

Profile

Alex _____ E _____ Crown _____
First Name Middle Initial Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

30 years

Length of Residence in the County of Napa:

30 years

Registered to vote in the City of Napa?

Yes No

Onyx Renewables _____ Vice President _____
Employer Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Public Financing Authority (PFA): Submitted

Upload a Resume

Community Service Experience:

Volunteer Firefighter/EMT, 2009-2011, Napa County Fire Department DCL 16 Current member of the Napa Valley Transportation Authority Citizens Advisory Committee

Education:

AA, Napa Valley College, 2005 BAs, UCLA, 2008 MBA, UC Davis, 2018

Other relevant experience or expertise:

For the past eight years, my career has been creating commercial and industrial renewable energy projects - ground mounts, rooftops, solar canopies, and batteries, in the public and private sector. My most local project has been at Sutter Home Winery, in St. Helena. Key elements include creating a project specific business case, finding funds and financing methods, and providing thorough diligence to ensure project success - both economically and environmentally. I have provided expert witness services to the CA DOT for commercial renewable energy litigation and have spoken in front of the CA PUC regarding CA renewable energy policy.

Additional Questions**What is your understanding of the role and responsibility of this board?**

Public Financing Authority is the governing body that oversees and implements the infrastructure financing plan for the Napa Enhanced Infrastructure Financing District. It is responsible for managing the EIFD and making key decisions about the projects and financing. The Napa EIFD encompasses approximately 837 acres of land, accounting for approximately 7.2% of land within the city, including much of Downtown and the Oxbow neighborhood, the Jefferson Street Corridor, the Napa Pipe area, and multiple river-adjacent and development opportunity site areas. The critical role of the PFA is to oversee public funding for, specifically, infrastructure and affordable housing within the EIFD and for the ultimate benefit of city residents. As income streams are still being established, no specific projects are under consideration.

Have you ever attended a meeting of this board? If so, how many?

No.

What duties of this board are most interesting to you?

The EIFD is still in it's early phases of generating & collecting revenue, funding future projects. Being a part of this funding oversight process, the policy angels, and ensuring sustainable practices (both fiscal and environmental) is very appealing. I enjoy financially engineering capital projects, creating ways to deploy infrastructure benefiting generations to come.

What activities of this board are least interesting to you?

N/A

What programs or projects would you like to see improved or implemented?

I would like to see affordable housing, such that those working within our community do not need to commute 30+ minutes each way. I would like projects to have positive benefit for all Napa residents, be it economic or simply quality of life. I would like economic diversity within Downtown and the Oxbow Neighborhood, such that high paying local jobs are available to local residents. I want to ensure that the Napa Pipe development project creates benefit for those already living in the city, not just for those who would move to the area. I want Napa to be even more bike friendly, a place where residents can leave their cars behind and walk/ride safely where they need to go.

How would you approach improving these project(s) or program(s)?

One area of concern is the notion of borrowing against future EIFD revenues. I would want to ensure any borrowing is conservative, such that project outlived the borrowing period and repayment revenues were well understood.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

How did you learn of this vacancy?

Internet

Alexander Crown

Professional Experience

Onyx Renewable Partners

Vice President, Origination, Dec 2022 – Present

- Diligence new BTM solar + storage C&I projects (200kW-8MW,)\$500k-\$18m capex)), nationwide
- Work with stakeholders, ranging from the C-Suite to utilities to local AHJs to implement renewable energy projects
- Stay adept on energy policies and renewable incentives in key markets;
- Negotiate commercially PPAs, APAs, MIPAs, DSAs, LOIs, NDAs, site leases and supply agreements
- Interview new origination team candidates
- Managing team of 9 individuals in direct to customer sales
- Established new direct to customer sales processes and created new in-house sales tools.
- Implementation of Salesforce to capture team's demand generation activities
- Numerous go to market strategies for new direct customer acquisition
- Relationship creation with energy advisors, EPCs, and project developers nationwide
- Representing Onyx at trade shows, events, and at business councils nationwide
- \$87m in personal pipeline created in 2023

Sunworks

Senior Project Developer, Nov 2021 – Nov 2022

- Originating and developing BTM PV + BESS/microgrid projects for large commercial, industrial, schools, universities, agricultural and the ultra-wealthy. Key goal is to qualify the customer/project/individual then establish a mutually agreed upon ideal outcome and project score card, while framing SUNW as a unique firm with differentiated and greater value amongst the competition
 - o California focused
- Selling, qualifying, proposing, presenting and negotiating with all stakeholders, from the C-Suite to the on-site lead.
- Created ESCO sales strategy, successfully targeting customers to provide turnkey EPC solutions for solar PV, battery storage and backup generator projects
- Prequalifying SUNW with IPPs and ESCOs, subsequently partaking in RFPs
- Building partnerships with emerging generation and microgrid technology firms
- \$55m+ in pipeline created

