

Print

Councilmember Application - Submission #48630

Date Submitted: 11/13/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:**First Name:****Middle Initial:****Last Name:****Street Address:****Apt./Unit #****City****State****Zip Code****Phone:****Work Phone:****Email:****Occupation:****Employer:**

Are you registered to vote in the City of Napa?

Yes



No

Length of residency in the City of Napa

10 years

Education**School:****City & State:****Dates:****Degree:****Area of study/major:****School:****City & State:****Dates:****Degree:****Area of study/major:****Community Service Experience****Organization**

Leadership Napa Valley

Dates Served:

2014

Position:

class of 28

Organization

Napa City Academy

Dates Served:

2013

Position:

Organization:

Dates Served:

Position:

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

I am deeply committed to serving my community and believe that being appointed to the City Council would provide an invaluable opportunity to make a meaningful, positive impact. Over the years, I have been involved in various community initiatives, from volunteering at local events to collaborating with neighborhood organizations, and through these experiences, I have gained a deep understanding of the challenges our city faces. I am eager to take this understanding to the next level by working directly with fellow council members and residents to create solutions that will improve the quality of life for all. As a council member, I would offer a strong dedication to listening to the needs and concerns of the community, ensuring that every voice is heard and respected. I believe in the importance of transparent, responsive government that is approachable and accountable to the people it serves. I would focus on building strong relationships with local residents, businesses, and organizations to create a more inclusive, collaborative approach to governance. One of my top priorities would be to address the issues that most directly affect our everyday lives, including affordable housing, public safety, and infrastructure. I believe in finding balanced, sustainable solutions that promote growth while preserving the values and character of our neighborhoods. Additionally, I am passionate about fostering a sense of unity and belonging within the community, making sure that all residents, regardless of their background, have an equal opportunity to thrive. My background in [mention any relevant experience or skills here—e.g., community organizing, problem-solving, project management, or public service] has equipped me with the tools to work effectively within a team, analyze complex issues, and advocate for practical, forward-thinking solutions. I am eager to bring these skills to the City Council and collaborate with fellow members to create a more vibrant, equitable, and sustainable future for our city. In sum, I am driven by a deep sense of responsibility to serve and improve our community, and I would be honored to bring my passion, energy, and commitment to the City Council to make a lasting difference for all residents.

2. What strengths would you bring to the City Council?

My passion for serving the community and creating positive change is what drives my desire to be appointed to the City Council. For years, I've been deeply involved in local issues, particularly around improving the quality of life for residents. A key example of my commitment to advocacy and grassroots action is the work I did in founding and organizing a community group to address the escalating problem of airport noise in Brisbane, CA. This experience taught me valuable lessons about the power of collective action, persistence, and the importance of standing up for the community's needs. As a City Council member, I would bring that same dedication, grassroots approach, and tenacity to the table. I believe that local government should be a responsive, inclusive body that truly represents the voices of the people it serves. I would work tirelessly to ensure that residents' concerns are not only heard but acted upon, whether it's tackling issues like public safety, affordable housing, or environmental sustainability. One of the key lessons I learned from my work with the grassroots organization is the importance of listening to all stakeholders and building coalitions across diverse groups. Whether it's engaging residents, local businesses, or government agencies, I believe in collaborative solutions that balance the needs of the community with long-term growth and sustainability. In addition to my grassroots organizing experience, I have a strong background in [mention any other relevant skills or expertise you have—e.g., public policy, negotiation, community outreach, etc.]. These skills would help me work effectively with other council members, city staff, and the broader community to address issues like infrastructure improvements, economic development, and quality of life. I am also committed to fostering a sense of unity within our city, promoting inclusivity, and making sure that our growth and policies reflect the diverse needs of all residents. Whether advocating for environmental protections or supporting local small businesses, I believe we can achieve a thriving, resilient city that remains connected to its roots.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

Three things the City of Napa is doing well: 1) Preservation of Napa's Historic Character: Napa has done an excellent job of preserving its historic downtown and creating a vibrant, charming atmosphere that attracts visitors while maintaining the city's unique character. The city has invested in efforts to protect its historic buildings, which helps retain its small-town charm while supporting tourism and local businesses. 2) Wine Industry and Tourism: Napa is globally recognized for its wine industry, and the city has effectively leveraged this asset to build a thriving tourism economy. The city's partnerships with local wineries and hospitality businesses help drive both economic growth and job creation. Napa's investment in tourism infrastructure, such as the Napa Riverfront and outdoor activities like biking and hiking, has further enhanced its appeal. 3) Commitment to Sustainability: The City of Napa has made strides in promoting sustainability and environmental responsibility, including efforts to improve waste management, reduce carbon emissions, and promote renewable energy initiatives. The city's focus on preserving natural resources and promoting green building practices reflects a forward-thinking approach to sustainability. Three things the City of Napa could do better: 1) Affordable Housing: Like many cities in California, Napa faces a growing need for affordable housing. The cost of living is high, and many residents struggle to find housing that is both affordable and suitable for their needs. While there have been efforts to address this issue, there is still more work to be done in ensuring that housing development meets the needs of all income levels, particularly for working families, seniors, and low-income individuals. 2) Traffic and Infrastructure Improvements: Traffic congestion, particularly along Highway 29 and other key corridors, can be a significant issue in Napa, especially during peak tourist seasons. While Napa has made efforts to improve its transportation infrastructure, there is a need for more innovative solutions to alleviate congestion, improve public transportation options, and enhance pedestrian and bicycle pathways to reduce reliance on cars. 3) Homelessness Services: While Napa has taken steps to address homelessness, there remains a critical need for more comprehensive services and housing options for individuals experiencing homelessness. Expanding shelter capacity, providing more mental health resources, and increasing supportive services for homeless residents could help address this growing issue, ensuring that people are not only housed but also supported in rebuilding their lives.

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

Affordable Housing Crisis Concern: One of the most pressing concerns for residents, particularly those with moderate to low incomes, is the high cost of housing. Napa's housing market is increasingly unaffordable, which puts pressure on working families, seniors, and young people trying to settle in the city. Many individuals and families are being forced to move out of Napa or face long commutes to work. How to Address It: The City could accelerate efforts to create more affordable housing units by incentivizing the development of low- and moderate-income housing. This could include offering tax incentives to developers, revising zoning laws to allow for higher-density housing near transit hubs, and exploring opportunities for affordable housing in underutilized commercial properties. Additionally, expanding affordable rental options and assisting first-time home buyers through subsidies or down payment assistance programs could help ease the housing burden. Business Retention and Economic Development Concern: Napa businesses, particularly small businesses, are facing pressures from rising operational costs, including rent, wages, and materials. While tourism is a significant driver of the local economy, there are concerns about over-reliance on the hospitality industry, especially during off-peak seasons. Local businesses want to see more support for diversifying the economy and promoting year-round economic activity. How to Address It: The City could create programs to support small businesses, such as grants, low-interest loans, or technical assistance for entrepreneurs. Expanding the local economy beyond tourism by attracting diverse industries—such as tech, healthcare, and green innovation—could provide more job opportunities for residents. Additionally, the City could work on improving the commercial and retail infrastructure, making it easier for new businesses to open and thrive in Napa, while also fostering an environment that supports existing businesses through tax incentives and reduced regulatory burdens.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

A current member of Napa Ambassador program, supporting local business and helping tourists explore everything that Napa has to offer. Past member of Kiwanis Club of Napa, supporting local charities and building new playgrounds.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

If appointed to the Napa City Council, I would focus on several key initiatives aimed at improving the quality of life for all residents and ensuring Napa's continued growth and sustainability as a community. My goals would be centered around equity, innovation, and long-term resilience. Address the Affordable Housing Crisis One of my top priorities would be to tackle the issue of affordable housing. As Napa continues to grow, the rising cost of living and housing prices are creating barriers for working families, seniors, and young people who want to live and thrive here. I would work to expand affordable housing options by revising zoning laws, promoting the development of mixed-income housing, and supporting innovative housing solutions such as modular homes or housing on underutilized commercial properties. Ensuring that our housing policies align with the diverse needs of our community will be critical in creating a more inclusive and sustainable Napa. Promote Sustainable Economic Development and Support Local Businesses Napa's economy has long been tied to the wine and tourism industries, but we must diversify and foster economic opportunities across a variety of sectors to create a more resilient city. I would prioritize supporting small businesses, entrepreneurs, and local job creation through incentives, grants, and programs that reduce red tape for startups. Additionally, I would work to develop strategies for attracting industries like clean energy, technology, and healthcare that provide stable, well-paying jobs year-round. Supporting the growth of Napa's small businesses and making the city an attractive place for new enterprises will help ensure that our economy remains robust and dynamic. Improve Transportation Infrastructure and Reduce Traffic Congestion Traffic congestion is a major concern for Napa residents, and it is only expected to worsen as the city grows. My goal as a councilmember would be to develop solutions that improve the flow of traffic, reduce congestion, and promote alternative transportation options. This could include expanding public transit services, creating more pedestrian-friendly streets, and developing safer bicycle routes. Additionally, I would advocate for the improvement of key infrastructure projects, such as expanding and modernizing roads and public transit systems to keep pace with growth and ensure that Napa remains a livable, walkable city. Expand Homelessness Services and Address Housing Insecurity Addressing homelessness with compassion and comprehensive solutions will be another priority during my term. While Napa has made progress in this area, we still need to expand shelter capacity, mental health services, and affordable housing for those at risk of homelessness. I would work with local organizations and service providers to create more effective programs that not only offer immediate support, but also long-term solutions to help individuals transition into stable housing and employment. I believe that with the right support services, we can reduce homelessness and ensure that all Napa residents have the opportunity to thrive.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

Twenty years from now, with the vision I have for Napa, I see a city that has successfully balanced growth and preservation, creating a thriving, sustainable, and inclusive community for residents, businesses, and visitors alike. A More Affordable and Accessible City Napa would be a place where people of all income levels can live, work, and raise families. Through proactive housing policies and strategic development, we would have expanded the availability of affordable housing, with mixed-income neighborhoods that provide housing options for working families, seniors, and young professionals. The pressure of rising housing costs would be mitigated by the creation of diverse housing types—ranging from affordable apartments to family-sized homes—ensuring that Napa remains an accessible and inclusive place to live for people from all walks of life. A Connected, Walk-able, and Transit-Oriented City Napa would have a modern, interconnected transportation network that reduces congestion, promotes public transit, and encourages walking and cycling. The streets of Napa's downtown would be bustling with people on foot, enjoying the vibrant shops, restaurants, and cultural attractions. A robust public transportation system, with frequent bus routes, bike lanes, and pedestrian-friendly spaces, would ensure that residents can easily access everything the city has to offer, reducing traffic and fostering a healthier, more sustainable way of life. A Diverse and Resilient Economy While Napa will always be known for its world-class wine and tourism industry, the city would have successfully diversified its economy to offer a wider range of career opportunities. By attracting new industries, such as clean energy, technology, and healthcare, Napa would have created a well-rounded economic base. Small businesses would thrive alongside large enterprises, and the city's commitment to supporting entrepreneurs would have helped foster a dynamic startup ecosystem. Napa's economy would be resilient, able to withstand economic downturns and changes in the global marketplace, while providing residents with ample job opportunities and fostering a culture of innovation.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

I believe I have the desire and the ability to see most sides of complex situations. I have demonstrated the ability to navigate diverse personalities and achieve consensus. In my past life I was COO of an Internet Transaction Processing company that operated in both the US & Canada. I negotiated financial rules between the IRS and CRA enabling cross traffic of taxing and transaction settlement. Merged our company with a larger organization.

9. Please list two local references and their phone numbers.

Steve Kroyer - [REDACTED] David Safer - [REDACTED]

Supporting Documents

No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Jeffrey C Zajas

How did you learn of this vacancy?

☐

Newspaper

☐

Internet/Social
Media

☐

Other

If other, please clarify:

Print

Councilmember Application - Submission #95432

Date Submitted: 11/16/2024

COUNCILMEMBER APPLICATION

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Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

11/16/2024

First Name:

Emilio

Middle Initial:

R

Last Name:

Dorame-Martinez

Street Address:**Apt./Unit #****City**

Napa

State

CA

Zip Code

94553

Phone:**Work Phone:****Email:****Occupation:**

Attorney

Employer:

Martinez Law Office

Are you registered to vote in the City of Napa?



