



NAPA VALLEY TOURISM BUSINESS IMPROVEMENT DISTRICT MEETING AGENDA

City Hall - Council Chambers
4381 Broadway St., Suite 201, American Canyon
November 4, 2021
9:30 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; Juan Sirotko, General Manager, Fairfield Inn & Suites; Kenta Kamohara, General Manager, Holiday Inn Express; Buzz Butler, Hotel Representative

Consistent with Government Code Section 54953 and the American Canyon City Council Resolution Declaring the Existence of a Local Emergency due to the COVID-19 Pandemic, City Council, City Council and other public meetings are currently Teleconference Meetings Only to align with local and federal guidelines and social distancing recommendations for the containment of the coronavirus. This meeting will be broadcast live via zoom link below.

You may submit public comments for any Agenda Item, Non-Agenda Item or make general public comments by one of the following methods:

Oral comments, during the meeting: A Zoom Webinar has been established for public participation during the meeting related to a specific agenda item, or matters not on the agenda. To give your public comment directly to the legislative body during the meeting, use the Register to Speak feature of [eComments](#) or connect via below Zoom link and follow the instructions or by calling 408-638-0968.

Zoom Meeting Link: [Click here](#)

Webinar ID: 849 6891 9212 **Passcode:** 522425

Written comments, Via eComments: The eComments link is located on the Meetings & Agendas page of our website [here](#). Comments received before the 5:00 p.m. the day prior to the meeting will be routed to all Committee Members at that time. eComments will remain open throughout the meeting, and all comments received will be posted online and become part of the meeting record.

AGENDA MATERIALS: Napa Valley Tourism Business Improvement District 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: Napa Valley Tourism Business Improvement District will provide materials 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.

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 not on the Agenda and are within the subject matter jurisdiction of the committee. It is recommended that speakers limit their comments to 3 minutes. To provide an oral comment for an item on the Agenda click the "raise your hand" button if joining by computer, or press *9 if joining by phone, when the item is called. To avoid confusion, any "raised hands" outside of the Public Comment period will be lowered.*

AGENDA CHANGES

Committee members may change the order of the agenda, or request discussion of a Consent item. The public may request discussion of a Consent items by providing a written comment through the Public Comment Portal prior to the meeting.

CONSENT

1. **Minutes of September 2, 2021**

Recommendation: Approve the minutes of the September 2, 2021 Napa Valley Tourism Business Improvement District Meeting. **(Action)**

BUSINESS

2. **Visit Napa Valley**

Recommendation: Receive an update from Visit Napa Valley. **(Informational)**

3. **Chamber of Commerce/Welcome Center**

Recommendation: Receive an update from the Chamber of Commerce/Welcome Center. **(Informational)**

4. **American Canyon Hotels**

Recommendation: Receive an update from American Canyon Hotels. **(Informational)**

5. **City of American Canyon**

Recommendation: Receive an update from the City of American Canyon. **(Informational)**

6. **Goals and Objectives**

Recommendation: Provide an update on Goals and Objectives. **(Informational)**

7. **TBID July and August, 2021 Financial Reports**

Recommendation: Review and approve the TBID Financial Reports for July and August, 2021. **(Action)**

COMMITTEE MEMBER COMMENTS

Committee members may comment on matters of public concern and announce matters of public interest; no collective committee action will be taken.

ADJOURNMENT

CERTIFICATION

I, Cherri Walton, Deputy City Clerk for the City of American Canyon, do hereby declare that the foregoing Agenda of the City Council was posted in compliance with the Brown Act prior to the meeting date.

Cherri Walton, Deputy City Clerk



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

City Hall - Council Chambers 4381 Broadway St.,
Suite 201, American Canyon
September 2, 2021
9:30 AM

**CITY OF AMERICAN CANYON
NAPA VALLEY TOURISM BUSINESS DISTRICT MEETING**

ACTION MINUTES
September 2, 2021

Consistent with the California Governor's Executive Order N-29-20 promoting social distancing, there will be no physical or in person meeting location available to the public. Instead, the meeting will be conducted by teleconference. The meeting will be accessible for all members of the public to attend and give public comment via the City's website, YouTube, and Cable TV Channel 28.