Duke Energy Sustainable Solutions / REC Solar

Business and Project Development Manager, May 2016 – Nov 2021

- Origination, qualification, customer presentations, pro-active selling, public and private RFP bids, sales forecasting, and closing contracts.
- \$19m in PPA projects, \$23m+ in overall financed projects were sold, starting in 2018
- Conducted regular site evaluation and feasibility visits
- Creation and updating of proposals, financial projections including cash flows, NPV calcs, IRRs and ROIs
- Project types: PV, BESS, Microgrids
- Negotiations of PPA, EPC, and LNTP contracts
- Cross-functional team leadership, including analysts, finance, legal, project management, and O&M to create high value, finically viable, customer centric, successful energy solutions.
- Energy rate analysis, initial system sizing and design, and energy tariff optimization

Independent Consulting

2015 – present

Renewable Energy Advisory Services

Clients: California Department of Transportation, Associate Right of Way Services Inc., San Antonio Winery,

Business development, product development, and business structuring advisory services

Clients: FruitBot, Chiron Winery, Righteous Juice Production, Born to Age, Over Under Wines

H&A Financing and Services, St. Helena, CA

Account Manager, April 2014 – May 2016

- Management of Washington State in addition to geographies throughout California and Oregon.
- Creation of unique and flexible financing solutions for wineries' barrel and equipment needs
- Financial calculations and modeling including PV, NPV, IRR, PMT calculation, amortizations, and cost benefit analysis - \$8 million + assets under management
- Expert in wine barrel financing and barrel utilization
- **Cornerstone Cellars, Yountville, CA**

Director of Sales, October 2009 - April 2014

- Opening new accounts, brokerages, and distribution markets throughout North America,
- Management of direct and indirect sales teams
- Created a new wine label and partnership in Florida with the ABC Stores.
- Traveled nationally, supporting distributor sales reps in efforts to land shelf space and capture wine lists
- Regularly lead distributor sales teams in regional sales efforts, presenting at meetings, trade shows, and conferences

Miller Brewing Company, Irvine, CA

International Brands Sales Intern June 2007 - September 2007

Education

Master of Business Administration 2018, University of California, Davis (STEM program)

Finance and Marketing focus

2018 IMPACT Leadership fellow:

Led consulting team (6 students) for a project with The Snell Foundation

Guest Lecturer, Negotiations

Bachelor of Arts 2008, University of California, Los Angeles

Majors: Geography and Political Science

Minor: Human Complex Systems

Certified EMT (expired)

Formal Sales Training

Selling Through Curiosity

Target Training International - TTI Success Insights Sales

Selling Energy, Selling in 6

Revenue Force

Community Service & Personal Interests

UCLA Human Complex Society - *Founding member, Academics & Research Director 2007*

Napa County Fire Department - *Volunteer Firefighter/EMT, Dry Creek Volunteer Station 2009 - 2011*

Arts Council Napa Valley – *Volunteer, business analytics 2018*

Napa Valley Transit Authority – *Citizens Advisory Council Member, 2019 – current*

Bay Area Council – *Member, 2021, 2023*

Personal interests include hiking, motorcycles, gardening, micro-electronics, and advocating for pedestrians, cyclist and ADA safety/rights

Profile

Burt _____ Teaff _____
First Name Middle Initial Last Name

Email Address

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Primary Phone

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Length of Residence in the City of Napa:

33 years

Length of Residence in the County of Napa:

Registered to vote in the City of Napa?

Yes No

Roarke Inc. _____ Managing Partner _____
Employer Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Public Financing Authority (PFA): Submitted

Upload a Resume

Community Service Experience:

Leadership Napa Valley Class 36. This is the current class. I graduate in May.

Education:

Bachelor of Science degree in Aerospace Engineering, Aachen University of Applied Sciences, Aachen, Germany.

Other relevant experience or expertise:

I have worked in local small business my whole career. I am also an active panelist for the NorCal Small Business Development Center educational webinars.

Additional Questions

What is your understanding of the role and responsibility of this board?

The EIFD encompasses approximately 837 acres of land with in the City. The PFA board provides financing from capture of all or a portion of the future property tax increment revenue for to fund " fund public capital facilities and infrastructure, as well as other specified projects of communitywide significance".

Have you ever attended a meeting of this board? If so, how many?

No

What duties of this board are most interesting to you?

I have strong interest in the City of Napa and how funds special projects for the betterment of the community.

What activities of this board are least interesting to you?

This role of this Board is very interesting to me.