Yes



No

Length of residency in the City of Napa

20 Years

Education

School:

Golden Gate University

City & State:

San Francisco

Dates:

8/2017--5/2020

Degree:

Jurisdoctorate

Area of study/major:

Law

School:

Vintage High School

City & State:

Napa CA

Dates:

07/2009-06/2013

Degree:

High School Diploma

Area of study/major:

Community Service Experience

Organization

Homeless Advocacy Project

Dates Served:

2018

Position:

Legal Intern

Organization

Dates Served:

Position:

Organization:

Dates Served:

Position:

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

I grew up in Napa Valley and this valley has given me so much. As a local son of two lawyers, I've watched this valley change before my eyes. Since I've been back living in Napa, I've watched foreign interests take hold in this valley creating something different than what the local vision is for this beautiful place. This valley is my home and it means almost as much to me as my family. The city needs a local voice; someone who speaks both languages and who has a stake in making this valley prosperous for not just the wealthy who visit here but the locals who make this valley great.

2. What strengths would you bring to the City Council?

I am a second generation lawyer, who has run his own law practice for the last four years. I understand the value of a dollar and the legal consequences relating to actions and inactions of local government. I am 29 years old so I bring a voice of the future generations of this valley. I grew up here and I can speak to the strengths and struggles of my peers in the hopes that we preserve the future of this valley for generations to come.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

Three things Napa does well 1. Criminal activity is down compared to the surrounding cities and counties. 2. Homelessness is down compared to other cities in the north bay. 3. Napa city schools are better compared to the surrounding counties Three things Napa needs to improve: 1. Stop putting foreign business interests above local ones 2. Housing is unobtainable for locals and natives 3. Cost of living is 20% higher than other local communities and counties

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

The biggest concern for local businesses is the cost of overhead and the lack of ability to compete with non-local competitors and investors. The concerns of napa are the concerns of the rest of the state in that local infrastructure gets pushed out in exchange for the highest bidder.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

I have never been a government employee, as I prefer the private sector. This is highly relevant because financial mismanagement has and will cost the city exponentially in lawsuits among other things. A business savvy individual who understands profits and losses is far more beneficial to a city council than someone who has never ran a business.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

It is my goal to ensure that local vendors and citizens are not pushed out by big money interests from san francisco or los angeles.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

In twenty years from now, it would be my hope that Napa continues to look the same as it did twenty years before. My personal vision is that everyone who was born and raised here has the ability to remain here and raise their families here instead of being pushed out by the highest bidder.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

9. Please list two local references and their phone numbers.

Diana Dorame [REDACTED] Elise Dorame [REDACTED]

Supporting Documents

No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

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Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Emilio Dorame-Martinez

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

Print

Councilmember Application - Submission #97155

Date Submitted: 11/16/2024

COUNCILMEMBER APPLICATION

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Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

11/16/2024

First Name:

Julianna

Middle Initial:**Last Name:**

Hart

Street Address:**Apt./Unit #****City**

Napa

State

CA

Zip Code

94558

Phone:**Work Phone:****Email:****Occupation:**

Marketing Operations Specialist

Employer:

Sephora

Are you registered to vote in the City of Napa?

Yes



No

Length of residency in the City of Napa

35 yeats

Education**School:**

Cal Poly San Luis Obispo

City & State:

San Luis Obispo, CA

Dates:

1994-1999

Degree:

BS

Area of study/major:

Graphic Communication

School:**City & State:****Dates:****Degree:****Area of study/major:****Community Service Experience****Organization**

Active 20-30 Club of Napa

Dates Served:

2008-2017

Position:

Member, Board Member, VP, President, IPP

Organization

Active 20-30 US and Canada

Dates Served:

2008-2017

Position:

Region 5 Director, National PR Chair

Organization:

NEWS

Dates Served:

2017-2021

Position:

VP, President, IPP

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

I am a 3rd generation Napa resident who is committed to making Napa the best place possible to live and work. I've been involved with numerous non profits locally including NEWS, Grad Nite, Leadership Napa Valley, Active 20-30 and Rotary. I'm currently serving as a Trustee for Area 7 for the NVUSD Board of Education. As a Hispanic member of our community I feel I can bring a perspective that is needed to help balance the Council and represent a segment of our community that is currently underrepresented. I have the experience, drive and background to be an effective council member.

2. What strengths would you bring to the City Council?

I would bring my non-profit and education background to the Council as well as much needed representation for the Hispanic Community. I am a natural leader and have experience in working in an elected position. I'm eager to learn and contribute to the city I love so much.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

The City of Napa has changed so much in my lifetime. From a drive-by location for tourists on their way up Valley to the place to be. The improvements made to our infrastructure to the flood work that brought downtown back to life to the implementation of a comprehensive plan for our future, the City has done amazing things. The challenges still facing us that need to be addressed in my opinion include balancing the needs of locals against the needs of our tourists, we seem to have swung too far to the tourist side in some cases. Additionally affordable housing and addressing the homeless encampments are hot topics that will need long term solutions.

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

The affordability of housing has always been and will always be a key factor. With low growth comes inflated prices which is out pacing incomes for middle and lower class. Additional the lack of high paying jobs in the area means that most residents and commuting to their places of work, adding to traffic congestion that we all hate. Business have a hard time competing here and small businesses often fail. There are no quick fixes to any of these issues. But the city has the opportunity to create small changes now that can move the needle. Creating an environment where small business can flourish and bring higher paying jobs not necessarily hospitality related is a good start. Advocating and investing in more affordable housing also keeps our community younger and thriving.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

I've mentioned above my experience with many non profits here in town as well as my experience as an elected Trustee for NVUSD. I grew up here in Napa in very different times and my family struggled financially and otherwise. The only reason I was able to attend college and improve my position in life was through the support of local non profits and generous scholarship sponsorships. I was the first and only in my family of five children to go to college. As an adult, I came back knowing I needed to give back and do all I could to support those in our community with similar backgrounds to my own. I knew that given a chance, all children are capable of greatness. I feel driven to create those opportunities here in my hometown. I feel all of this works hand in hand with the role of a city council member. Representing the core of our community is what I do, and I take it very seriously.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

I would love to learn, to understand the intricacies of directing a city. I have a great deal of experience but know there is always more to learn. I want to represent those who have no voice in our local politics and advocate for their needs. I want to work hard to build a city that I and my offspring can be proud of and afford to live in for many generations to come. That means building housing and supporting local business to further strengthen the city.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

I would love to see a city that is diverse in ages, ethnicities and economic levels. A balancing of the haves and have nots with a much more equitable spread than we see now. I'd love to have a more diverse economy not solely reliant on tourism, expanded to create jobs with living wages so people can both live and work here in the Valley.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

I proud to say that I know all of you on the council and am greatly appreciative of your consideration of my application. I'm always available to chat and dive further into either my background and qualifications or my ideals for the future.

9. Please list two local references and their phone numbers.

Jill Techel [REDACTED] Sandy Re Sims [REDACTED]

Supporting Documents

No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

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Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Julianna Hart

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

Print

Councilmember Application - Submission #123493

Date Submitted: 11/19/2024

COUNCILMEMBER APPLICATION

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Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

11/18/2024

First Name:

JOSE

Middle Initial:

H

Last Name:

LLAMAS

Street Address:**Apt./Unit #****City**

NAPA

State

CA

Zip Code

94558

Phone:**Work Phone:****Email:****Occupation:**

ADMIN & LOGISTICS

Employer:

FAMILLE SYLVAIN

Are you registered to vote in the City of Napa?

Yes



No

Length of residency in the City of Napa

41 YEARS

Education**School:**

AMERICAN MILITARY UNIVERSITY

City & State:**Dates:**

2016

Degree:

BACHELOR'S

Area of study/major:

BUSINESS ADMINISTRATION

School:**City & State:****Dates:****Degree:****Area of study/major:****Community Service Experience****Organization**

NAPA LITTLE LEAGUE

Dates Served:

2021-2022

Position:

ASSISTANT COACH

Organization

NAPA UNITED

Dates Served:

2021-2023

Position:

ASSISTANT COACH

Organization:

Dates Served:

Position:

Required Applicant Questionnaire

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1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

Why I am interested in being appointed to the City Council: I am interested in serving my community and believe that being appointed to the City Council would provide an incredible opportunity to contribute meaningfully to the issues that matter most to our residents. Over the years, I have observed the challenges and opportunities our city faces, and I feel that my background and skills would allow me to help guide our city toward a brighter future. Whether it's improving infrastructure, enhancing public services, or advocating for equitable policies, I am motivated by the desire to make a positive difference. What I would offer to the Council and the community: As a councilmember, I would bring a collaborative mindset, an ability to listen and engage with diverse community members, and a strong commitment to transparency and accountability in local government. I believe in the power of community involvement and would work to ensure that all voices, especially those of underserved groups, are heard in decision-making processes. I would also bring a strategic and data-driven approach to problem-solving. By assessing both short-term needs and long-term goals, I would aim to craft solutions that are sustainable, innovative, and effective in addressing the city's priorities. Additionally, I would advocate for responsible fiscal management, ensuring that taxpayer dollars are used efficiently while continuing to support necessary services and investments. Ultimately, my goal is to help create a city that is safe, inclusive, prosperous, and environmentally sustainable, where all residents can thrive and feel a sense of pride in their community.

2. What strengths would you bring to the City Council?

Strengths I would bring to the City Council: Community Engagement: I am passionate about community involvement and believe in the importance of building strong relationships with residents. Not only was I born and raised in Napa, but I grew up in the area that I would be serving in. Strong Communication Skills: I believe that effective communication is key to any successful governance. I have the ability to listen actively to community concerns, clearly articulate ideas, and facilitate productive dialogue among diverse groups. I am committed to keeping residents informed and ensuring their voices are heard in the decision-making process. Problem-Solving and Critical Thinking: I have a strong ability to analyze complex issues and find creative solutions. Whether it's addressing budget constraints, improving infrastructure, or tackling social challenges, I approach problems with a thoughtful, solution-oriented mindset. My ability to break down issues into manageable parts and work collaboratively with others will allow me to find effective, balanced solutions. Collaboration and Teamwork: I know that effective governance relies on working together, and I am adept at collaborating with colleagues, city staff, and community organizations. I value diverse perspectives and believe that collective decision-making leads to the best outcomes for the city as a whole.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

Three things the City of Napa is doing well: Tourism and Economic Development: Napa has successfully positioned itself as a global destination for wine tourism, which significantly contributes to the local economy. The city has developed a thriving hospitality and tourism industry that supports local businesses, creates jobs, and attracts visitors year-round. Napa's ability to balance tourism with maintaining its charm and character is a testament to the city's success in this area. Community Engagement and Programs: The City of Napa offers a variety of community programs and services aimed at improving the quality of life for residents, including recreational activities, cultural events, and public health initiatives. The Napa Parks and Recreation Department, for example, provides accessible outdoor spaces and well-organized programs for people of all ages. Environmental Sustainability Initiatives: Napa has taken important steps toward environmental sustainability. The city has invested in renewable energy projects, waste diversion programs, and water conservation efforts. The Napa River and surrounding natural spaces are well-maintained, and there is a growing emphasis on preserving the environment for future generations. Three things the City of Napa could do better: 1. Affordable Housing: Napa faces challenges in providing affordable housing options for its residents, especially for low- and middle-income families. The high cost of housing in the region is a significant barrier for many people, including essential workers. The city could focus more on increasing the availability of affordable housing through zoning reforms, incentivizing developers, and collaborating with nonprofits to create more housing options for all income levels. 2. Traffic and Transportation Infrastructure: Traffic congestion, particularly in downtown Napa and on major thoroughfares, can be a significant issue, especially during peak hours and tourist seasons. There is room for improvement in public transportation options, bike lanes, and pedestrian infrastructure to reduce car dependence, make transportation more sustainable, and ease congestion. 3. Homelessness and Social Services: Like many cities, Napa faces challenges in addressing homelessness. While there are efforts to provide temporary shelter and services, there is still a need for more comprehensive long-term solutions that include affordable housing, mental health care, job training, and supportive services. Strengthening partnerships with local agencies and regional solutions could help create more lasting outcomes.