APPOINTED COMMITTEE MEMBERS:

City of American Canyon: City Manager Jason Holley (**Secretary/Treasurer**) and Councilmember David Oro (**Vice Chair**)
Doubletree Hotel: General Manager Erik Burrow
Fairfield Inn and Suites: General Manager Juan Sirotko
Holiday Inn Express: General Manager Kenta Kamohara
Hotel Representative: Buzz Butler
American Canyon Welcome Center/Chamber of Commerce: President/CEO Valerie Zizak-Morais (**Chair**)

9:30 A.M. - REGULAR MEETING

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

No written or oral comments were received.

AGENDA CHANGES

No agenda changes.

CONSENT

1. **TBID Minutes of the May 6, 2021 Meeting**

Action: Motion to approve the CONSENT CALENDAR made by Secretary/Treasurer Jason Holley, seconded by Vice Chair David Oro, and CARRIED by roll call vote.

Ayes: Committee Members Erik Burrow, Kenta Kamohara, Buzz Butler, Secretary/Treasurer Jason Holley, Vice Chair David Oro, and Chair Valerie Zizak-Morais.

Nays: None

Abstain: None

Absent: Committee Member Juan Sirotko

BUSINESS

2. **TBID May and June, 2021 Financial Reports**

Action: Motion to approve the TBID FINANCIAL REPORTS for May – June, 2021 made by Vice Chair David Oro, seconded by Committee Member Kenta Kamohara, and CARRIED by roll call vote.

Ayes: Committee Members Erik Burrow, Kenta Kamohara, Buzz Butler, Secretary/Treasurer Jason Holley, Vice Chair David Oro, and Chair Valerie Zizak-Morais.

Nays: None

Abstain: None

Absent: Committee Member Juan Sirotko

3. **Budget - Fiscal Year 2021/2022**

The Committee received a report from Chair Valerie Zizak-Morais.

The Committee budgeted \$6,000 for the Napa Valley Guide Book that covers a two page add, \$15,000 to Visit Napa Valley for campaign advertisement of American Canyon hotels, \$40,000 to the American Canyon Welcome center for marketing and website content, \$4,500 to the Napa Vine Trail, and \$3,450 for local festivals.

Action: Motion to adopt a Minute Order approving the 2021/2022 FISCAL YEAR BUDGET made by Secretary/Treasurer Jason Holley, seconded by Committee Member Eric Burrow, and CARRIED by roll call vote.

Ayes: Committee Members Erik Burrow, Kenta Kamohara, Buzz Butler, Secretary/Treasurer Jason Holley and Vice Chair David Oro

Nays: None

Abstain: Chair Zizak-Morais

Absent: Committee Member Juan Sirotko

4. **Goals and Objectives - Fiscal Year 2021/2022**

At the recommendation of Secretary/Treasurer Jason Holley this item will be continued so he can better understand Napa County's request. There was no action taken.

5. Marketing Options

There were no marketing options discussed and no action taken.

6. American Canyon Hotels

Action: The Committee received an update from the American Canyon Hotels.

7. Visit Napa Valley

Action: The Committee received a presentation from Napa Valley President Lindsay Gallagher.

8. Chamber of Commerce/Welcome Center

Action: The Committee received an update regarding upcoming community events from Chair Valerie Zizak-Morais.

9. City of American Canyon

Action: The Committee received a City of American Canyon update from Secretary/Treasurer Jason Holley.

COMMITTEE MEMBER COMMENTS

There were no comments.

ADJOURNMENT

The meeting was adjourned at 11:15 a.m.

CERTIFICATION

Respectfully Submitted,

Cherri Walton, CMC, Deputy City Clerk



NAPA VALLEY TOURISM BUSINESS
IMPROVEMENT DISTRICT
MEETING MINUTES
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CITY OF AMERICAN CANYON
NAPA VALLEY TOURISM BUSINESS DISTRICT MEETING

ACTION MINUTES
September 2, 2021

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APPOINTED COMMITTEE MEMBERS:

City of American Canyon: City Manager Jason Holley (Secretary/Treasurer) and Councilmember David Oro (Vice Chair)
Doubletree Hotel: General Manager Erik Burrow
Fairfield Inn and Suites: General Manager Juan Sirotko
Holiday Inn Express: General Manager Kenta Kamohara
Hotel Representative: Buzz Butler
American Canyon Welcome Center/Chamber of Commerce: President/CEO Valerie Zizak-Morais (Chair)

9:30 A.M. - REGULAR MEETING

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

No written or oral comments were received.

