



## NAPA VALLEY TOURISM BUSINESS IMPROVEMENT DISTRICT MEETING AGENDA

City Hall - Council Chambers  
4381 Broadway St., Suite 201, American Canyon  
**January 6, 2022**  
**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; Kenneth Tanahal, General Manager, Fairfield Inn & Suites; Kenta Kamohara, General Manager, Holiday Inn Express; Buzz Butler, Hotel Representative

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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:**

**Written comments, Via eComments:** The eComments link is located on the Meetings & Agendas page of our website [here](#). Comments received before the 3:00 p.m. day-of-meeting cutoff time 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.

**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:** 854 7961 2094 **Passcode:** 570089

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](mailto:cityclerk@cityofamericancanyon.org).

**AGENDA MATERIALS:** TBID 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](http://www.cityofamericancanyon.org).

**AMERICANS WITH DISABILITIES ACT:** The City Clerk will provide materials in appropriate alternative formats to comply with the Americans with Disabilities Act. Please send a written request to the City Clerk at 4381 Broadway, Suite 201, American Canyon, CA 94503 or by email to [cityclerk@cityofamericancanyon.org](mailto: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

## MEETING ANNOUNCEMENT

*Pursuant to AB 361 this meeting will be held entirely virtually. All methods available for public participation are detailed on the first page of the agenda.*

## 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. [TBID Minutes of November 4, 2021](#)**

**Recommendation:** Approve the Minutes of November 4, 2021 Napa Valley Tourism Business Improvement District Meeting. **(Action)**

## **BUSINESS**

### **2. Visit Napa Valley Update**

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

### **3. American Canyon Chamber of Commerce/Welcome Center Update**

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

### **4. American Canyon Hotels Update**

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

### **5. City of American Canyon Update**

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

### **6. TBID 2022 Goals and Objectives**

**Recommendation:** Discuss TBID 2022 Goals and Objectives. **(Action)**

### **7. [TBID September and October 2021 Financial Reports](#)**

**Recommendation:** Review and approve the TBID Financial Reports for September, October

and November 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, CMC, Deputy City Clerk for the City of American Canyon, do hereby declare that the foregoing agenda of the Napa Valley Tourism Business Improvement District was posted in compliance with the Brown Act prior to the meeting date.*

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Cherri Walton, CMC, Deputy City Clerk



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

City Hall - Council Chambers 4381 Broadway St.,  
Suite 201, American Canyon

**November 4, 2021**

**9:30 AM**

**NAPA VALLEY TOURISM BUSINESS DISTRICT MEETING**

**ACTION MINUTES**

*November 4, 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 Ken Tanahal

**Holiday Inn Express:** General Manager Kenta Kamohara

**Hotel Representative:** Buzz Butler

**American Canyon Welcome Center/Chamber of Commerce:** President/CEO Valerie Zizak-Morais (**Chair**)

**CALL TO ORDER**

The meeting was called to order at 9:33 a.m.

**ROLL CALL**

**Present:** Chair Valerie Zizak-Morais, Vice Chair Oro, Committee Members Erik Burrow, Ken Tanahal and Secretary Jason Holley

**Absent:** Committee Members Buzz Butler and Kenta Kamohara

**PUBLIC COMMENT - ITEMS NOT ON THE AGENDA**

There were not public comments.

**AGENDA CHANGES**

There were no agenda changes.

## CONSENT

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

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

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

**Ayes:** Chair Valerie Zizak-Morais, Vice Chair Oro, Committee Members Erik Burrow, Ken Tanahal, and Secretary Jason Holley,

**Nays:** None

**Abstain:** None

**Absent:** Committee Members Buzz Butler and Kenta Kamohara.

## BUSINESS

### 2. **Visit Napa Valley**

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

There was no report provided.

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

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

Chair Zizak-Morais provided reported on the tourism for October 2021, provided an update on the explore AMCAN website and announced the upcoming holiday city events.

### 4. **American Canyon Hotels**

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

Committee Member Burrow provided an update on the Doubletree Hotel and announced the restaurant is expected to open in 2022 for business.

Committee Member Tanahal reported on the Fairfield Inn and Suites and announced Juan Sirotká's retirement as General Manager.

### 5. **City of American Canyon**

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

Treasurer Holley gave an update on the Hampton Inn and Watson Ranch projects.

### 6. **Goals and Objectives**

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

This item was continued to the January 6, 2021 meeting.

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

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

**Action:** Motion to approve the TBID FINANCIAL REPORTS for May – June, 2021 made by Vice Chair Oro, seconded by Secretary Holley, and CARRIED by roll call vote.

**Ayes:** Committee Members Erik Burrow, Ken Tanahal, Secretary Jason Holley, Vice Chair Oro, and Chair Valerie Zizak-Morais.

