



## NAPA VALLEY TOURISM BUSINESS IMPROVEMENT DISTRICT MEETING AGENDA

City Hall - Council Chambers  
4381 Broadway St., Suite 201, American Canyon  
**December 4, 2024**  
**11:00 AM**

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

**Vice Chair:** David Oro, Vice Mayor, 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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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](mailto: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](http://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](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

## 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. [Minutes of May 1, 2024](#)**

**Recommendation:** Approve the minutes of the Tourism Business Improvement District meeting of May 1, 2024.

## **BUSINESS**

### **2. [Select Chair and Vice Chair for 2025](#)**

### **3. [Financial Report](#)**

**Recommendation:** Review and approve the Financial Report.

## **INFORMATIONAL UPDATES**

- Visit Napa Valley Update
- American Canyon Hotels Update
- City of American Canyon Update
- American Canyon Chamber and Welcome Center Update
- Developer 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, 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.*

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Taresa Geilfuss, City Clerk

**NAPA VALLEY TOURISM BUSINESS IMPROVEMENT DISTRICT  
AMERICAN CANYON  
REGULAR MEETING**

**ACTION MINUTES**

*May 1, 2024*

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**CALL TO ORDER**

The Napa Valley Tourism Business Improvement District committee meeting was called to order at 11:05 a.m.

**ROLL CALL**

**Present:** Committee Member Kenneth Tanahal, Committee Member Kenta Kamohara, Treasurer/Secretary Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

**Absent:** Eric Burrow, Buzz Butler

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

Chair Zizak-Morais opened public comments. Written comments: none. Oral comments: Executive Director Shawn Casey- White, Napa Valley Vine Trail provided a Vine Trail update. The public comment period was closed.

**AGENDA CHANGES**

The committee will consolidate Business Item 6 with Business Items 5, to review the requests for event funding together.

The Committee added an Information Updates items as follows: 6. Visit Napa Valley, 7. American Canyon Hotels, 8. City of American Canyon and 9. Chamber of Commerce; and requested a future agenda item to update TBID Bylaws to make the informational updates a standing item at all meetings.

**Action:** Motion to approve the Agenda Changes made by Vice Chair Oro, seconded by Chair Zizak-Morais and CARRIED by roll call vote.

**Ayes:** Committee Member Kenneth Tanahal, Committee Member Kenta Kamohara, Secretary/Treasurer Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

**Nays:** None

**Abstain:** None

**Absent:** Eric Burrow, Buzz Butler

**CONSENT CALENDAR**

**Action:** Motion to approve the Consent Calendar made by Vice Chair Oro, seconded by Chair Zizak-Morais and CARRIED by roll call vote.

**Ayes:** Committee Member Kenneth Tanahal, Committee Member Kenta Kamohara, Secretary/Treasurer Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

**Nays:** None

**Abstain:** None

**Absent:** Eric Burrow, Buzz Butler

#### **1. Minutes of November 3, 2022**

**Action:** Approved the minutes of the Napa Valley Tourism Business Improvement District meeting of November 3, 2022

#### **2. Minutes of December 6, 2023**

**Action:** Approved the minutes of the Napa Valley Tourism Business District meeting of December 6, 2023

#### **3. Financial Reports from October - December 2023**

**Action:** Approved by minute order the Napa Valley Tourism Business Improvement District Financial Reports from October through December 2023

### **BUSINESS**

#### **4. Budget for Fiscal Year 2024-25**

Committee members received a budget presentation from Chair Valerie Zizak-Morais. Chair Zizak-Morais opened public comments. Written comments: none. Oral comments: none. The public comment period was closed.

**Action:** Motion to approve the Napa Valley Tourist Business District Budget for Fiscal Year 2024-25 made by Chair Zizak-Morais, seconded by Vice Chair Oro and CARRIED by roll call vote.