AGENDA CHANGES

No agenda changes.

CONSENT

1. [TBID Minutes of the May 6, 2021 Meeting](#)

Action: Motion to approve the CONSENT CALENDAR made by Secretary/Treasurer Jason Holley, seconded by Vice Chair David Oro, and CARRIED by roll call vote.

Ayes: Committee Members Erik Burrow, Kenta Kamohara, Buzz Butler, Secretary/Treasurer Jason Holley, Vice Chair David Oro, and Chair Valerie Zizak-Morais.

Nays: None

Abstain: None

Absent: Committee Member Juan Sirotko

BUSINESS

2. [TBID May and June, 2021 Financial Reports](#)

Action: Motion to approve the TBID FINANCIAL REPORTS for May – June, 2021 made by Vice Chair David Oro, seconded by Committee Member Kenta Kamohara, and CARRIED by roll call vote.

Ayes: Committee Members Erik Burrow, Kenta Kamohara, Buzz Butler, Secretary/Treasurer Jason Holley, Vice Chair David Oro, and Chair Valerie Zizak-Morais.

Nays: None

Abstain: None

Absent: Committee Member Juan Sirotko

3. [Budget - Fiscal Year 2021/2022](#)

The Committee received a report from Chair Valerie Zizak-Morais.

The Committee budgeted \$6,000 for the Napa Valley Guide Book that covers a two page add, \$15,000 to Visit Napa Valley for campaign advertisement of American Canyon hotels, \$40,000 to the American Canyon Welcome center for marketing and website content, \$4,500 to the Napa Vine Trail, and \$3,450 for local festivals.

Action: Motion to adopt a Minute Order approving the 2021/2022 FISCAL YEAR BUDGET made by Secretary/Treasurer Jason Holley, seconded by Committee Member Eric Burrow, and CARRIED by roll call vote.

Ayes: Committee Members Erik Burrow, Kenta Kamohara, Buzz Butler, Secretary/Treasurer Jason Holley and Vice Chair David Oro

Nays: None

Abstain: Chair Zizak-Morais

Absent: Committee Member Juan Sirotko

4. [Goals and Objectives - Fiscal Year 2021/2022](#)

At the recommendation of Secretary/Treasurer Jason Holley this item will be continued so he can better understand Napa County's request. There was no action taken.

5. Marketing Options
There were no marketing options discussed and no action taken.
6. American Canyon Hotels
Action: The Committee received an update from the American Canyon Hotels.
7. Visit Napa Valley
Action: The Committee received a presentation from Napa Valley President Lindsay Gallagher.
8. Chamber of Commerce/Welcome Center
Action: The Committee received an update regarding upcoming community events from Chair Valerie Zizak-Morais.
9. City of American Canyon
Action: The Committee received a City of American Canyon update from Secretary/Treasurer Jason Holley.

COMMITTEE MEMBER COMMENTS

There were no comments.

ADJOURNMENT

The meeting was adjourned at 11:15 a.m.

CERTIFICATION

Respectfully Submitted,

Cherri Walton, CMC, Deputy City Clerk



Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2021-22

as of 7/30/21

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 7/30/21

Fiscal Year 2021-22

	Actual
Revenues	\$ 6,681
Expenses	-
Net Income	\$ 6,681
*Resources Available at July 1, 2021	71,231
Purchase Commitments	-
Estimated Available Balance at 7/30/21	\$ 77,912

City of American Canyon
Local Tourism Business Improvement District Expenses & Commitments
Fiscal Year 2021-22

