



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

City Hall - Council Chambers
4381 Broadway St., Suite 201, American Canyon
**May 18, 2023
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

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.

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: City Council 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.

9:30 A.M. - REGULAR 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. Comments are limited to 3 minutes.

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 the March 2, 2023 Special Meeting**

Recommendation: Approve the Minutes of the March 3, 2022 Napa Valley Tourism Business Improvement District Special Meeting. (ACTION)

BUSINESS

2. **Donation Policy**

Recommendation: Review and approve the TBID donation policy. (ACTION)

3. **TBID Financial Reports**

Recommendation: Review and approve the TBID Financial Reports for January through February 2023. (ACTION)

4. **Fiscal Year 23-24 Budget**

Recommendation: Review and approve the TBID FY 2023-2024 budget. (ACTION)

INFORMATIONAL UPDATES

5. **Visit Napa Valley Update**

Recommendation: Receive a Visit Napa Valley update.

6. **American Canyon Hotels Update**

Recommendation: Receive an American Canyon Hotels update.

7. **American Canyon Chamber of Commerce/Welcome Center Update**

Recommendation: Receive an American Canyon Chamber of Commerce/Welcome Center update.

8. **City of American Canyon Update**

Recommendation: Receive a City of American Canyon update.

9. Developer Update

Recommendation: Receive a Developer update.

10. Marketing Update

Recommendation: Receive a Marketing update.

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 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.

Cherri Walton, CMC, Deputy City Clerk

**CITY OF AMERICAN CANYON
REGULAR CITY COUNCIL MEETING**

ACTION MINUTES

March 2, 2023

CALL TO ORDER

The meeting was called to order at 9:36 a.m.

MEETING ANNOUNCEMENT

The meeting announcement was made.

ROLL CALL

Present: Chair Valerie Zizak-Morais; Vice Chair David Oro; Committee Members: Erik Burrow, Kenta Kamohara, Buzz Butler and Kenneth Tanahal

Absent: Secretary/Treasurer Jason Holley

PUBLIC COMMENT - ITEMS NOT ON THE AGENDA

There were no public comments.

CONSENT

1. TBID Minutes of March 3, 2022

Action: Motion to adopt Approve the Minutes of the March 3, 2022 Napa Valley Tourism Business Improvement District Special Meeting. (ACTION) made by Vice Chair David Oro, seconded by Committee Member Kenta Kamohara, and CARRIED by roll call vote.

Ayes: Chair Valerie Zizak-Morais , Vice Chair David Oro, Committee Member Erik Burrow, Committee Member Kenneth Tanahal, Committee Member Kenta Kamohara, Committee Member Buzz Butler

Nays: None

Abstain: None

Absent: Secretary/Treasurer Jason Holley

Excused: None

2. TBID Minutes of the October 7, 2022 Special Meeting

Action: Approve the Minutes of the October 7, 2022, Napa Valley Tourism Business Improvement District Special Meeting. (ACTION)

Action: Motion to adopt Approve the Minutes of the October 7, 2022, Napa Valley Tourism Business Improvement District Special Meeting. (ACTION) made by Vice Chair David Oro, seconded by Committee Member Kenta Kamohara, and CARRIED by roll call vote.

Ayes: Chair Valerie Zizak-Morais , Vice Chair David Oro, Committee Member Erik Burrow, Committee Member Kenneth Tanahal, Committee Member Kenta Kamohara, Committee Member Buzz Butler

Nays: None

Abstain: None

Absent: Secretary/Treasurer Jason Holley

Excused: None

3. Review and discuss TBID donation policy.

The Committee discussed changes to the donation policy and Chair Zizak-Morais agreed to email American Canyon Non-profit about available funding. The committee agreed to

Action: Motion to approve funding request guidelines, modify the application review period starting January 1 to April 15, award up to \$5,000 to organizations and direct staff to prepare an online application to include on the City's website and bring back for final adoption made by Secretary/Treasurer Jason Holley, seconded by Committee Member Kenta Kamohara, and CARRIED by roll call vote.