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

Major concerns of Napa residents and businesses: Housing Affordability and Availability: A significant concern for many residents is the high cost of living, particularly the lack of affordable housing options. Rising home prices and rents make it difficult for lower- and middle-income families to find suitable housing, leading to displacement and longer commutes. For businesses, the lack of affordable housing for workers can create staffing shortages, especially in industries like hospitality, agriculture, and retail. How to address this concern: The City of Napa could work to streamline the permitting process for affordable housing projects and explore options like mixed-use developments that combine residential and commercial spaces. Additionally, the city could incentivize the construction of affordable housing through grants or tax breaks for developers who focus on workforce housing. Collaborating with nonprofit organizations to build more low-income housing and leveraging state and federal resources could also help. Homelessness and Social Services: Many residents and businesses are concerned about the visible homelessness crisis in the city. The lack of affordable housing, mental health services, and job training programs often means that people experiencing homelessness are left without sufficient resources to rebuild their lives. This issue also affects businesses, especially in downtown Napa, as the visible presence of homelessness can deter potential customers and make some areas feel less safe. How to address this concern: The city could take a more holistic approach to homelessness by focusing on permanent supportive housing, mental health services, and substance abuse treatment. Creating more shelters and transitional housing options, while also providing job training programs and social services, could help individuals regain stability. Additionally, developing partnerships with local organizations to provide wraparound services and better coordination between law enforcement, social workers, and community groups would help address homelessness in a more compassionate and effective way.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

My Current Involvement and Interest in Service: While I have not yet had the opportunity to serve on nonprofit or public boards, committees, or commissions, I am deeply interested in contributing to the City of Napa in this capacity. Over the years, I have become increasingly aware of the importance of community involvement and how decisions made at the local level impact the lives of residents and businesses. This realization has motivated me to seek out ways to engage more deeply in local governance and community service. Why I Am Interested in Serving: I believe that the role of a City Councilmember offers a unique opportunity to influence positive change within our community. My experience working in [mention any relevant professional background or personal experiences, such as working with local businesses, volunteering, or engaging with community groups] has given me a strong foundation in understanding community dynamics and the needs of residents. I am eager to bring my skills, passion for public service, and willingness to learn to the City Council. Although I have not yet served on a board or commission, I am enthusiastic about the chance to gain this experience and to build relationships with local organizations and stakeholders. I am committed to learning, listening, and working collaboratively with community leaders, nonprofit organizations, and fellow Councilmembers to create practical solutions for Napa. How This Will Contribute to the City of Napa Community: My lack of formal service on boards or committees is an opportunity for me to bring a fresh perspective to the table. I am eager to contribute to the City Council by prioritizing community engagement, advocating for the needs of residents, and working toward effective and inclusive policies. I am confident that my dedication to the well-being of Napa, combined with my strong desire to serve, will allow me to quickly adapt and make meaningful contributions. As a City Councilmember, I look forward to the opportunity to work closely with nonprofit organizations, city staff, and other community leaders. I am committed to learning the processes involved in service on boards and committees and am excited about the prospect of gaining that experience to better serve the city.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

What I wish to accomplish during my appointed term as a City of Napa Councilmember: During my term as a City Councilmember, I would focus on several key areas that I believe are vital to the future success and well-being of Napa's residents and businesses. My priorities would include: Addressing Housing Affordability: One of my top priorities would be working toward solutions to Napa's housing crisis. I would advocate for policies that encourage the development of affordable housing and support diverse housing options, particularly for low- and middle-income families, seniors, and essential workers. This includes collaborating with developers, nonprofit organizations, and state and federal partners to ensure that Napa remains a place where people of all income levels can live and thrive. Improving Traffic and Transportation Infrastructure: Traffic congestion and limited transportation options are ongoing challenges in Napa. I would work to improve transportation infrastructure, including expanding public transit options, enhancing bike lanes, and making the city more walkable. Addressing these issues will not only reduce congestion but also promote sustainable, eco-friendly transportation solutions that benefit both residents and visitors. Supporting Local Businesses and Economic Growth: Napa's businesses are the backbone of our economy, and I would focus on supporting them through policies that encourage economic growth while maintaining the unique character of our city. I would advocate for measures that support small businesses, especially post-pandemic recovery efforts, and work to create a balanced economic environment that supports both tourism and local enterprise. Enhancing Public Safety and Community Well-being: Ensuring the safety and well-being of Napa's residents is a top priority. I would work closely with local law enforcement, emergency services, and community organizations to address issues related to public safety, including mental health and homelessness. My goal would be to create a safer, more inclusive Napa where all residents feel secure and supported. Fostering a More Inclusive and Engaged Community: I believe that a thriving community is one where all voices are heard. During my term, I would focus on fostering greater community engagement, particularly among underrepresented groups. I would prioritize policies and practices that promote inclusion, equity, and access to city services, ensuring that every resident has a voice in shaping the future of Napa. Ultimately, I hope to leave a legacy of thoughtful, responsive governance that reflects the values and aspirations of Napa's diverse community. My goal is to work collaboratively with residents, city staff, and fellow Councilmembers to address the city's challenges while enhancing the quality of life for all who live, work, and visit Napa.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

Twenty years from now, I envision the City of Napa as a thriving, sustainable, and inclusive community where both residents and businesses flourish in a balanced and harmonious environment. In twenty years, Napa will be a city that has successfully balanced its rich history and natural beauty with the demands of modern living, creating a place where residents and visitors can enjoy a high quality of life. The city will be a beacon of sustainability, inclusivity, and resilience, a place where people from all walks of life can thrive in a healthy, dynamic, and forward-thinking community.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

I understand the importance of maintaining a balance between growth and preserving Napa's unique character and natural resources. As a City Councilmember, I would prioritize responsible development, sustainability, and policies that enhance the quality of life for all residents. My commitment to creating an inclusive and equitable community will guide my decision-making, ensuring that the needs of all groups—whether long-time residents, new families, or underserved populations—are considered in shaping the future of Napa. I am also dedicated to being an active and engaged member of the Council, not just in meetings, but by being present and accessible to the community. I will make it a priority to attend local events, meet with residents and business owners, and engage in dialogue with stakeholders to ensure that I am representing the true needs and desires of the people of Napa.

9. Please list two local references and their phone numbers.

Ignacio Rubio [REDACTED] 4 Karen Llamas [REDACTED]

Supporting Documents

No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Jose H. Llamas

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

Print

Councilmember Application - Submission #126303

Date Submitted: 11/19/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

11/19/2024

First Name:

Michael

Middle Initial:**Last Name:**

Pramuk

Street Address:**Apt./Unit #****City**

Napa

State

California

Zip Code

94558

Phone:**Work Phone:****Email:****Occupation:**

Account Manager - Logistics

Employer:

G3 Enterprises

ATTACHMENT 1

Are you registered to vote in the City of Napa?



Yes



No

Length of residency in the City of Napa

45 years

Education

School:

Justin Siena High School

City & State:

Napa, CA

Dates:

1994-1997

Degree:

diploma

Area of study/major:

college prep courses

School:

Napa Valley College

City & State:

Napa, CA

Dates:

2000

Degree:

Associates

Area of study/major:

General Studies

Community Service Experience

Organization

Optimist Youth Basketball

Dates Served:

2001-2010

Position:

Head Coach

Organization

Napa Farmers Market

Dates Served:

1998-2002

Position:

Volunteer

Organization:

Dates Served:

Position:

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

Having been in Napa my entire life, I have seen many years of growth, changes, and feel it is my time to make a direct impact with the leadership of this city. I bring an unbiased and democratic judgement on all social and political views, while keeping common themes amongst the working class. These include improving quality of life for residents of Napa, and bringing a fresh perspective on creating a positive impact to the people of this city. I have been a part restaurant owner of Uva Trattoria from 2002-2009, and have established a trustworthy name in the Valley. I believe in honesty and fairness, and equal opportunity. Most importantly, creating a safe and healthy environment for all citizens.

2. What strengths would you bring to the City Council?

With the qualities mentioned above and long tenure citizen and residency, and 3rd generation Napa resident, I have a solid grasp of the history, importance of growth and supporting infrastructure this city requires to support the population, while maintaining its natural beauty and serenity.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

Well 1. Promoting small businesses 2. Roundabout application 3. Flood control Better: 1. Keeping roads maintained, especially main thoroughfares: Jefferson, Lincoln 2. Sidewalks need improvement/added/maintained 3. Focusing on family oriented activities/events

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

Maintaining the safety of the residents of this city is imperative Limiting homelessness Increasing state and local jobs

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

I believe promoting the people of city to be the best they can be, while supporting schools, growth, and housing.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

Keeping safety and social services top of mind to all.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

A city that promotes equality, values affordability of the blue collar worker and enables the middle class to thrive while keeping the balance of work and family life and well being.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

A long-standing citizen that will be dedicated to making people better morally and socially active and engaged in bringing the best out in all people interaction. Awareness of community support programs - physical and social that will help them succeed in the home and workplace.

9. Please list two local references and their phone numbers.

Greg Goodin - [REDACTED] Kurt Bakken - [REDACTED]

Supporting Documents

MICHAEL_PRAMUK.pdf

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Michael Pramuk

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

MICHAEL PRAMUK ATTACHMENT 1

Napa, CA 94558

PROFESSIONAL SUMMARY

Professional, personable, and motivated sales manager with a proven track record of advancing sales and driving revenue. Successfully navigated the wholesale wine sales industry for a premier Napa Valley winery, as well as the packaging and closure industry. Thrives in managing independent clients within the beverage and wine sector, specifically in Napa, Sonoma, Mendocino, and Amador counties. Known for strong focus on team collaboration and delivering results, has earned a reputation for reliability and adaptability in the face of changing market demands. Proficient in strategic planning, client relationship management, and sales strategy development, ensures success and growth even in highly competitive environments.

SKILLS

- Presentation Skills
- CRM Software
- Business Development
- Outside Sales
- Client relationship management
- Account Management
- Salesforce
- Prospecting
- Product knowledge

WORK HISTORY

10/2024 to Current

Account Manager -Logistics

G3 Enterprises – Napa, CA

- Focused attention to current clients in the wine and packaging industry in Napa, Sonoma, Mendocino.
- Assisting with transport of glass, corks, barrels, finished goods across the NorCal Region.
- Increased client satisfaction by building strong relationships and addressing their needs promptly.
- Maintained high client retention rate by providing exceptional customer service and anticipating client needs.
- Managed a diverse portfolio of accounts, ensuring timely communication and effective problem resolution.
- Successfully resolved escalated issues, preventing potential loss of valuable clients while maintaining positive relationships with all parties involved.

