000

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2023-24

REVENUES Through 7/31/2023.

		FY 2021-22	FY 2022-23	FY 2023-24	Increase / (Decrease) FY 24 vs. FY 23	
July	\$	6,681	\$ 6,787	\$ 6,117	\$ (670)	-10%
August		6,205	6,778		-	0%
September		7,549	7,366		-	0%
October		5,952	6,588		-	0%
November		4,401	4,701		-	0%
December		3,553	3,068		-	0%
January		3,040	3,252		-	0%
February		3,538	3,876		-	0%
March		4,623	4,673		-	0%
April		5,682	4,900		-	0%
May		7,266	6,593		-	0%
June		7,436	6,999		-	0%
Total Revenues		65,926	\$ 65,580	\$ 6,117		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2023-24

as of 8/31/2023

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 8/31/2023

Fiscal Year 2023-24		Actual
Revenues		\$ 6,117
Expenses		<u>55,000</u>
Net Income		\$ (48,883)
*Resources Available at July 1, 2023		<u>92,213</u>
Purchase Commitments		<u>-</u>
Estimated Available Balance at 8/31/2023		<u>\$ 43,330</u>

City of American Canyon

Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2023-24

EXPENSES through 8/31/2023

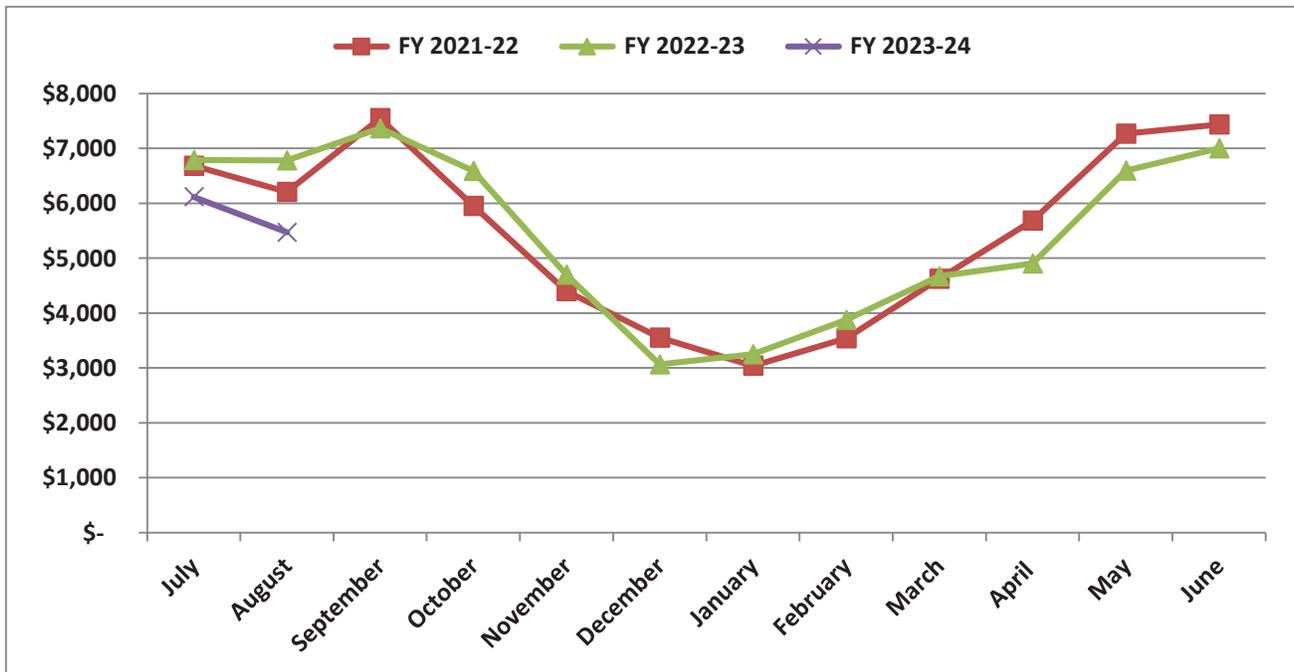
Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	Funding Welcome Center Marketing	55,000	190625	7/24/2023

Total Expenses \$ 55,000

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2023-24

REVENUES Through 8/31/2023.

		FY 2021-22	FY 2022-23	FY 2023-24	Increase / (Decrease) FY 24 vs. FY 23	
July	\$	6,681	\$ 6,787	\$ 6,117	\$ (670)	-10%
August		6,205	6,778	\$ 5,471	(1,307)	-19%
September		7,549	7,366		-	0%
October		5,952	6,588		-	0%
November		4,401	4,701		-	0%
December		3,553	3,068		-	0%
January		3,040	3,252		-	0%
February		3,538	3,876		-	0%
March		4,623	4,673		-	0%
April		5,682	4,900		-	0%
May		7,266	6,593		-	0%
June		7,436	6,999		-	0%
Total Revenues		65,926	\$ 65,580	\$ 11,588		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2023-24

as of 9/30/2023

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 9/30/2023

Fiscal Year 2023-24		Actual
Revenues		\$ 18,167
Expenses		<u>55,000</u>
Net Income		\$ (36,833)
*Resources Available at July 1, 2023		<u>92,213</u>
Purchase Commitments		<u>-</u>
Estimated Available Balance at 9/30/2023		<u>\$ 55,380</u>

City of American Canyon
Local Tourism Business Improvement District Expenses & Commitments
Fiscal Year 2023-24

EXPENSES through 9/30/2023

Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	Funding Welcome Center Marketing	55,000	190625	7/24/2023

Total Expenses \$ 55,000

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2023-24

REVENUES Through 9/30/2023.

		FY 2021-22	FY 2022-23	FY 2023-24	Increase / (Decrease) FY 24 vs. FY 23	
July	\$	6,681	\$ 6,787	\$ 6,117	\$ (670)	-10%
August		6,205	6,778	\$ 5,471	(1,307)	-19%
September		7,549	7,366	\$ 6,579	(787)	-11%
October		5,952	6,588		-	0%
November		4,401	4,701		-	0%
December		3,553	3,068		-	0%
January		3,040	3,252		-	0%
February		3,538	3,876		-	0%
March		4,623	4,673		-	0%
April		5,682	4,900		-	0%
May		7,266	6,593		-	0%
June		7,436	6,999		-	0%
Total Revenues		65,926	\$ 65,580	\$ 18,167		