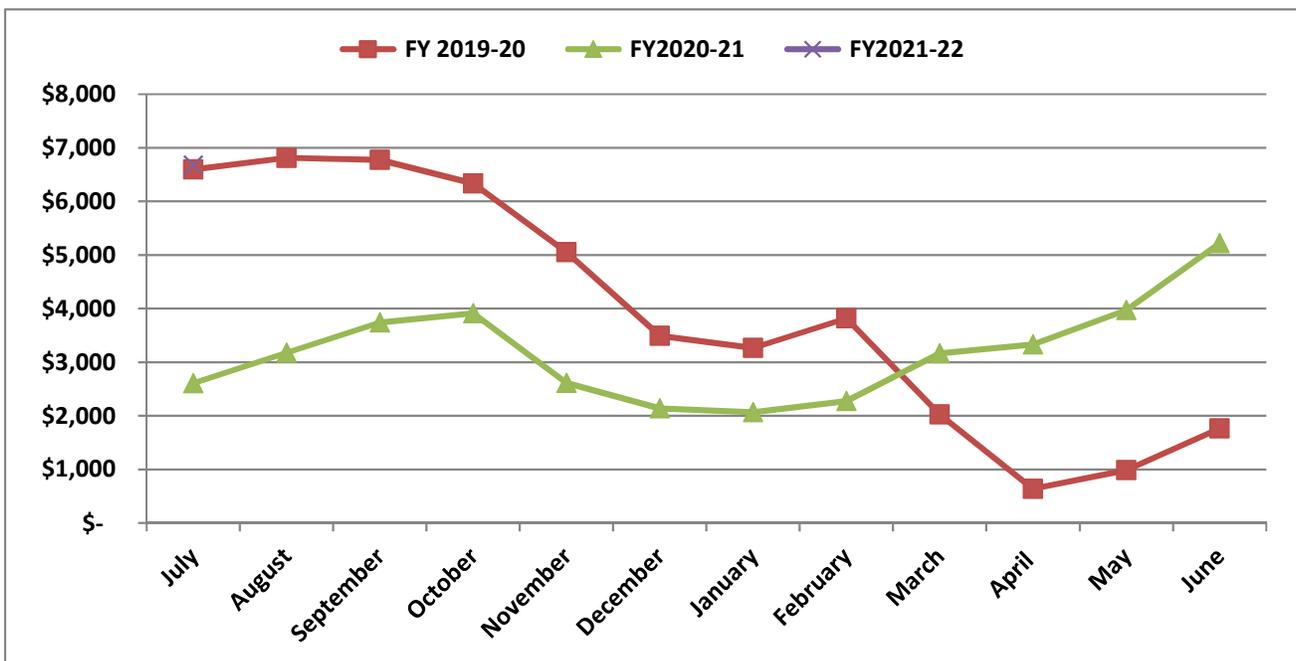
EXPENSES through 7/30/21

Vendor	Description	Amount	Check No.	Date
Total Expenses		\$ -		

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2021-22

REVENUES Through 7/30/21.

		FY 2019-20	FY2020-21	FY2021-22	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	6,593	\$ 2,608	\$ 6,681	\$ 4,073	156%
August		6,811	3,179	-	-	0%
September		6,773	3,741	-	-	0%
October		6,332	3,911	-	-	0%
November		5,049	2,611	-	-	0%
December		3,488	2,138	-	-	0%
January		3,267	2,066	-	-	0%
February		3,816	2,272	-	-	0%
March		2,023	3,164	-	-	0%
April		637	3,331	-	-	0%
May		987	3,970	-	-	0%
June		1,764	5,219	-	-	0%
Total Revenues		47,540	\$ 38,209	\$ 6,681		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2021-22

as of 8/30/21

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 8/30/21

Fiscal Year 2021-22

	Actual
Revenues	\$ 12,886
Expenses	-
Net Income	\$ 12,886
*Resources Available at July 1, 2021	71,231
Purchase Commitments	-
Estimated Available Balance at 8/30/21	\$ 84,117

City of American Canyon
Local Tourism Business Improvement District Expenses & Commitments
Fiscal Year 2021-22

EXPENSES through 8/30/21

Vendor	Description	Amount	Check No.	Date
Total Expenses		\$	-	

City of American Canyon
Local Tourism Business Improvement District
 Fiscal Year 2021-22

REVENUES Through 8/30/21.

		FY 2019-20	FY2020-21	FY2021-22	Increase / (Decrease) FY 21 vs. FY 22	
July	\$	6,593	\$ 2,608	\$ 6,681	\$ 4,073	156%
August		6,811	3,179	6,205	3,026	95%
September		6,773	3,741	-	-	0%
October		6,332	3,911	-	-	0%
November		5,049	2,611	-	-	0%
December		3,488	2,138	-	-	0%
January		3,267	2,066	-	-	0%
February		3,816	2,272	-	-	0%
March		2,023	3,164	-	-	0%
April		637	3,331	-	-	0%
May		987	3,970	-	-	0%
June		1,764	5,219	-	-	0%
Total Revenues		47,540	\$ 38,209	\$ 12,886		