**Nays:** None

**Abstain:** None

**Absent:** Committee Member Buzz Butler and Kenta Kamohara

**COMMITTEE MEMBER COMMENTS**

**ADJOURNMENT**

The meeting was adjourned at 9:54 a.m.

**CERTIFICATION**

Respectfully Submitted,

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Cherri Walton, CMC, Deputy City Clerk



## **Local Tourism Business Improvement District**

### **FINANCIAL REPORT**

**Fiscal Year 2021-22**

**as of 9/30/21**

**City of American Canyon**  
**Local Tourism Business Improvement District**  
**Income Statement**  
 Through 9/30/21

**Fiscal Year 2021-22**

	<b>Actual</b>
Revenues	\$ 20,435
Expenses	<u>-</u>
Net Income	\$ 20,435
*Resources Available at July 1, 2021	<b>71,231</b>
Purchase Commitments	<u>-</u>
Estimated Available Balance at 9/30/21	<u>\$ 91,666</u>

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

**EXPENSES through 9/30/21**

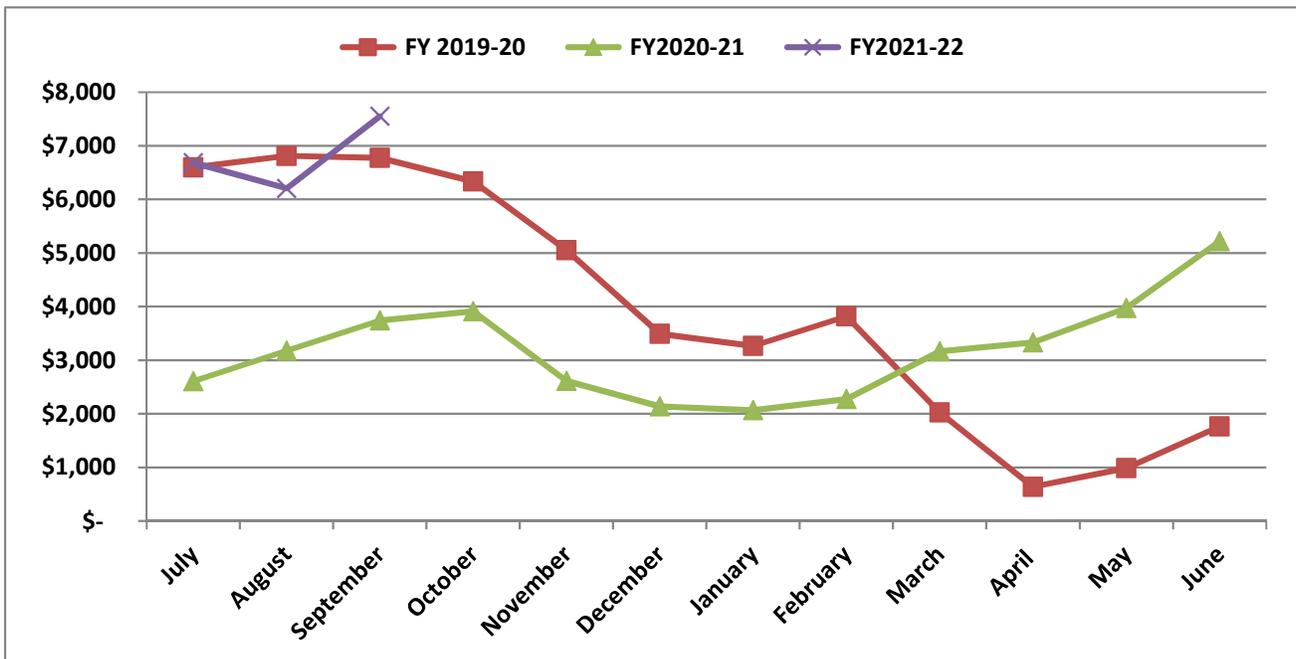
Vendor	Description	Amount	Check No.	Date
Total Expenses		\$ -		

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

**REVENUES Through 9/30/21.**

		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	7,549	3,808	102%
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%
<b>Total Revenues</b>		<b>47,540</b>	<b>\$ 38,209</b>	<b>\$ 20,435</b>		





## **Local Tourism Business Improvement District**

### **FINANCIAL REPORT**

**Fiscal Year 2021-22**

**as of 10/31/21**

**City of American Canyon**  
**Local Tourism Business Improvement District**  
**Income Statement**  
 Through 10/31/21

**Fiscal Year 2021-22**

	<b>Actual</b>
Revenues	\$ 26,387
Expenses	<u>-</u>
Net Income	\$ 26,387
*Resources Available at July 1, 2021	<b>71,231</b>
Purchase Commitments	<u>-</u>
Estimated Available Balance at 10/31/21	<u>\$ 97,618</u>

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

**EXPENSES through 10/31/21**

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

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