03/2023 to 09/2024

Sales Manager - Closure Division

G3 Enterprises – Napa, CA

Established strong customer relationships on the North Coast in the wine industry,

resulting in increased revenue within each account

ATTACHMENT 1

- Successfully achieved business referrals within G3 across sales divisions in label and bottle etching.
- Increased customer base by nearly 40% in 6 months, with 200+ cork and glass clients, totaling over \$2 million in revenue in 9 months in 2023 and 2 million in revenue in 9 months in 2024, with \$800K in glass and 1.2 million in corks.
- Strived to gain share of wallet within customer base with glass, corks, label.
- Managed the entire sales cycle from prospecting to closing deals, consistently achieving high conversion rates
- Participated actively in industry conferences and trade shows to expand network and generate new business opportunities
- Negotiated pricing agreements with clients based on volume commitments or long-term contracts, resulting in increased revenue
- Built strong rapport with clients through regular communication channels including phone calls, emails, meetings

09/2022 to 02/2023 **North Bay Sales Representative**

Quintessential Wines – Napa, CA

- Provided ongoing support to customers post-sale, ensuring their satisfaction and addressing any concerns or issues
- Collaborated with sales team to develop and implement effective sales strategies
- Responded promptly to inquiries from potential customers via phone calls or emails
- Maintained accurate records of all interactions with prospects and customers using CRM software
- Built rapport with customers through active listening and understanding their unique needs
- Provided exceptional customer service throughout the entire sales process, ensuring high levels of customer satisfaction

08/2014 to 06/2022 **Northern California Market Manager**

Caymus Vineyards – Napa, CA

- Proven track record in developing and maintaining strong relationships with distributor partners while identifying and obtaining new regional accounts
- Lead sales blitzes, surveys, winemaker visits and other sales promotional activities within the region
- Manage regional sales budgets, including pricing structures and programs
- Monitor and control distributor inventory and assist in placing new orders for shipments
- Ability to see market opportunities and develop specific distribution plans to correct negative trends

09/2011 to 08/2014 **Wine Educator**

Caymus Vineyards – Napa, CA

- Build and maintain long-term customer relationships while exceeding monthly sales goals

- Host retail wine tastings that convey brand image and lead to sales transactions and brand loyalty
- Educate clients about wine, wine making techniques, winery information and family history
- Engaging in direct-to-consumer sales with elite customers of Caymus Vineyards

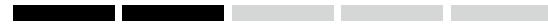
EDUCATION

09/2001

Associate of Arts: General Studies
Napa Valley College - Napa, CA

LANGUAGES

spanish



Limited Working

Print

Councilmember Application - Submission #136877

Date Submitted: 11/20/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

11/20/2024

First Name:

Chris

Middle Initial:

J

Last Name:

Lundstrom

Street Address:

[Redacted]

Apt./Unit #

City

Nap

State

CA

Zip Code

94558

Phone:

[Redacted]

Work Phone:

[Redacted]

Email:

[Redacted]

Occupation:

Property Manager

Employer:

Avison Young

ATTACHMENT 1

Are you registered to vote in the City of Napa?



Yes



No

Length of residency in the City of Napa

12 years

Education

School:

Southern Technical College

City & State:

Wichita, Kansas

Dates:

1991

Degree:

BS

Area of study/major:

Business Administration

School:

City & State:

Dates:

Degree:

Area of study/major:

Community Service Experience

Organization

Dates Served:

Position:

Organization

Dates Served:

Position:

Organization:

Dates Served:

Position:

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

Having been a resident that works and is raising a child in Napa for the last 12 years, I've become deeply rooted in striving to improve this City in whatever small ways that I can. Being on the City Council would greatly enhance that desire. I plan to retire here. I've invested a lot in my home and future and I'd like to invest more in the City of Napa as well.

2. What strengths would you bring to the City Council?

I've 25 years experience in commercial property management (the last three years here in downtown Napa). In that field, I've extensive exposure and aptitude on a variety of transferrable and relatable topics such as infrastructure maintenance and repairs, development, budgets and financial reporting, vendor and contract management, real and personal property taxes, mechanical and electrical infrastructure management, as well as numerous other modalities.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

Communication and responsiveness to Citizen inquiries is something that always impresses me. Both in my personal and professional life, when I've needed to get in contact with someone from the City (no matter the issue), I always get a callback or email (or in some cases an in person visit) usually the same day. Infrastructure maintenance is another area I feel the City excels in. It's evident in the street repairs that are ongoing throughout the City on a continuous basis. And if I am correct, it appears the City uses inhouse employees for this work rather than outsourcing, which is great and provides much better oversight and quality control. Civic Pride is a third area that makes me proud to be a Napa resident. In social media posts through the various City organizations it's evident that the City works as a whole to make life better for its residents and that is demonstrated consistently through positive and uplifting posts. When it comes to some major construction and development projects in the area there seems to be a lot of obstacles faces by the developers when it comes to working with the various City departments. I've been involved with projects all over California (as well as other States) and while it's common to outsource projects reviews, the struggles I've seen specific to Napa are unique and not typical. I've also witnessed quite a bit of confusion amongst various City agencies that serve to enforce different parts of various codes with agencies often pointing fingers at each other in terms of who is responsible for what. It can be confusing for Citizens to navigate a municipality that sometimes is confused amongst its own departments. The pending "traffic plan" that was conducted before COVID, but is still being relied upon to somewhat restructure parking in Napa (specifically the downtown area) seems to be a bit short sighted given that COVID changed the global landscape for the retail industry (something vital to this City).

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

Better advocacy and protection of our youth. Napa is a tourist town. There is very little for locals, especially kids, to do in Napa for fun. Drug use is pervasive amongst our youth, more than I think the City leaders are willing to admit. We need to develop more City programs that support and provide healthy and fun environments for our youth. More transparency in how voter approved initiatives are managed. While I realize many initiatives are on the County level (such as the various education bonds), there seems to be virtually zero communication once an election cycle ends as to what has happened or is happening with voter approved initiatives. As a Civically conscience voter, I often feel lost after the election cycle ends. Being a part of Napa County, I believe the City could collaborate with County representatives to provide more accountability and feedback on what is happening after the election cycles end. Actively seek more community input on everything. Employ someone who can provide outreach and gather Citizen input in a way that Citizens understand things, not in the way a politician speaks.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

None. I have applied to be on various committees in the past, but have never received as much as even an acknowledgement of my application.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

To listen to our Citizens and encourage other council members to do the same, with a fresh set of ears and without any legacy agendas.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

A place that continues to support the tourist industry, but also one that embraces and enshrines the local community into that industry as well. Napa wasn't always known as a wine destination. And while that is what it's known for now, I have to think that there is a lot of other great local history still prevalent in our City that gets overlooked. I look at Cities like New Orleans that have a culture of art and inclusivity that draw hundreds upon thousands of tourists every day without there being one specific reason for their visit. If we continue to hang everything on wine, we are destined to lose any hint of the other great things that Napa residents offer this City.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

As I mentioned briefly, I have a teenage son that lives with me. I am divorced, but on great terms with my son's mother, who is also a Napa resident and lives just a few blocks from us. We demonstrate just one faction of what I believe Napa is comprised mostly of - people that care about their family and loved ones and want to live in a City that protects us in the same way that we want to protect each other. Here is my LinkedIn profile, which should also provide my resume: <https://www.linkedin.com/in/chris-lundstrom/>

9. Please list two local references and their phone numbers.

David Brown - [REDACTED] Toni Rios - [REDACTED]

Supporting Documents

No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Chris J Lundstrom

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

Print

Councilmember Application - Submission #161639

Date Submitted: 11/22/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

11/22/2024

First Name:

Kelley

Middle Initial:

Last Name:

Thompson

Street Address:

Apt./Unit #

City

NAPA

State

CA

Zip Code

94558

Phone:

Work Phone:

Email:

Occupation:

Retired

Employer:

Are you registered to vote in the City of Napa?



Yes



No

Length of residency in the City of Napa

29 years

Education

School:

Lowell High School

City & State:

San Francisco ca

Dates:

1966 - 1968

Degree:

Area of study/major:

Economics/History

School:

City College

City & State:

San Francisco

Dates:

1968- 1971

Degree:

Area of study/major:

Economics/History

Community Service Experience

Organization

Dates Served:

Position:

Organization

Dates Served:

Position:

Organization:

Dates Served:

Position:

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

Background: I started working full time in 1972 after being discharged (4F) from the Navy Reserve. I have extensive experience in Logistics, both international and domestic. I handled customs audits for Importers-goods Imported into the U.S. and Canada. I have Extensive (50 years) working with Customs - Border protection, USDA, FDA and the Bureau of Alcohol, Tobacco, Firearms and Explosives. I worked as a Customs Broker - and represented wine companies in Importing wine from Chile. I worked for an Importer and a buyer for Screws and nails at Grabber Construction products. My last job, as I retired at the end of last year was in Logistics for Berlin Packaging; an importer of glass bottles for wine. I am not interested in Politics per se, but I want to serve the community that I have loved and been a part of for almost 30 years now that I have time to do so. I was also previously a board member for Kennedy golf course and meeting with the Corp. of Engineers about the Enviromental impact of the course.

2. What strengths would you bring to the City Council?

I have extensive experience in dealing with the Federal Govt. and an understanding of logistics and structures. I have experience working with government agencies in general, no matter the direction. I understand the tools and economics of construction from a logistics perspective as well as the wine industry that is an important part of Napa's economy. My main strength is my willingness to discuss at length anything needed, and my commitment to do what I think best for Napa and the people of Napa.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

Roads are in bad condition. Need more infrasturcture for the roads around Costco. Need more funding for Education. Attracting Business- Costco Maintaining parks. Great atmosphere -downtown wine tasting etc.

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

One major concern is the Kennedy golf course. I was a board and currently work part time (free golf) at the course. The course needs better maintenance - I know that Coursco is working on this, but they need to do a better job. The tourist industry in always a concern- without it Napa would struggle. We need to check with Coursco and have a rep. tour the course with ideas about maintenance and infrastructure (carts). I believe we need more attractions for the tourist industry. Music, Theater and the arts. The homeless situation is always a concern- not just in Napa, but in other cities as well. I do not know how this was handled in the past, but I would like to learn and see what the City can do better to handle this problem.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

As mentioned previously - I was a board Member for Kennedy golf course.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

I want to represent the voices and concerns of my fellow Napa residents. I would love the wine train to extend to Mare Island - Ferry Terminal.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

I would like the City to Expand, but have concerns about congestion. Public transport expansion is a must. I currently play Bridge and the Senior center and it is a wonderful experience meeting people and sharing experiences. It would be great to have more development for Seniors in retirement. My family moved here 29 years ago. All 3 of my children have graduated high school in Napa and would like anyone moving here to note the diversity and community spirit that we have developed.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

Since I have lived in Napa for almost 30 years I have seen growth and made a lot of friends. Personally and in the wine industry. I like to think of myself as being open minded and want only the best for our community. What I have learned over the years is to hear both sides of a story and again try to do what is best to understand the correct course of action that is best for all.

9. Please list two local references and their phone numbers.

David Texdhal- [REDACTED] Steve Cairns- [REDACTED]

Supporting Documents

No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

kelley thompson

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

Print

Councilmember Application - Submission #190560

Date Submitted: 12/2/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

12/2/2024

First Name:

Ifonia

Middle Initial:

Otilia

Last Name:

Gelin

Street Address:

Apt./Unit #

City

Napa

State

California

Zip Code

94558

Phone:

Work Phone:

Email:

Occupation:

Full Time student

Employer:

Are you registered to vote in the City of Napa?



Yes



No

Length of residency in the City of Napa

2 years

Education

School:

Oakland High

City & State:

Oakland, California

Dates:

1989-1992

Degree:

Diploma

Area of study/major:

General Studies

School:

Napa Valley College

City & State:

Napa

Dates:

2024-2027

Degree:

Culinary

Area of study/major:

2 years Culinary program

Community Service Experience

Organization

Destiny Organic Center Inc.

Dates Served:

2006-2018

Position:

Founder/CEO

Organization

African Advocacy Network/Dolores Street Community Services

Dates Served:

2010-2012

Position:

Consultant

Organization:

Christian Help Center

Dates Served:

2018-2020

Position:

Volunteer/Teacher

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

I am a housed former homeless woman who have been through the ringer of what life can or will offer. When I was in the South Napa Shelter I help create some changes in their rules about racism, unfairness and uplifting the spirit of my fellow homeless individuals wanting better for themselves while being an example for them by volunteering in the shelter kitchen, cleaning it, helping others, going back to school, staying healthy by working out daily and following the rules of the shelter. I am very interested in becoming a member in the City Council because I know I can do an awesome job setting great examples of what a changed person look like. I want to assist in continuation of making Napa a better place to live and visit by help our fellow Napa communities learn about their rights and responsibilities as a native and citizens of Napa. I want to add to the strong support that the City Council continue giving to the Napa's Mayor and providing assistance to the homeless community as well as making sure they're housed. I have an extinctive background in working with the financially challenged communities all over the Bay Area in all walks of lives; ethnicity, culture and background because of my passion for helping others see their values and the values in the place where they call home also a place they can always come back to. I am a diverse person who believe in fairness for all who have worked for it; I have been an organizer for over 20 years and will continue to be an organizer. I want to bring my award winning experiences; in skills in showing people how change is good, my abilities in providing tangible support to fix the problems vs bringing band aids to get rid of the symptoms that are temporary to lead us to real solutions. my experience in organizing, working with others, help create better environments to uplift the people living there, and to be a role model for those who are looking to change their lives for the better. I am currently attending Napa Valley College for their highly sawt after two year Culinary Program since March of 2024, during my first semester, I was so happy that I can contribute to my community in Napa to provide healthier choices for myself and neighbors. In January, 2023 I became homeless with no one to turn to for help and I went to the South Napa shelter where I was able to get a bed within a week and I was so grateful because I didn't know where I would of ended up. However; I used that opportunity to get the real help that I needed which was mental health issues, severe PTSD and physical health to get myself back to being a healthy individual to help make a healthier environment for future generations. I stayed in the shelter until March of 2024; I moved to my own place at the Heritage House (district 1) and I have been living there since with my puppy, two kitties, a fish, a flog and some plants to help me stay healthy and active.