**Ayes:** Committee Member Kenneth Tanahal, Committee Member Kenta Kamohara, Secretary/Treasurer Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

**Nays:** None

**Abstain:** None

**Absent:** Eric Burrow, Buzz Butler

#### **5. Donation Request for the 2024 Juneteenth Celebration and Donation Request for the 2024 Reindeer Run**

The committee received confirmation from City Clerk Taresa Geilfuss that there were only two applications received. The committee discussed Juneteenth and Reindeer Run as a combined item. Chair Zizak-Morais opened public comments. Written comments: none. Oral comments: Brenda Knight, Juneteenth Coordinator. The public comment period was closed.

**Action:** Motion to approve by minute order the donation requests of the American Canyon Arts Foundation for the Juneteenth Celebration 2024 and the American Canyon

Community Parks Foundation for the 2024 Reindeer Run to equally split the \$7,000 donation award made by Chair Valerie Zizak-Morais, seconded by Committee Member Kenta Kamohara, and CARRIED by roll call vote.

**Ayes:** Committee Member Kenneth Tanahal, Committee Member Kenta Kamohara, Secretary/Treasurer Jason Holley, Vice Chair David Oro, Chair Valerie Zizak-Morais

**Nays:** None

**Abstain:** None

**Absent:** Eric Burrow, Buzz Butler

## **INFORMATIONAL UPDATES**

### **6. Visit Napa Valley Update**

The Committee received an Update from Visit Napa Valley. Chair Zizak-Morais opened public comments. Written comments: none. Oral comments: Brenda Knight was called to speak. The public comment period was closed.

### **7. American Canyon Hotels Update**

The Committee received an update from Committee Member Kenneth Tanahal and Committee Member Kenta Kamohara.

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

The Committee received an update from Secretary/Treasurer Jason Holley.

### **9. Chamber of Commerce Update**

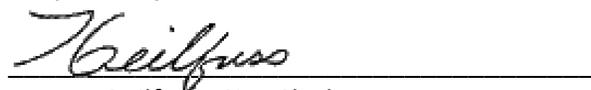
The Committee received an update from Chair Valerie Zizak-Morais.

## **ADJOURNMENT**

The meeting was adjourned at 12:15 p.m.

## **CERTIFICATION**

Respectfully Submitted,



Taresa Geilfuss, City Clerk



## **Local Tourism Business Improvement District**

### **FINANCIAL REPORT**

**Fiscal Year 2024-25**

**as of 9/30/24**

**City of American Canyon**  
**Local Tourism Business Improvement District**  
**Income Statement**  
 Through 9/30/24

**Fiscal Year 2024-25**

	<b>Actual</b>
Revenues	\$ 16,737
Expenses	<u>68,500</u>
Net Income	\$ (51,763)
*Resources Available at July 1, 2024	<u>92,826</u>
Purchase Commitments	<u>-</u>
Estimated Available Balance at 9/30/24	<u>\$ 41,063</u>

City of American Canyon

**Local Tourism Business Improvement District Expenses & Commitments**

Fiscal Year 2024-25

**EXPENSES through 9/30/24**

<b>Vendor</b>	<b>Description</b>	<b>Amount</b>	<b>Check No.</b>	<b>Date</b>
American Canyon Chamber of Commerce	2024-2025 TBID Contract with Welcome Center	65,000	193639	10/17/2024
American Canyon Community Parks Foundation	AC & Parks Foundation 14th Annual Reindeer Run	3,500	ACH	10/24/2024

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Total Expenses \$ 68,500

City of American Canyon  
**Local Tourism Business Improvement District**  
 Fiscal Year 2024-25

**REVENUES Through 9/30/24.**

		FY 2022-23	FY 2023-24	FY 2024-25	Increase / (Decrease) FY 25 vs. FY 24	
July	\$	6,787	\$ 6,117	\$ 5,141	\$ (976)	-16%
August		6,778	5,471	\$ 5,644	173	3%
September		7,366	6,579	\$ 5,952	(627)	-10%
October		6,588	5,482		-	0%
November		4,701	3,855		-	0%
December		3,068	2,898		-	0%
January		3,252	3,173		-	0%
February		3,876	3,569		-	0%
March		4,673	3,908		-	0%
April		4,900	4,615		-	0%
May		6,593	6,698		-	0%
June		6,999	6,748		-	0%
<b>Total Revenues</b>		65,581	\$ 59,112	\$ 16,737		