Ayes: Chair Valerie Zizak-Morais , Vice Chair David Oro, Committee Member Erik Burrow, Committee Member Kenneth Tanahal, Committee Member Kenta Kamohara, Committee Member Buzz Butler

Nays: None

Abstain: None

Absent: Secretary/Treasurer Jason Holley

Excused: None

4. TBID Financial Reports

Action: Motion to adopt Review and approve the TBID Financial Reports for June through December 2022. (Action) made by Vice Chair David Oro, seconded by Committee Member Kenta Kamohara, and CARRIED by roll call vote.

Ayes: Chair Valerie Zizak-Morais , Vice Chair David Oro, Committee Member Erik Burrow, Committee Member Kenneth Tanahal, Committee Member Kenta Kamohara, Committee Member Buzz Butler

Nays: None

Abstain: None

Absent: Secretary/Treasurer Jason Holley,

Excused: None

5. TBID Fiscal Year 2022 Budget

This item was not discussed.

6. Visit Napa Valley Update

The Committee received an update from Visit Napa Valley.

7. American Canyon Hotels Update

The Committee received an update on the American Canyon Hotels from Committee Member Kamohara, Holiday Inn Express, and from Committee Member Burrow, Doubletree Hotel.

8. American Canyon Chamber of Commerce/Welcome Center Update

The Committee received an update from American Canyon Chamber of Commerce/Welcome Center.

9. City of American Canyon Update

The Committee received an update on the City of American Canyon from Vice Chair Oro.

COMMITTEE MEMBER COMMENTS

There were no committee comments.

ADJOURNMENT

The meeting was adjourned at 10:18 a.m.

Respectfully Submitted,

Cherri Walton, CMC, Deputy City Clerk



AMERICAN CANYON TOURISM BOARD IMPROVEMENT DISTRICT (TBID) FUNDING REQUEST GUIDELINES AND APPLICATION

The Napa Valley Tourism Improvement District (NVTID) was created in 2010 and is funded by a 2% assessment on short-term (30 days or less) room rentals on lodging businesses throughout the Napa Valley. The purpose of the assessment is to provide a public benefit by supporting local activities and projects that promote, support, and enhance tourism.

The American Canyon Tourism Board Improvement District Local Governing Committee (TBID) oversees 100% of the assessment funds generated by the City of American Canyon's lodging establishments and uses the funds within the City's boundaries. Napa Valley is well-known globally as a premier destination and the American Canyon TBID is committed to strategically marketing the City of American Canyon's many unique features and experiences.

Funding Objectives: Funding request projects should advance tourism and hospitality in a significant and measurable way, enhance visitor experience, and demonstrate economic impact specific to the City of American Canyon's community.

Preference may be given to projects that:

- Drive overnight stays and/or enhance visitor experience for hotel guests.
- Promote tourism in the off season (November-March).
- Are scheduled on Sunday – Thursday.

Types of projects may include, but are not limited to:

- Local market niche advertising/marketing.
- Tourism marketing and promotions, including website, print and other collateral material and technology applications.
- Local special event programming, underwriting and promotion.
- Community and cultural arts events or activities.
- Visitor experience enhancements/public improvements such as trails, pedestrian paths, signage, bike paths, etc.
- Seasonal and other tourism and visitor-related programs.

Funding Eligibility: TBID awards approximately \$5000 each year to support the local projects of various organizations. Applicants must demonstrate experience in event planning and implementation and request funds for a project that advances the Funding Objectives.

Organizations of the following type are eligible to apply:

- 501(c)3 and 501(c)6 organizations
- Government entities

Funding Request Timeline: Each year the application period will open January 1st and close on April 15th, or sooner if all funds have been allocated. Eligible funding requests will be reviewed at a regularly scheduled American Canyon TBID meeting and applicants will be invited to present their proposals. Meetings are held bi-monthly on the 1st Thursday of January, March, May, July, September, November.

How to apply: Please complete and submit the application [HERE](#).



Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 1/31/23

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 1/31/23

Fiscal Year 2022-23		Actual
Revenues		\$ 38,540
Expenses		<u>55,000</u>
Net Income		\$ (16,460)
*Resources Available at July 1, 2022		<u>86,632</u>
Purchase Commitments		<u>-</u>
Estimated Available Balance at 1/31/23		<u>\$ 70,172</u>

City of American Canyon

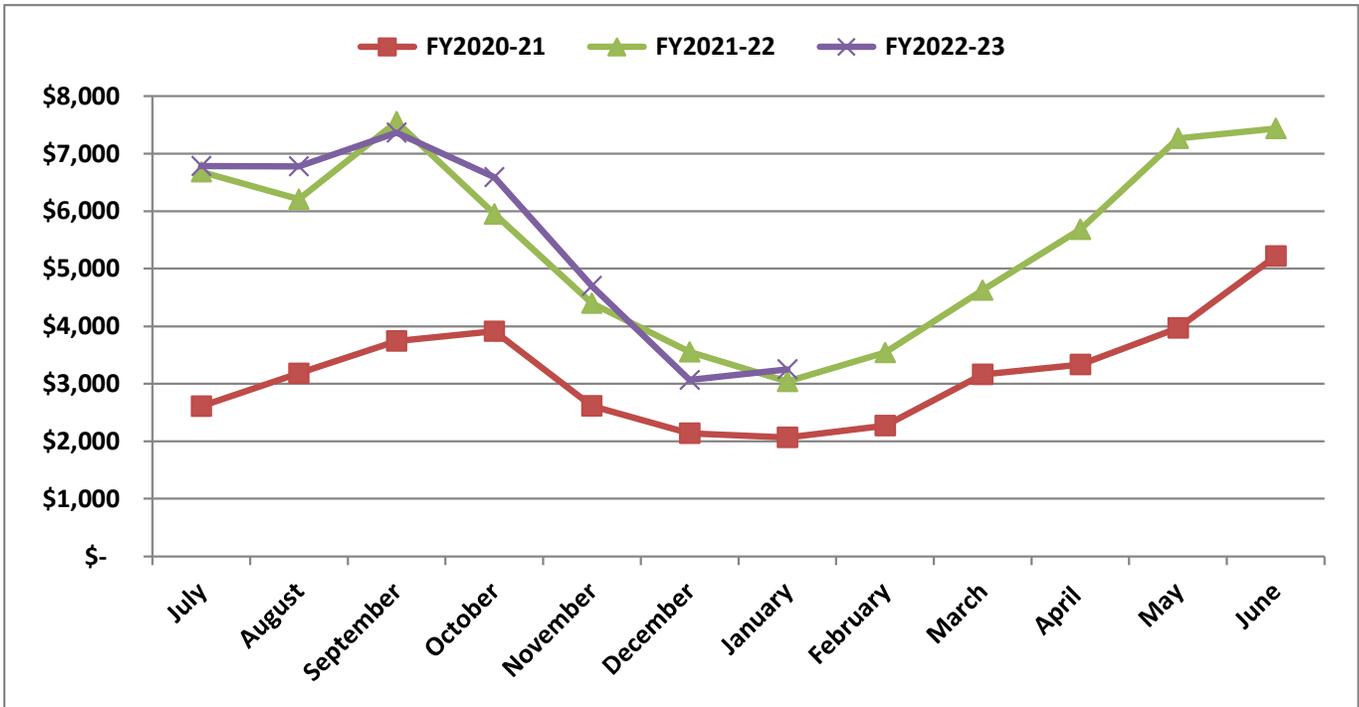
Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2022-23

EXPENSES through 1/31/23

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





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 2/28/23

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 2/28/23

Fiscal Year 2022-23		Actual
Revenues		\$ 42,416
Expenses		<u>55,000</u>
Net Income		\$ (12,584)
*Resources Available at July 1, 2022		<u>86,632</u>
Purchase Commitments		<u>-</u>
Estimated Available Balance at 2/28/23		<u>\$ 74,048</u>