2. What strengths would you bring to the City Council?

My many strengths are; 1. being able to get people to get involved in making changes and improving their environment. 2. I am a great leader that can lead people to recognize their own strengths and how best to use them. 3. I am tenacious, resilient, a people person, a superb communicator, etc... I will also bring a sense of peace and safety to the rest of my colleagues in any place I am. I am a great organizer who get results, I set realistic goals and get to the finish line, I work hard to see my plans to the end, I follow the rules and make sure that I get things done that I put my name on. I fight for what's right and for those with no voice and who are afraid to speak, I will be the one 1 fan of the City Council Members by encouraging them to keep going when things look hopeless. I can connect with everyone and everything, I connect with my school mates, the elderly, children, parents, animals and the list goes on.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

Here are three things I believe City of Napa is doing right; the way city of napa take care of their homeless community as I was one of these fortunate souls who was given grace to in the homeless community. Climate Action & Sustainability, Traffic Safety, Housing & Homelessness, General Plan Implementation and Public Infrastructure – reflect both the City's immediate challenges and long-term vision for the future. Here are some more detail accomplishments; 1. Received full funding California Air Resources Board (CARB) for a Planning Grant award of \$439,796 to support implementation of the City of Napa Electric Vehicle and ebike Charging Plan. City staff will work closely with our sub-applicants, the Napa County Resource Conservation District and the Napa County Bike Coalition on this grant. Work on the Regional Climate Action & Adaptation Plan (RCAAP) is continuing and is expected to be completed in 2025. The RCAAP will be roadmap for reducing greenhouse gas (GHG) emissions in the City and in all jurisdictions within the County. Awarded technical assistance for fleet electrification planning through the Local Public Fleet Electrification Planning Program from Metropolitan Transportation Commission. Exploring the potential impacts of a food ware ordinance to reduce single use plastic food ware, improve waste management, and support the transition to more reusable and sustainable alternatives. Supported local business efforts to address climate change by distributing over \$26,000 in American Rescue Plan Act (ARPA) funding to 27 landscaping businesses in the City of Napa to upgrade to electric leaf blowers. Hosted two California Climate Action Corp Fellows who served from February through mid-September. The Fellows focused on furthering the City's climate action goals through outreach and education. The Fellows hosted numerous educational events, workshops and volunteer events during their term. Completed a comprehensive inventory of Napa's public trees as part of the Urban Forestry Management Plan. The City's 21.5% tree cover generates benefits including: 2.1 million gallons of stormwater runoff avoided, 11 tons of air pollutants removed, and 378.3 tons of carbon directly sequestered. Completed \$2.6 million in upgraded organics processing equipment at the City's Materials Diversion Facility leveraging a \$1.5 million grant from the State of California. The improvements allow the City to fulfill the requirements of SB 1383 (Mandatory Organics Recovery) and maintain the facility's status as of one of the best compost facilities in the nation.

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

One major issue is the homelessness which mostly contribute to drugs, alcohol and mental illness that causes lack of mental compacity on how to handle life as what deem normal. Many homeless individuals got there duo to losing control of their livelihood or as they knew it and mostly have giving up on themselves therefore, they aren't sure of how to get it back. I know that the goal is to housed the homeless and provide the care that we think they will need to stay housed but the problem and the solution isn't that quiet cut and dry or black and white. We have to look at what some of the homeless people as they are; where some may be drugs and alcohol addicts, financially challenged and/or mental illness. All of that of which can cause homelessness and being incapable to care for themselves but with the proper support, resources and services they can get it done, not saying that the services and resources are in place now isn't working however; if we truly desire better results then we should survey the recipients of these services on how best to support them. For example, instead of getting drugs and alcohol abusers, mental illness/PTSD sufferers and financially challenged individuals in the same building with communicating that with them is not the way to deal with this situation because most of them don't have the capability to handle that form of betrayal or outsider's control of their lives will not stay housed and may bring the some things they are used to out in the street to their home which will lead to them losing their space and back to being homeless. Now if we communicate to them what it is we can or willing to provide to them and they get to chose while we also provide classes to help them to prepare themselves for their new life. There should also be classes in how to take care of their finances, personal hygiene, cooking healthy meals, Echt... so that they can have a successful transition and they wouldn't want to leave or do things to lose their homes back to being homeless.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

My current community involvement is helping my neighbors with food, clothes and access to personal products. Continue to be a model neighbor by continuing with school although it can get discouraging, cook for some community events, help transport some of my neighbors to and from shopping, food bank and other places and study. I worked as a caregiver and a trainer for newly hired caregivers for a company I though was an awesome employer until I got hurt while training. I was off worked due to my injuries and after year and half I was declared permanent and stationary which mean I had to be retrained for a different type of job during which time I used to volunteer at the Christian Help Center as a teacher, a cook and other services as needed the would be a perfect match for me to do and learn some new skills to add to my many experiences and skill as a community supporter. My prior community involvements has been on my stay at the South Napa shelter I volunteered at the shelter with whatever was needed to be done; serving in the kitchen, cleaning the kitchens, dining room, bathrooms, the dorm areas, the lobby and supporting my neighbor with whatever they need and I could and willing to do that wouldn't be an encroachment with my beliefs. Before that I was an activist, a community leader and an organizer to help improve my communities. I started a nonprofit (Destiny Organic Center Inc.) to educate financially challenged individuals from all different type of communities in the Bay Area, teach them the difference between conventional food and organic food, how to cook their food without losing their nutrients and how to more and better quality food for their household. I'd provided a bag of groceries consists of vegetables, fruits and grains and have them save that money to buy healthier meat, fish and poultry free of hormones, antibodies, and chemicals that changes them into a weapon that damages the body. I have won many awards for it starting with The Most Entrepreneur of the Year (2010) by eBay and CEO Women, The Palms Awards by the Dolores Street Community Services for the LGBTQ+, Hispanic and Latino communities. I received one from former speaker of the house Nancy Polesi, Senator Mark Leono, Leelan Yee, the San Francisco Supervisors and many other awards from different organizations and communities I have worked with. I have worked with the Asian community, the Native American community, the African Advocacy Network with revamping their organization to include other groups such as Caribbean and other African organizations in the Bay Area because many of them had the same goals and was fighting for small amount of funding when working together as a team will create a bigger impact for bigger and more funding to help those communities. I also did a lot of community work in Portland Oregon as a tenant organizer, worked with volunteers at the community garden as well as other local churches and small nonprofits to help create more support for those in need of these services and resources. There is so many more communities that I have worked for and with that I would need to write a book to tell it all.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

I wish to be the trusted representative of district 1 where the community can have faith in me that I can bring them results of their deepest concerns in a sensible way and I will be the one to help them see the clear reasonable and realistic detail issues vs having unreasonable and unrealistic problems that cannot be solve in 6 months to a year. Lead them by showing them a better way on how and why is important to tackle one small issue at a time to accomplish them as we can tackle the bigger issues while having patient with me and providing their unweaving support to get their wants and needs met. I want to bring new ideas on how to minimized the homeless issues, how to get them housed and to stay housed while figuring out ways to making homelessness a thing of the past. I want to provide my full support as a City Council Member to the Mayor to help accomplishes all of the goals for our City of Napa with the best of my abilities. Work on implementing new strategies for new ideas on improvement of the school systems in Napa, how to better serve a more diverse community and to be inclusive to all races, cultures and ethnic background to make City of Napa an environment that works for every one and welcoming.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

I believe in 20 years from now the City of Napa will be a hub for healthy living just as it is for wineries to be known all over the world as one of the major places to live a healthy lifestyles and a strong supportive community. A place the world see as model city where people can thrive and be healthy while doing it as well as living our best version of ourselves with real true happiness. A place free of despairs, minimize racism at its core, sick are will do what it take to heal themselves, people are happy to be a keeper of their neighbors and communities gleefully.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

I am an Haitian American female who want to add some diversity and my many experiences of diverse community organizing with my background of being a former homeless woman, a former caregiver, a volunteer for all of those in need of support no matter their backgrounds, walks of life, ethnicity, cultures or country of origin. I will bring some good changes, support and a wave diverse and different experiences with all and any community that will very helpful in solving some of Napa's issues particularly the quiet but loud racism and the homelessness that is still in need of solving. I am the woman who will bring some extra positivity into Napa's City Council without disrupting the flow of services and resources that are already in motion.

9. Please list two local references and their phone numbers.

In Collective Protection of Mother Earth, so All May Live, Chris Malan Mental Health Path Services/Path Case Management [REDACTED] Napa County Health and Human Services, Mental Health Division 2751 Napa Valley Corporate Drive, Building A Napa, CA 94558 Heritage House/Valle Verde Sharon Wippen Assistant Site Manager 3700 Valle Verde Dr. Napa, CA 94558 [REDACTED]

Supporting Documents

Coverletter and Resume
Highlights.docx

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Ifonia Gelin

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

My neighbor Eva saw the clip on the newspaper and felt I would be a great fit.

Regarding the Napa City Council Member position.

As an overview, this electoral sit position has been made available to ensure that the Napa City Council has what it takes to support the mayor as well as their community. You're requiring the candidate to possess techniques and principles of strong leadership while taking initiatives to provide realistic and reasonable solutions to issues as they arrives and to be able to respond sensitively and effectively to the needs of people from a variety of minority groups and cultures. As for each City Council Member to make sure to provide whatever resources needed for programs to strive while providing the best services available to communities in need. The successful candidate must have the skills to be able to educate and provide support for the all of the people in their community, as well as ensure that the tasks are well organized and running smoothly.

In this regard, my skills and experience are a valuable asset to the City Council; in fact, I have and will continue to performing many of these functions with excellent results as the Founder/CEO of Destiny Organic Center and now with 101 Nations' Wholistic Healing Center. I have worked with many low-income communities in the Bay Area and I also have a strong political connection to these areas. I've worked in many campaign for over 20 years and I feel now is the time to create opportunities for a better tomorrow without disrupting people's way of life but add to it. I believe it is a short movement over to this broader position that is available to assist in my journey to become the change that I want to see in this world one position at a time.

I am including highlights of my professional career, which spans over a decade of diverse and successful service which meets with your criteria. However, a full resume (several pages) is available upon request, as well as excellent references from former community programs leaders and business professionals I have worked with.

I feel this would be an excellent fit, in furthering my career in the political field, which is a job that I really enjoy. Please consider my superb qualifications. I look forward to working positively and very productively with the City Council team, based upon the recommendation of half a dozen prominent members within our ranks who all feel that I will not only can do the job needed well, and will bring a style and grace that will make district 1 feel that their time spent to listen and vote for me is one of – if not the best – investment they have made by voting me in as the new Napa City Council District 1 to continue to better their environment!