What programs or projects would you like to see improved or implemented?

It does not look like any projects have been funded according to the Annual Report Fiscal Year 2022-2023.

How would you approach improving these project(s) or program(s)?

I would make more agencies aware of the Board and the types of projects that could potentially receive funding.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No.

Please list two local references and their phone numbers:

How did you learn of this vacancy?

Other

BURT TEAFF

SUMMARY

Results-driven, collaborative specialty foods company owner that elevates revenue and metrics performance via sales plan development and launch, account portfolio management, qualifying prospects and upselling, networking and digital marketing efforts. Manages all direct-to-consumer gifting sales. Cultivates strong relationships with co-packers, distributors, wholesale buyers and brokers. Bids and negotiates contracts, determines pricing and margins, merchandises retail products and administers inventory. Demonstrates expertise in Shopify, Google Analytics, Merchant Center, Console and Ads as well as Squarespace, ShipStation and on SEO.

EXPERIENCE

Anna's Danish Cookies, Napa, CA

Managing Partner

2018 to Present

- Following purchase of the company, expanded distribution into gourmet grocery stores while growing online presence for this historic San Francisco brand.
- Directs co-packer relationships, including quality control and packaging development.
- Manages website content via Squarespace. Leverages CRM functionality to manage sales pipeline and company mailing list via Mailchimp. Operates Google Ads campaigns, Google Merchant Center, Google Analytics and Google Console.
- Facilitates corporate gifting program for small to large businesses, retaining customers. Fulfills product distribution and administers inventory, orders and payments using Squarespace and ShipStation.
- Oversees bookkeeping, processing AP/AR and generating financial reports via QuickBooks.

Key Results

- Secured top-tier retail accounts (e.g. Williams-Sonoma, Draeger's Market, Bi-Rite Market) through networking and outreach.
- Developed a successful private label product for Williams-Sonoma.
- Increased total retail income by 78.9% during inaugural year.
- Grew online sales by 88%.
- Executed digital advertising efforts over multiple platforms, increasing both size and quality of the mailing list. Improved Mail Chimp click-through rates 33% from 2019 to current.

Napa Cookie Company, Napa, CA

Managing Partner

2009 to Present

- Trademarked product name, *Red Wine Snaps* and *White Wine Snaps* and copyrighted logo, designed packaging and wrote website content for a start-up specialty food company.
- Developed and launched sales plans as well as outlined pricing and margins.
- Exhibited at the Fancy Food Show with the Specialty Food Association, CIA show, Savor California show and smaller trade shows to generate sales.
- Drafted co-packing agreements and oversaw relationships, scaled recipe for production and provided final packaging design.
- Continues to cultivate relationships with wholesale accounts, qualify prospects, deliver presentations to buyers and distributors and perform in-store demonstrations.

Key Results

- Managing the sales portfolio, secured more than 200 accounts. Representative accounts include gourmet grocery stores (e.g. Oxbow Public Market, Oakville Grocery, Berkeley Bowl), premier wineries (e.g. Robert Mondavi Winery, Peju Winery, Sutter Home Winery) and resorts (e.g. Silverado Country Club).
- Grew revenue annually by 20%.
- Achieved company national recognition as a finalist for the Specialty Food Association *sofi*™ award.

MT Catering, Napa, CA

General Manager

2009 to 2019

- Prospected to garner new clients, drafted bids and authored and negotiated contracts.
- Scheduled, planned and designed corporate and nonprofit meetings and events, private and winery events, weddings as well as real estate open houses.
- Created and costed custom menus, secured rental equipment, negotiated entertainment and executed design elements for customers.
- Managed event/banquet set up and break down per client specifications. Furnished on-site troubleshooting and food expediting.
- Serving as the Food Safety Manager, administered pantry and walk-in food inventory.

Key Results

- Managed the company's biggest accounts.
- Secured staff and planned managed and executed large and small events. Grew company revenue by 20% annually.
- Secured contracts with large premium retailers for food photoshoots.

EDUCATION, TRAINING, CERTIFICATE, LANGUAGE & AFFILIATIONS

- *Education:* Bachelor of Science degree in Aerospace Engineering, Aachen University of Applied Sciences, Aachen, Germany.
- *Training:* Napa Small Business Development Center: Social Media Marketing; Kitchen to Store. Specialty Food Association: How to Grow from Entrepreneurial Stage to Sustainable Business Model
- *Language:* German (speaking, writing), fluent.
- *Professional Affiliations:* NorCal Small Business Development Center, active panelist; Specialty Food Association, mentor; Napa Local Food Advisory Council; Napa Small Business Development Center Food Performance Group.
- *Leadership Napa Valley:* Class 36 (in progress)