City of American Canyon

Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2022-23

EXPENSES through 2/28/23

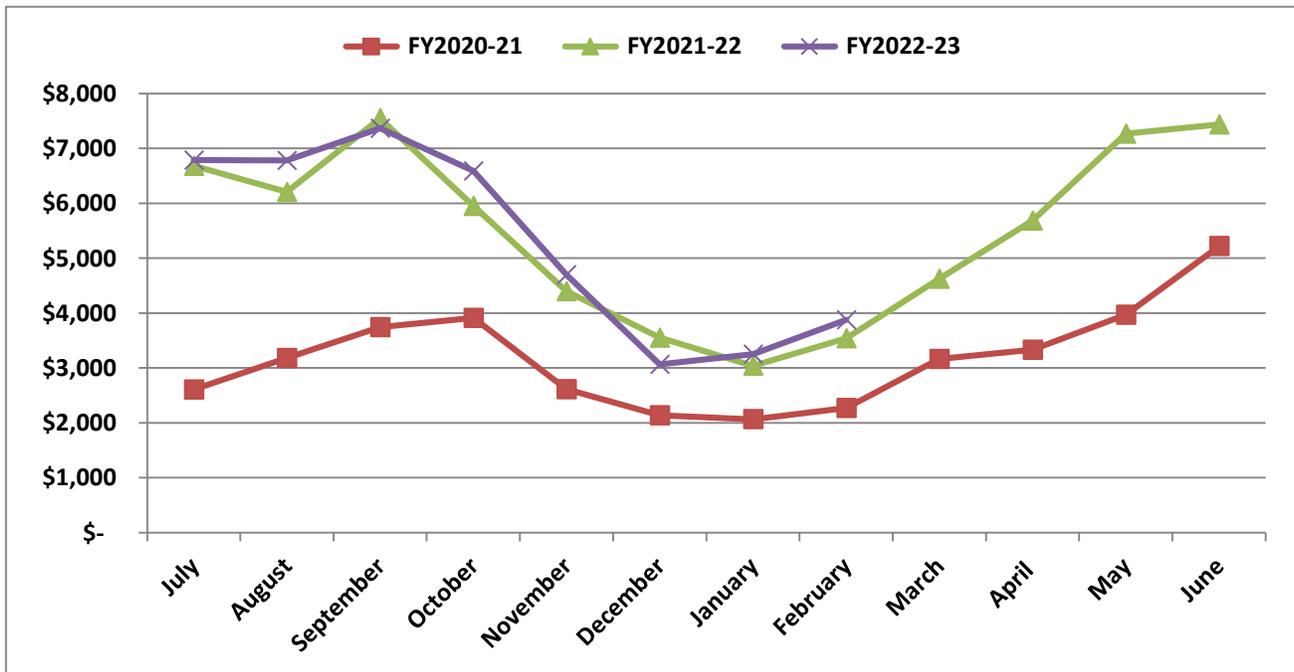
Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	Funding Welcome Center Marketing	55,000	188901	12/22/2022

Total Expenses \$ 55,000

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

REVENUES Through 2/28/23.

		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	\$ -	-	0%
April		3,331	5,682	\$ -	-	0%
May		3,970	7,266	\$ -	-	0%
June		5,219	7,436	\$ -	-	0%
Total Revenues		38,210	\$ 65,925	\$ 42,416		





Local Tourism Business Improvement District

FINANCIAL REPORT

Fiscal Year 2022-23

as of 3/31/23

City of American Canyon
Local Tourism Business Improvement District
Income Statement
 Through 3/31/23

Fiscal Year 2022-23		Actual
Revenues		\$ 47,089
Expenses		<u>55,000</u>
Net Income		\$ (7,911)
*Resources Available at July 1, 2022		<u>86,632</u>
Purchase Commitments		<u>-</u>
Estimated Available Balance at 3/31/23		<u>\$ 78,721</u>