Sincerely,
Ifonia Gelin



See Career Highlights Attached

PERTINENT CAREER HIGHLIGHTS

Overview:

- Strong Communication skills, both oral and written
 - Reliable team player with equal ability to work independently
 - Passionate and creative
 - Ability to multi-task and work in a fast-paced environment
 - Quick and enthusiastic learner
 - Persuasive and tenacious
 - Demonstrated ability to plan and coordinate multiple projects while meeting deadlines
 - Ability to fundraise and achieved 100% of my set goals
 - Strong ability to Grassroots Organize and do Outreach
 - Participating in planning committees and workshop facilitation
-

At Home Caregivers

Caregiver/Companion, 2015 – 2018, Novato, CA

101 Nations' Wholistic Healing Center

Natural Health Consultant, 2017 – Present, Vallejo, CA

Buckelew Programs

Service Provider/Counselor, 2015 – 2016, San Rafael, CA

Destiny Organic Center

Founder/CEO, 2006 – Present, Oakland, CA

Alameda County West Oakland Community Option

Patrol Project Director, 2007 – 2009, Oakland. CA

People Organizing With Empowered Residence

(P.O.W.E.R.) Start-Up Director, 2001 – 2005, Portland, OR

Community Alliance of Tenants

Tenant Organizer, 1998 - 2001, Portland, OR

EDUCATION & TRAININGS

Portland Community College

AA Degree, Performance Arts

Real Estate: Practice, Principal, Economics, Finance, Law, and
Investment

Merritt College Oakland California

Conferences/Workshops: Conflict Resolution training, Center for Third

World Organizing training, Fundraising, Grant writing, Troubled

Housing 101, Dealing with Opt outs and Prepayments, Tenants

Research, Education and Media, Fair Housing training, the International

Alliance of HUD Tenants conference, CSTI Western State Conference

Leadership Assembly Conference Completion, SEIU-UHW

Print

Councilmember Application - Submission #191009

Date Submitted: 12/5/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

12/5/2024

First Name:

Louis

Middle Initial:

J

Last Name:

Calli III

Street Address:

[Redacted]

Apt./Unit #

City

Napa

State

CA

Zip Code

94558

Phone:

[Redacted]

Work Phone:

Email:

[Redacted]

Occupation:

Head of Marketing

Employer:

Definitive

ATTACHMENT 1

Are you registered to vote in the City of Napa?



Yes



No

Length of residency in the City of Napa

17 Years

Education

School:

Indiana University

City & State:

Bloomington IN

Dates:

08/97-06/2001

Degree:

None

Area of study/major:

Marketing

School:

City & State:

Dates:

Degree:

Area of study/major:

Community Service Experience

Organization

Dates Served:

Position:

Organization

Dates Served:

Position:

Organization:

Dates Served:

Position:

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

I am honored to express my interest in joining the Napa City Council. Seventeen years ago, I moved to Napa to further my career in the wine industry, a journey that has given me the opportunity to work with some of the most distinguished names in the field, including Francis Ford Coppola and Jean Charles Boisset. Over the years, I have cultivated a deep understanding of the unique character of Napa as both a world-renowned luxury tourist destination and a cherished hometown community. Napa holds a special place in my heart, not only as the center of my professional life but as the community my family and I proudly call home. My wife, a Napa native, and I have both been small business owners in this town. Through our entrepreneurial endeavors, I've gained firsthand insight into the challenges and opportunities local businesses face, and I've developed a profound appreciation for the interconnectedness of Napa's residents, economy, and culture. As someone with over two decades of experience in wine and tourism marketing and strategic business development, I bring a unique perspective to the City Council. My career has been defined by finding innovative solutions to complex challenges, crafting compelling narratives, and fostering meaningful connections—skills that I believe are highly transferable to the work of a councilmember. From launching a successful marketing agency that supported small, family-owned wine brands to leading marketing for a luxury HiFi and home theater retailer based in Seattle (remote), I have consistently championed the values of collaboration, creativity, and community engagement.

2. What strengths would you bring to the City Council?

As a councilmember, I would bring a collaborative spirit, a strategic mindset, and a steadfast commitment to serving our community. I understand that the strength of any council lies in its ability to represent a diversity of perspectives, and I am eager to contribute my skills and experiences to that collective effort. Napa is more than just a place to me—it's home. It's where my wife and I have built our lives, and it's where I want to make a lasting impact. I am deeply committed to ensuring that Napa continues to flourish as a vibrant, inclusive, and sustainable community.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

Three good things: Climate Action and Sustainability Initiatives: Napa has made significant investments to reduce greenhouse gas emissions, including a \$2.6 million upgrade to organics processing equipment at the Materials Diversion Facility. These efforts aim to cut emissions by 20% over five years and have enhanced waste management practices. Adoption of the Napa 2040 General Plan: In October 2022, the City Council unanimously adopted a comprehensive plan addressing land use, housing, transportation, and climate change. Promotion of Arts and Culture: Napa hosts numerous cultural events, such as the annual Napa Valley Wine Auction, Festival Napa Valley, and the Napa Valley Film Festival. These events celebrate the region's heritage and contribute to its vibrant cultural scene. Three opportunities for improvement: Cultural Preservation: Celebrating and preserving Napa's unique heritage while embracing forward-thinking approaches to growth and development. For example, I would work to promote adaptive reuse of historic buildings, ensuring their integrity is maintained while repurposing them to meet modern needs such as affordable housing or community spaces. This approach balances heritage preservation with sustainable growth, ensuring Napa's character remains intact as the city evolves. Economic Vitality and Sustainability: Supporting local businesses by fostering an environment where they can thrive while exploring innovative solutions to promote long-term sustainability. For instance, I would advocate for the creation of a public-private partnership to establish a business incubator program, focused on helping small businesses and entrepreneurs develop strategies to succeed in Napa's competitive market while prioritizing sustainable practices. Affordable Housing and Livability: Addressing housing affordability to ensure that Napa remains a place where families, workers, and entrepreneurs can live and prosper.

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

Housing Affordability and Availability Napa residents face significant challenges related to housing affordability and availability. As a desirable location for both residents and tourists, housing costs have escalated, making it difficult for families, workers, and young professionals to afford to live in the community. This has led to increased commuter traffic as workers live outside the city and has created barriers to maintaining a diverse and sustainable workforce. Sustainability and Environmental Impact Napa's reliance on tourism and agriculture, while vital to the economy, raises concerns about environmental sustainability. Residents are increasingly worried about issues like water conservation, waste management, and the environmental footprint of tourism. Napa's unique ecological landscape is integral to its identity, and addressing these concerns is critical to preserving the area for future generations.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

When it comes to community involvement, my role has often been defined by stepping up in moments of critical need. During the devastating wine country fires of 2017 and 2020, I joined a group of locals to address urgent fire issues. For days on end, we worked 12-hour days, driving to locally owned vineyards that CalFire couldn't immediately reach to clear brush, spread fire gel, and put out spot fires. These efforts, while informal, exemplify my commitment to Napa and my willingness to go above and beyond to protect our community when it matters most. While I have not always had the time for traditional volunteer roles, I have always answered the call when Napa needed me.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

During my appointed term as a City of Napa Councilmember, I aim to focus on several key areas to ensure the continued prosperity and well-being of our community: Enhancing Housing Affordability and Livability: Napa's high cost of living remains one of the most significant challenges for residents and workers. Promoting Economic Resilience and Sustainability: Supporting local businesses and fostering innovation are essential to maintaining Napa's economic vitality. I plan to champion initiatives such as public-private partnerships to create a business incubator program. Or potential tax incentives for local property owners to encourage new small businesses lease space downtown. Preserving Napa's Heritage While Embracing Smart Growth: Napa's cultural and historical heritage is a cornerstone of our community identity. I aim to support initiatives that protect our historical landmarks, global culinary significance and natural beauty while embracing smart, sustainable development. By focusing on these priorities, I hope to contribute to a stronger, more resilient Napa that remains a vibrant place to live, work, and visit. I am committed to using my skills, experience, and dedication to serve our community with integrity and vision.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

In 20 years, I envision Napa as a flourishing, forward-thinking community that continues to be a beacon of culinary excellence and sustainable living. Napa would reclaim its position as a top-tier destination for meaningful and high-quality tourism, with visitors drawn to its world-class wineries, innovative farm-to-table restaurants, and immersive cultural experiences that celebrate the region's rich history and natural beauty. Tourism would return in a way that supports the local community, with eco-conscious travelers seeking authentic experiences that benefit both residents and the environment. Sustainable practices would be at the heart of Napa's tourism industry, from carbon-neutral wineries to hotels powered by renewable energy. Visitors would contribute to Napa's economy while respecting the city's character, leaving it better than they found it. For residents, Napa would be a vibrant, inclusive community with a thriving local economy. Housing would be more accessible, with well-planned neighborhoods blending affordable homes, green spaces, and community centers. Mixed-use developments would ensure that residents can live, work, and play in the same area, reducing the need for long commutes and fostering a sense of connection. The city would also be a leader in climate resilience and environmental stewardship. Napa's agricultural roots would thrive alongside innovative approaches to conservation, such as advanced water management systems and sustainable farming techniques. The surrounding vineyards and open spaces would remain pristine, preserved through strategic policies that balance growth with ecological preservation. In this vision, Napa is not just a place to visit but a model of how a small city can balance heritage with innovation, creating a high quality of life for its residents while welcoming the world with open arms. It's a city that embraces its identity, adapts to the challenges of the future, and remains a source of pride for everyone who calls it home.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

9. Please list two local references and their phone numbers.

Angelica Mabray - [REDACTED]	Adam Needleman - [REDACTED]
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Supporting Documents

No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Louis James Calli III

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

A friend notified me.

Print

Councilmember Application - Submission #194959

Date Submitted: 12/17/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

12/4/2024

First Name:

Christopher

Middle Initial:

J.

Last Name:

DeNatale

Street Address:**Apt./Unit #****City**

Napa

State

CA

Zip Code

94558

Phone:**Work Phone:****Email:****Occupation:**

CEO

Employer:

Arts Council Napa Valley

Are you registered to vote in the City of Napa?



Yes



No

Length of residency in the City of Napa

20 years

Education**School:**

Saint Mary's College of CA

City & State:

Moraga, CA

Dates:

1995-1999, 2011

Degree:

BA

Area of study/major:

English & Communications

School:

SP/SV High School

City & State:

Vallejo, CA

Dates:

1991-1995

Degree:

HS Diploma

Area of study/major:

N/A

Community Service Experience**Organization**

This is My BRAVE Napa Valley

Dates Served:

2017 & 2019 Shows

Position:

Co-Producer

Organization

Napa County Arts & Culture Advisory Committee

Dates Served:

2016-Present

Position:

Chair

Organization:

Invest Health City and County of Napa Home & Travel Team

Dates Served:

2018-Present

Position:

Community Partner Member

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

I would like to be appointed to the Napa City Council because I love and believe in the City of Napa. I have resided in Napa for the last twenty years moving back to the city where my wife, Julia, grew up to raise our children. The Guadagni Family, whom I married into in 2003, has been dedicated to service to the community of the City and County of Napa for over fifty years and has set an example for me to follow as I became part of the community. A family whose service both in career and volunteer work includes but is not limited to; Superior Court Judge, Teacher (NVUSD), Nonprofit Leader (Wolf Center, Napa Valley Community Foundation), Nonprofit Founder (Cope), School Board Member (NVUSD), Nurse Practitioner (Ole) has set a roadmap for myself and my children of what it means to serve your community. As I looked to change my career from a Major Market Media Executive in San Francisco so I could be closer to home as my kids grew up I too looked to follow this example. This included stops at the Lincoln Theater, Napa Valley Film Festival, Boys & Girls Clubs of Napa, and finally my dream job as CEO of Arts Council Napa Valley. I also followed their example of service and leadership through a number of board and commission seats as well as Leadership Napa Valley and numerous volunteer work in Napa. I would bring proven leadership to the Napa City Council built through community collaboration and service but more importantly I would bring a passion and love for the City and its residents. I also bring diverse experience base being; a parent, homeowner, leader at a for profit businesses both downtown & the Tannery, COAD Member, nonprofit leader, youth development, fundraiser, family member of a disabled resident and community builder.

