



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

City Hall - Council Chambers  
4381 Broadway St., Suite 201, American Canyon  
**March 3, 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 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 to residents on Napa Valley TV [here](#) and on YouTube [here](#).*

**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 8:00 a.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:** 876 4107 1643 **Passcode:** 578929

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:** 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](http://www.cityofamericancanyon.org).

**AMERICANS WITH DISABILITIES ACT:** The Napa Valley Tourism Business 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](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 January 3, 2022](#)**

**Recommendation:** Approve the Minutes of January 3, 2022 Napa Valley Tourism Business Improvement District Meeting. **(Action)**

## **BUSINESS**

### **2. Sponsorship opportunities for Brenda Knight Events.**

**Recommendation:** Discuss and approve sponsorship opportunities for Brenda Knight Events. **(Action)**

### **3. Visit Napa Valley Update**

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

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

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

### **5. Marketing opportunities for American Canyon Hotels**

**Recommendation:** Discuss upcoming marketing opportunities for American Canyon Hotels. **(Informational)**

**6. American Canyon Hotels Update**

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

**7. City of American Canyon Update**

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

**8. [TBID December 2021 Financial Reports](#)**

**Recommendation:** Review and approve the TBID Financial Reports for December 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 City Council 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 AGENDA**

City Hall - Council Chambers 4381 Broadway St.,  
Suite 201, American Canyon  
**January 6, 2022**  
**9:30 AM**

**NAPA VALLEY TOURISM BUSINESS DISTRICT MEETING**

**ACTION MINUTES**

*January 6, 2022*

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 9:46 a.m.

**ROLL CALL**

**Present:** Chair Valerie Zizak-Morais, Vice Chair Oro, Committee Members Ken Tanahal, Kenta Kamohara, and Buzz Butler.

**Absent:** Committee Members Erik Burrow and Secretary/Treasurer Jason Holley

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

There were not public comments.

**AGENDA CHANGES**

There were no agenda changes.

## AGENDA CHANGES

There were no changes.

## CONSENT

**Action:** Motion to Approve the Consent Calendar. made by Vice Chair Oro, seconded by Committee Member Kamohara, and CARRIED by roll call vote.

**Ayes:** Chair Zizak- Morais, Vice Chair Oro, Committee Members Ken Tanahal, Kenta Kamohara, and Buzz Butler

**Nays:** None

**Abstain:** None

**Absent:** Committee Member Burrow and Secretary/Treasurer Holley

### 1. **TBID Minutes of November 4, 2021**

**Action:** Approved the Minutes of November 4, 2021 Napa Valley Tourism Business Improvement District Meeting.

## BUSINESS

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

Visit Napa Valley President Lindsay Gallenger presented a PowerPoint Presentation on TID Fiscal Year Revenue and spoke about 2019-2021 lodging demand comparisons in Napa County

**Action:** Received update from Visit Napa Valley.

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

American Canyon Chamber of Commerce President/CEO provided an update on upcoming events in American Canyon.

**Action:** Received update from the American Canyon Chamber of Commerce/Welcome Center.

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

Holiday Inn Express General Manager Kenta Kamohara and General Manager Ken Tanahal reported on their hotel performances.

Councilmember Mark Joseph mentioned after the new hotel in American Canyon is built, the new hotel manager will take Committee Member Butler position.

**Action:** Received update from the American Canyon Hotels.

**5. City of American Canyon Update**

Vice Chair Oro provided an update on the east side connector and Highway 298 improvements related to the Watson Ranch project extending Newell Drive to South Kelly Road. He spoke about the American Canyon Parks Foundation Eco Center development near the American Canyon Corporation Yard.

Committee Member Butler announced North Bay Medical Facility will open on May 1, 2022, and an Indian restaurant will be opening soon.

**Action:** Received an update from the City of American Canyon.

**6. TBID 2022 Goals and Objectives**

The committee discussed their 2022 Goals and Objectives related to marketing. Visit Napa Valley President Gallenger asked Chair Zizak-Morais to provide her with American Canyon 2022 events so that she could add it to their website.

Joe Nabriskey asked if the Committee would consider sponsoring their 2022 Reindeer Run.

**Action:** Discussed TBID 2022 Goals and Objectives.

**7. TBID September and October 2021 Financial Reports**

**Action:** Motion to Approve the TBID September and October 2021 Financial Reports made by Vice Chair Oro, seconded by Committee Member Kamohara, and CARRIED by roll call vote.

**Ayes:** Chair Zizak- Morais, Vice Chair Oro, Committee Members Ken Tanahal, Kenta Kamohara, and Buzz Butler

**Nays:** None

**Abstain:** None

**Absent:** Committee Member Burrow and Secretary/Treasurer Holley

**COMMITTEE MEMBER COMMENTS**

There were no committee comments.

**ADJOURNMENT**

The meeting was adjourned at 11:10 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 12/31/21**

**City of American Canyon**  
**Local Tourism Business Improvement District**  
**Income Statement**  
 Through 12/31/21

**Fiscal Year 2021-22**

|   | <b>Actual</b> |
|---|---------------|
| Revenues                                | \$ 34,341     |
| Expenses                                | -             |
| Net Income                              | \$ 34,341     |
| *Resources Available at July 1, 2021    | 71,231        |
| Purchase Commitments                    | -             |
| Estimated Available Balance at 12/31/21 | \$ 105,572    |

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

**EXPENSES through 12/31/21**

| 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 12/31/21.**

|                       |    | FY 2019-20    | FY2020-21        | FY2021-22        | Increase / (Decrease)<br>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            | 5,952            | 2,041                                    | 52%  |
| November              |    | 5,049         | 2,611            | 4,401            | 1,790                                    | 69%  |
| December              |    | 3,488         | 2,138            | 3,553            | 1,415                                    | 66%  |
| 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>\$ 34,341</b> |  |      |