City of American Canyon

Local Tourism Business Improvement District Expenses & Commitments

Fiscal Year 2022-23

EXPENSES through 3/31/23

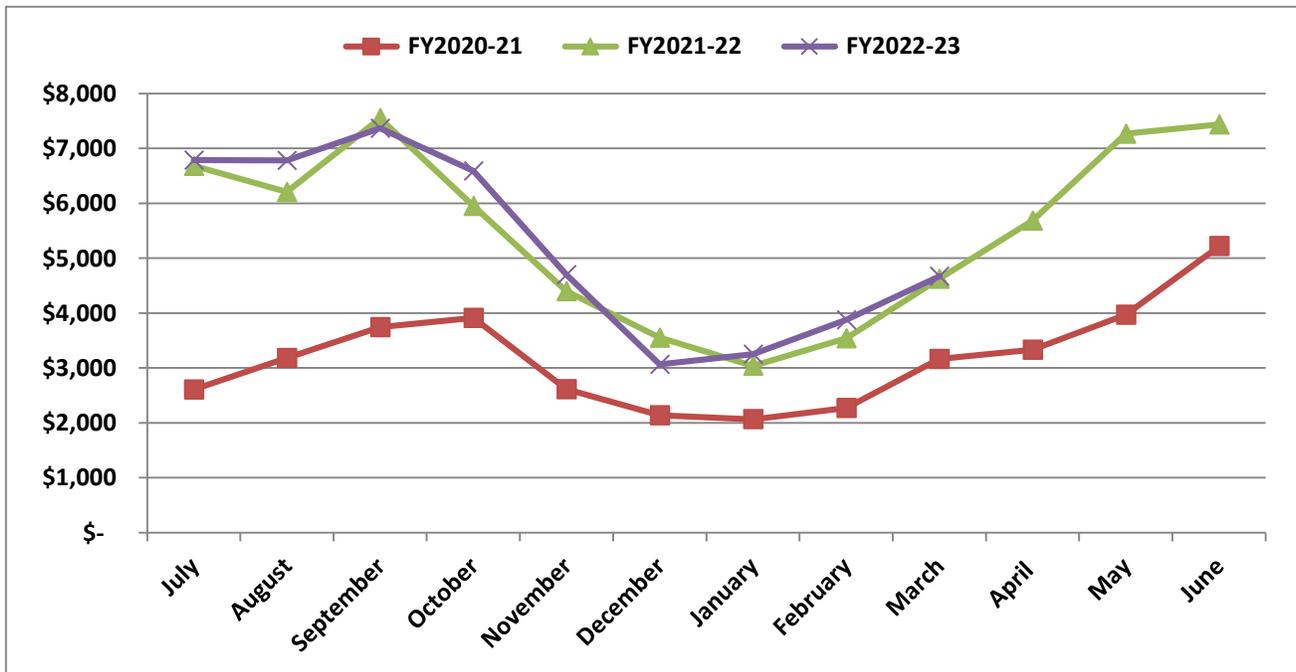
Vendor	Description	Amount	Check No.	Date
American Canyon Chamber of Commerce	Funding Welcome Center Marketing	55,000	188901	12/22/2022

Total Expenses \$ 55,000

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

REVENUES Through 3/31/23.

		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%
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February		2,272	3,538	\$ 3,876	338	10%
March		3,164	4,623	\$ 4,673	50	1%
April		3,331	5,682	\$ -	-	0%
May		3,970	7,266	\$ -	-	0%
June		5,219	7,436	\$ -	-	0%
Total Revenues		38,210	\$ 65,925	\$ 47,089		



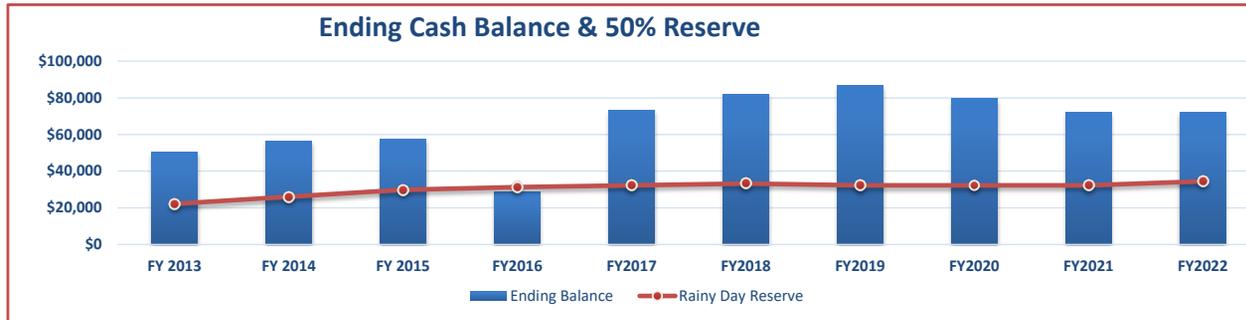
American Canyon Tourism Improvement District