2. What strengths would you bring to the City Council?

I am an innovative and results-oriented leader with more than twenty five years of experience in: organizational leadership; arts administration; fundraising/business development; government relations; financial over site, budget development; communication, messaging, and management. I bring strong values, work ethic and I nurture authentic relationships at all levels. Adaptable and resilient. Humble and self-reflective. Creative and strategic. Collaborative and persistent. I am a leader who listens more and talks less. I am an avid reader who digs deeply into the subjects that I am working on. I am a connector who believes that we are all stronger when we work together and also have the contacts and community knowledge that allows me to make pertinent connections. In my leadership career I have been noted for having the ability to bring people with very different opinions to the table to work out solutions. My years as the Chair of the Napa County Arts & Culture Advisory Committee have given me an education and understanding in public meeting format and laws such as the Brown Act. Having worked on the leadership team of a downtown business (City Winery) that failed I understand the unique challenges that businesses in Napa face including the uniqueness of serving not only locals but the transient audience of our tourist community. During my time at City Winery I also got a first hand view on the work of reopening after damage from the 2014 earthquake and the many unique challenges of working with the City of Napa to be able to welcome customers back into our building. My diverse nonprofit career in arts, tourism, and youth development has brought a wealth of relationships across many different sectors. I cannot stress the importance of these relationships enough in that these relationships would allow me to hit the ground running as a City Council Member. Lastly, beyond my professional career my family life has added to my knowledge of the community as I am the conservator and care giver for my adult sister with Down syndrome and have navigated Napa's adult support services and programs. I am also the parent of three children. One graduate of NVUSD and two more still enrolled. Having raised them in Napa has given me a wealth of understanding the challenges families in Napa face as well as wealth of relationships across youth programs in sports, arts and community service.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

The current City Council has done a great job in being transparent in their leadership while growing the dialogue with the community. This has created a level of trust in leadership across the board that has not always existed. It is my belief that without the sense of belief and trust in our leaders that Measure G would not have passed. This leadership of trust and service also flows to three City of Napa Departments I am super impressed with and offer in the doing well category: The City of Napa Economic Development Division lead by Neal Harrison is doing a great job in really digging into how to diversify the revenues and business in the City beyond traditional tourism. Their work in supporting Napa Makes and exploration and development in the area of placemaking is very exciting. it is continued work in this area that will ensure growth and success even as we see some of our more traditional businesses and international tourism hit some bumps in the road. Homes and Homelessness Services under the leadership of Molly Rattigan and Stephanie Gaul has been innovative in finding solutions to a complex problem with an unbelievable care for those they serve. This is also a great example of City Staff's collaboration with County of Napa and their leadership in this area to get problems solved and people housed. Parks and Rec under the leadership of Katrina Gregory has done a phenomenal job of creating programs that serve our entire community. The creation of The Napa Lighted Arts Festival which has not only served as a must do for locals but has also cemented itself as an example of the power of cultural tourism is an accomplishment that we should all applaud. The sensitivity and care that went into creating the Napa Dia de los Muertos as a community celebration that is culturally appropriate is equally impressive. Three areas I think can be improved are: Though Economic Development has started the work the City as a whole needs to fast track and support other drivers of economic success beyond food and wine tourism. The seeds are planted to really super charge cultural and wellness driven businesses here and now the city needs to connect the dots so that if we do see a down turn in the wine industry we are insulated in other areas. The City of Napa needs to find creative ways to make the community affordable and livable for young families and our working class. This means not only creative housing solutions but holding NVUSD accountable for providing an educational system that serves our families. It means creating more child care and supporting our youth serving organizations to offer more for our families. it also means digging into employment development and increased wages. In this time of deep cracks in the political beliefs across the board I believe the only place where progress can start in bridging these large cracks is at the city and county level. I believe that as a city we have more in common then we have in differences and we need to rebuild and acceptable dialogue at this level if we hope to move forward. Lastly, and most difficult is we have to bury the "old" Napa. I feel politically we constantly fight a memory of a City of Napa that may have never truly existed and has become a fairy tail that we are judging ourselves by. We need to find away to accept that those times are gone and if we want to have a say in a right future we need to move beyond that conversation.

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

Cost of living, workforce shortages, political climate, fentanyl, climate change, NVUSD shortcomings, wine business decline, federal immigration status fear are a short list of major concerns that I have heard from the residents in Napa. I think not only City of Napa Leaders but all community leaders can do a better job of stepping out of our own points of view and talking with as many people who think differently from us as possible. Elected's used to be able to have productive conversation both with each other and constituents who thought differently than them and now it has devolved to mud slinging and name calling. I believe the only place currently where we can begin to change that dynamic is at the local level. We live in a very special place and making it better is what can unite us all. These issues are so complicate and nuanced that it is not about doing better it is more about being diligent in seeking solutions to the problems in order to make the constituents who are hurt by these problems have better. The hard work is driven through relationships both with County as well as with the boots on the ground nonprofits, trade organizations, and other government agencies.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

Team Napa Home and Travel Team for the Invest Health grant program with The Reinvestment Fund and Robert Wood Johnson Foundation 2018-present. Napa County Arts & Culture Advisory Committee, Chair 2016-present. Arts Council Napa Valley, Director 2015-2017. Leadership Napa Valley, Graduate Class 30, Arts Day Coordinator 2015-Present. This is My BRAVE Napa Valley, Co-Producer 2017 & 2019. Arts Leadership Network, 2015-2016. City of Napa Parks & Rec Advisory Commission, 2016-2017. City of Yountville Arts Commission, 2016. Multiple event and volunteer level support including but not limited to; Auction Napa Valley, Bill Dodd Holiday Party, NVLA Technology Committee, City of Napa Art Park Steering Committee and NVUSD Strategic Planning. I think my biggest contribution to the City of Napa through this work is bringing people together to advocate and offer impact to shared cause and concerns. With my background in major media event planning and coordination I have always brought detailed organization skills to my volunteer work. These skills came easy to me and I have been able to use them in multiple areas. I think this big picture attention to detail and ability to lead will serve me well if chosen to join the City Council. My biggest personal growth has come from being appointed or joining government committees and community panels. Seven years ago when I was on the City of Napa Parks and Recreation Committee I was scared to open my mouth for fear of saying something wrong. Now I have grown in both confidence and capability and I am able to lead The Napa County Arts and Culture Committee through a contentious three hour public meeting in which the recommendation for the County's major art and culture funding is decided while those groups are in the room. At the Invest Health 50 City Convening I was able to present about the success we have seen in Napa in bringing the arts community together to do more. This growth puts me in a position to not be timid and to hit the ground running with a very short term to offer impact.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

I would like to accomplish a growth in mid to low cost housing stock within the city limits. I would like solutions brought to the table to offer support to our nonprofits and youth serving community that will suffer from the loss of Napa Valley Vintner support that they have relied on in the past. I would like to accomplish continued growth of arts within our community both at the highest levels as well as at the community level along with creative ways to help fund these programs. I would like to increase programs increased that offer our post high school youths a path to success both from higher education but also from work force and business incubation. I would be an advocate for our youth and seniors who are facing mental health challenges. I would like to forge a strong relationship with the NVUSD School Board to make sure our youth are well served and that decisions that are made for them are more strategic rather than reactionary. Two years in a very short time in Government pace so I am certain that all of the above may not be accomplished but again it is about being diligent in the work and really looking at what is the low hanging fruit that can bring impact to our community during this period.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

In twenty years I see a City in which my kids can come back to, as their Mom did, and have the ability to succeed as well as serve the community that created them. I see a community that celebrates its cultural differences as much as the "Napa Brand." I see a City with diverse economic drivers built out of and on top of the pillars we have talked about forever Food/Wine but also Cultural, Wellness, and natural beauty. A community who cares for their least with continued investment in housing, mental health, drug treatment and job training and placement. A city that welcome all to the table to talk productively rather than throw mud.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

I would like to share the below public comment that I made to the Napa County Board of Supervisors at the end of 2023. It highlights two projects I am very proud of being a part of. I continue to work with a small but dedicated group of community members to create our first all spanish language theater troupe as well as serve on the Napa Invest Health Team. Good morning Chair Ramos and Board of Supervisors. I come to you today in the dual role as Executive Director of Arts Council Napa Valley and Chair of the Napa County Arts and Culture Advisory Committee. So often in this Chamber we focus on what is not working but this morning I would like to share a story about what is. Last week I had the privilege of attending a conference in Nashville as part of the Napa County Team along with 50 other small to medium communities across the US for a cross sector collaboration focusing on real issue problem solving for connecting communities and catalyzing equity. A fancy way of saying a bunch of really different people got together to talk about our problems and figure out how to do things better. Our keynote speaker was Nashville poet and strategist for the organization No Starving Artist, Stephanie Pruitt Gaines, and she left us with the statement: PROGRESS MOVES AT THE SPEED OF TRUST. I came home to Napa to see this statement in ACTION as Una Vida Maravillosa made its world debut as the first fully produced and staged all Spanish language production in our county on the Main Stage at Napa Valley College. This adaption of the Holiday Classic, It's a Wonderful Life was written and directed by our very own Poet Laureate, Aisha Rivera. PROGRESS MOVES AT THE SPEED OF TRUST. Representation matters and this heartwarming and emotional production was performed by talented members of our Latino, Latina, and Latine Community and featured local Ballet Folklorico Dancers and the music of Mariachi. PROGRESS MOVES AT THE SPEED OF TRUST. Investment matters. This production was funded jointly by The Community Impact Fund of Napa County, Arts Council Napa Valley, Napa Valley Presents, and Napa Valley College providing the resources to make ground breaking and inclusive theater right here in Napa County. PROGRESS MOVES AT THE SPEED OF TRUST. I wish you all a happy and restful Holiday and look forward to real progress and change while building trust together with ALL members of Napa County. Thank You.

9. Please list two local references and their phone numbers.

Richard Hall - Local Businessman, Former Yountville Town Council, Former Arts Council Napa Valley Director.
 [REDACTED] Jesus Tijero- County of Napa Housing and Homelessness Department, Former County Staffer to the Napa County Arts and Culture Advisory Committee. [REDACTED]

Supporting Documents

Christopher_DeNatale.docx

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Christopher DeNatale

How did you learn of this vacancy?



Newspaper



Internet/Social
Media



Other

If other, please clarify:

City of Napa Residents

CHRISTOPHER DENATALE

ABOUT

Innovative and results-oriented leader with more than 25 years of experience in: organizational leadership; arts administration; fundraising/business development; government relations; financial oversight; communication and management.

SKILLS

Experienced at being creative and innovative in producing successful end results while reducing budgets and expenditures. Experienced in non-profit management, messaging and resource development; press relations; team development and brand building. Skilled in analytics and social media. Expertise in problem solving, public speaking, fundraising, communications, customer service and brainstorming.

EXPERIENCE

PRESIDENT & CEO

Arts Council Napa Valley- Napa, CA

2018-Current

Run all aspects of Napa County's Official Local Arts Agency. Including managing Napa County Contract, Fundraising, Human Resources, Programs, and communication. Worked with Board of Directors to create strategic plan that took organization from surviving to Thriving.

MARKETING & EVENTS DIRECTOR

Boys & Girls Clubs of Napa Valley- Napa, CA

2016-2018

Executive Team Member. Create and manage organizational communication plan. Produce and manage major fundraising events and relationships. Direct community outreach. Fundraising and fundraising administration. Strategy and implementation of a \$5.8 million capital fundraising campaign.

FOUNDATION DIRECTOR

Napa Valley Performing Arts Center at Lincoln Theater- Yountville, CA

2015-2016

Created and managed destination focused messaging. Managed/Reached \$650,000 fundraising goal. Managed marketing budget and plan. Oversaw organization's financials. Directed community outreach and relationships.

SERVICE & LEADERSHIP

- Napa County Arts & Culture Advisory Committee, Chair 2016-present
- Arts Council Napa Valley, Director 2015-2017
- Leadership Napa Valley, Graduate Class 30
- This is My BRAVE Napa Valley, Co-Producer 2017 & 2019
- Arts Leadership Network, 2015-2016
- City of Napa Parks & Rec Advisory Commission, 2016-2017
- City of Yountville Arts Commission, 2016

DIRECTOR OF MARKETING

City Winery – Napa, CA

2014-2015

Created and managed destination focused messaging. Managed six figure ad department budgets. Increased sales 100% in first three months. Created campaign to fill empty restaurant space. Energized special events sales through marketing program. Managed all trade groups and programs. Acted as City Winery contact for Napa Valley Vintners, Visit Napa Valley, and Napa Downtown Association. Increased memberships, email list, Facebook, Instagram, and Twitter by 100% or more within one calendar year. Increased sales while cutting paid budget by 50%.