FY 2022-23 Adopted Budget

Includes FY 2022 Actual

	FY2016 Actual	FY2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Budget	FY 2021 Actual	FY 2022 Budget	FY 2022 Actual	FY 2023 Budget	FY 2024 Budget	Comments
REVENUES												
Beginning Balance	\$57,401	\$28,930	\$73,083	\$82,158	\$86,579	\$79,475	\$79,475	\$71,953	\$71,231	\$86,632	\$86,632	FY2022 estimate from City Finance, represents a 77% increase in FY2022. But 4th Qtr increase was 212%!
TBID Assessments	\$62,509	\$64,653	\$66,389	\$64,540	\$47,540	\$22,200	\$38,932	\$68,950	\$65,926	\$65,926	\$65,926	
Total Resources	\$119,910	\$93,583	\$139,472	\$146,698	\$134,119	\$101,675	\$118,407	\$140,903	\$137,157	\$152,558	\$152,558	
EXPENSES												
Annual Costs												
Winecountry.com	\$72,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	Canceled in FY 20216
NV Guidebook	\$0	\$0	\$0	\$5,926	\$2,963	\$6,000	\$0	\$6,000	\$5,925	\$6,000	\$6,000	Maintain same funding level
Marketing Materials	\$1,000	\$0	\$0	\$0	\$23,681	\$20,000	\$15,000	\$15,000	\$0	\$15,000	\$15,000	\$15k WSI Marketing Contract Managed by AC Chamber Sta,
Local Welcome Center (Chamber)	\$10,000	\$15,000	\$25,000	\$25,000	\$25,000	\$20,000	\$25,000	\$40,000	\$40,000	\$40,000	\$40,000	Welcome Center, Ad, Website Expenses
Vine trail support (10% for 5 years)	\$5,980		\$12,716	\$6,640	\$0	\$2,400	\$6,454	\$4,500	\$4,500	\$4,500	\$4,500	Use 5% of FY 21 Act., or \$1947 (plus FY 20 Act, or \$2377)
Local Festivals (10% of revenues)	\$2,000	\$5,500	\$8,000	\$4,500	\$3,000	\$0	\$0	\$3,450	\$4,600	\$6,592	\$7,000	10% of Budgeted Revenue--Bring back the policy?
Napa Valley Film Festival (annual)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	Canceled in FY 2014
Subtotal, annual costs	\$90,980	\$20,500	\$45,716	\$42,066	\$54,644	\$48,400	\$46,454	\$68,950	\$55,025	\$72,092	\$72,500	Operating Surplus/(Deficit)
One-Time Costs												
Marketing Efforts (Plan/One-time)			\$11,598	\$18,053	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Strategic Plans	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Subtotal, one-time costs	\$0	\$0	\$11,598	\$18,053	\$0							
Total Expenditures	\$90,980	\$20,500	\$57,314	\$60,119	\$54,644	\$48,400	\$46,454	\$68,950	\$55,025	\$72,092	\$72,500	
ENDING BALANCE												
Rainy Day Reserve*	\$28,930	\$73,083	\$82,158	\$86,579	\$79,475	\$53,275	\$71,953	\$71,953	\$82,132	\$80,466	\$80,058	Used FY 2019 Actual (pre-pandemic) as basis
UNRESTRICTED CASH AVAILABLE	-\$2,325	\$40,757	\$48,964	\$54,309	\$47,205	\$21,005	\$39,683	\$37,478	\$49,169	\$47,503	\$47,095	

* 50% of TBID Assessments



Potential Local Festivals	Budget	Approved
Reindeer Run	\$0	
ACAF/Arts in April	\$0	
Chili Cook-off	\$0	
ACCPF "Evening at the Flyway Festival	\$0	
Audubon Event	\$0	
TOTALS	\$0	\$0