VICE PRESIDENT OF INTEGRATED MARKETING

San Francisco Media Co. – San Francisco, CA

2014

Developed non-traditional online, print and event marketing sponsor packages for the San Francisco Examiner, SF Weekly and Bay Guardian newspapers. Increased event sales revenue by 25% in less than three months. Increased signature event sales by 18%, selling out events. Negotiated trade contracts with radio and television, earning incremental media exposure for our brands.

DIRECTOR OF MARKETING & DEVELOPMENT

Lincoln Theater - Yountville, CA

2013-2014

Developed local and regional audience, and ultimately grew audiences by 80% for non-profit Theater. Created new fundraising plan and worked with Executive Director and Development Manager to implement. Created and marketed successful venue rental program resulting in earned income. Repaired previously rocky relationship with local press and created successful relationships with local media.

HOSPITALITY AND SALES

MUMM Napa - Rutherford, CA

2012-2014

Provided exceptional customer service and contributed to the increase of on-premise wine sales. Acted as guide and host for events in Mumm Photo Gallery.

REFERENCES

Lorraine Sturt, Former Board President Napa Valley Community Foundation, past CEO and Board Member of ACNV
[REDACTED]

Shelly Hanan, Past Chair ACNV and local artist
[REDACTED]

Erica Simpson, General Manager, Uptown Theater
[REDACTED]

Jesse Petrick, General Manager, Jarvis Conservatory, local artist
[REDACTED]m

Beth Nelson, local artist, mental health advocate
[REDACTED]

Aimée Guillot, Founder, Co-Director, and Teacher Cafeteria Kids Theater
[REDACTED]

MARKETING, PROMOTIONS AND SOCIAL MEDIA MANAGER
Entercom Radio - San Francisco, CA
2012-2013

Produced and planned three major station events with 50% growth in attendance, while reducing budget 65%.

COMMUNICATION, EVENTS AND CORPORATE OUTREACH
Napa Valley Film Festival - Napa, CA
2012

Aligned fledgling Film Festival with major corporate entities, such as: Google; Blue Shield; Academy of Art University; and, the San Francisco branch of the National Academy of Recording Arts and Sciences (GRAMMYS) to achieve vastly increased exposure.

DIRECTOR OF MARKETING AND COMMUNICATIONS
ArtistWorks Inc. - Napa, CA
2010-2012

Increased revenue by more than 40% across six core online products each of my two years with the company. Developed and wrote public relations pitches and messages, which resulted in published stories in: the Los Angeles Times, NPR, MSNBC, Fox News, The Boston Globe, and many more.

DIRECTOR OF MARKETING AND PROMOTIONS
San Francisco Examiner - San Francisco, CA
2009-2010

Created from scratch and ran a successful full-service in-house marketing department, leading to a more than a 70% growth in non-traditional revenue.

DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT
CONSULTING

RAMP Business Services - Walnut Creek, CA
2008-2009

Created new business launch packages for small business clients including: message and brand development, media development, and social media development/activation that accounted for 100% of new revenue for the firm during my year working with them.

EDUCATION

St. Mary's College of CA
Bachelor of Arts
English and Communications

DIRECTOR OF MARKETING AND PROMOTIONS

CBS Radio KIFR and KFRC - San Francisco, CA
2006-2008

Created successful marketing programs that resulted in obtaining major national and local broadcast partners and clients including: the Oakland Athletics, the BR Cohn Fall Music Festival, Coors Brewing Company, See's Candy, Gibson Guitar, The Good Guys Car Show and more. Managed six figure department budget while helping to grow revenue by more than 30%

SALES PROMOTION DIRECTOR

Granite Broadcasting KBWB TV20 - San Francisco, CA
2004-2006

Developed marketing programs that allowed us to close deals with advertisers including: Academy of Art University, Six Flags Discovery Kingdom, Eastwood Insurance, Toyota, Feld Entertainment, the SF Giants and many more.

DIRECTOR OF PROMOTIONS

Clear Channel Radio, KNEW 910 - San Francisco, CA
2003-2004

Created a successful brand that was edgy and controversial and found opportunities to obtain national media exposure for creating marketing around local controversial happenings

PROMOTIONS DEPARTMENT

ASSISTANT DIRECTOR, COORDINATOR, ASSISTANT
Susquehanna Radio, KTCT, KNBR, KSAN - San Francisco, CA
1999-2003

Print

Councilmember Application - Submission #194965

Date Submitted: 12/17/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

12/17/2024

First Name:

Anthony

Middle Initial:

Michael

Last Name:

Norris

Street Address:

[Redacted]

Apt./Unit #

City

Napa

State

CA

Zip Code

94558

Phone:

[Redacted]

Work Phone:

Email:

[Redacted]

Occupation:

retired

Employer:

last was the City of Richmond, California

Are you registered to vote in the City of Napa?

Yes



No

Length of residency in the City of Napa

since 1985

Education**School:**

Cal State Fullerton Unniversity

City & State:

Fullerton, California

Dates:

1969 - 1974

Degree:

BA

Area of study/major:Phiosophy, Political Science,
Biological Sciences**School:**

San Francisco State University

City & State:San Francisco,
California**Dates:**

1974 - 1976

Degree:

MA

Area of study/major:

Political Science

Community Service Experience**Organization**

Napa Open Space District

Dates Served:

2006-2024

Position:elected Board member for Ward 2 (one of the 5 founding members in
2006)

Organization

City of Vallejo, Engineering Division

Dates Served:

1988-1996

Position:

Construction and Landscape Inspector for 15 Landscape Maintenance Districts and Public Works projects

Organization:

City of Richmond

Dates Served:

1996-1999 & 2004-2008

Position:

Parks and Landscapes Superintendant with a staff of 45

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

As an appointed Napa City Council member (from District 1) I have a rather considerable array of experiences from government agencies and pro-bono community organizations to bring to the City of Napa. With thanks to our local voters there will be few great funding options to apply going into the next two years. We can proceed to repair City roadways, gutters and sidewalks as well as aim for advancing other projects in due course. This will indeed become a memorable time to be noticed for positive outcomes! As a Council member good guidance can be sent along as needed.

2. What strengths would you bring to the City Council?

When the Parks and Real Estate Manager for Solano County there were 15 budgets to cover the parks, real estate, public landscapes, custodial services for 70 staff which included support for park rangers as a fully sworn and armed law enforcement unit which could write citations where warranted. So, I do have a keen way to track budgets which can be helpful for the City of Napa as well. I am diplomatic in how I address folks on issues (perhaps a positive style come from both of my English parents). I am well studied in quite a few subjects and always willing to share in the workplace, I am a teacher by nature (I had been a Teacher of American Government and Political Theory at Canada College to 70 students in both classes). People seem happy to know what I can share.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

1) Pot holes in the City streets, 2) Street tree roots lifting sidewalks, gutters and driveways, and 3) Trash in City parks. Yet, City staff are plainly going about to correct these three as best as they can!

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

In addition to the three above residents speak about there is a need to continue the best support to staff in the field. Small businesses do feel that they are left out and do deserve City attention in how they can be included in area plans and stay open and thrive.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

- City of Napa Tree Commission, was Chair, - Napa County Flood Control District, served on the Finance Oversight Committee and the Technical Panel, - Napa County Resource Conservation District, had served on their Board, - Napa State Hospital Task Force, represent Napa County (the Police Chief represented the City of Napa) - Friends of the Napa River, served on the Board, - Vine Trail Coalition, serves on the Board, -, Bay Area Ridge Trail, active member, - Napa Group of the Sierra Club, active member, - Napa Youth Soccer, Couch, - California Native Plant Society, active member, - California Native Grasslands Society, a founding Board member. In each of these above there were and now are other City of Napa residents also involved. It shows how interrelated these can be and thus boost connection of place for the City community as well.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

It will be a pleasure to provide input and review of projects and staffing needs as a City Council member.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

Twenty years out will require a good plan that by that time can have City staff and residents assured of working places, housing for all, safety in the community, clean places for children and adults to play, much better options for overall health, a grand display of artwork of public viewing, many more events to attend in public lands, better controls on flooding and wildfires, preservation of open spaces and ecosystems. this may seem to be a lot now, but doable with a good plan.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

Other employment has included; - Wells Fargo Bank Loan Center in downtown San Francisco - for Kuwait and Saudi Arabia designed massive irrigation systems and provided water consumption estimates with references in Imperial, US and Metric documentation, - Managed several landscaping and engineering companies in the North Bay, - was a certified Real Estate Mortgage Broker, - was the Gardener for the Claremont School of Theology and the University of San Francisco, - was the truck driver for the Claremont Register Newspaper. Since the mid-980s held a Pest Control Advisor License (in 5 of the possible 7 categories) and renewed it every two years with confirmation to the State of California for taking 40 units of education each time. I am a widower now of Deborah Fine Norris who I first met at Pitzer College in Claremont. When I came north to San Francisco I came to know her famous father Rabbi Alvin I Fine (who was also Professor of Humanities at my Graduate School). He had us married in his great Temple and he performed the wedding. sometime later Deborah and I moved to Napa to start a family.

9. Please list two local references and their phone numbers.

- Ryan Gregory [REDACTED]	- Michael Haley [REDACTED]	- Carol Kuze [REDACTED]	- Jon Riley [REDACTED]
[REDACTED]	- Eve Kahn [REDACTED]	- Bill Pramuk [REDACTED]	- Jon Fin [REDACTED] Tom Butt

Supporting Documents
 No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

--

Print

Councilmember Application - Submission #194980

Date Submitted: 12/20/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

12/20/2024

First Name:

Betsy

Middle Initial:

C

Last Name:

Cooper

Street Address:**Apt./Unit #****City**

Napa

State

CA

Zip Code

94558

Phone:**Work Phone:****Email:****Occupation:**

Director, Aspen Policy Academy

Employer:

Aspen Institute

Are you registered to vote in the City of Napa?



Yes



No

Length of residency in the City of Napa

4

Education**School:**

Yale Law School

City & State:

New Haven, CT

Dates:

2009-2012

Degree:

JD

Area of study/major:

Law

School:

University of Oxford

City & State:

Oxford, UK

Dates:

2005-2009

Degree:

DPhil

Area of study/major:

Politics

Community Service Experience**Organization**

Ride for Roswell Park Cancer Institute

Dates Served:

2005-2018

Position:

Bike flow coordinator

Organization

Napa Moms

Dates Served:

2020-present

Position:

Member

Organization:

Ride for ALS at Justin Siena

Dates Served:

Intermittent, 3 different years

Position:

Volunteer: registration

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

I want to join the City Council from a personal perspective because I want to give back to a community that has given me so much, and from a professional perspective because I believe the City of Napa needs to make it easier for members of the community to participate in our community. From a personal perspective, I bought my first home and had my kids in Napa. I have been so grateful to live in District 1, taking advantage of the great amenities and meeting wonderful people. I would love to expand my horizons and get to know more about how we can improve our city. From a professional perspective, I believe we need to make civic engagement easier to happen in our community: - Improve our website so it is easier to follow; - Simplify our ability to request changes to community issues such as parks and roads; - Encourage more public engagement on many topics of citizen concern; and - Improve the family friendliness of our community. I run a program at the Aspen Institute training subject matter experts how to get involved in policy (<https://aspenpolicyacademy.org/>). I have also first-hand experienced the frustrations of trying to make simple changes in our community, like getting a sign at a dangerous corner in my District neighborhood. (My request has been passed to three different agencies and then died without a response.) I'd love to bring these skills to help us improve the way we all engage with each other.

2. What strengths would you bring to the City Council?

I am admittedly a nontraditional applicant. I am a relatively recent member of the Napa community and, since I relocated here during the pandemic and had two children in the past 4 years, I have had very limited opportunities to get involved so far. The main strengths that I bring are: - Deep professional experience helping people figure out how to get involved in government. I worked for more than a decade in public policy, and for the past six years have run a civic engagement training program. - Legal expertise, having worked as a criminal defense attorney and as a policy and legal advisor at the Department of Homeland Security. In the latter role, I worked with FEMA on building a resilience program, and I have also worked with our program fellows to support fire safety. - Networks inside and outside Napa, including through Napa Moms and the broader Bay Area communities in which I work. - Nontraditional background. I am a young mom and recent transplant to Napa, which will bring a different perspective than most council members.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

1) Business development: the City's downtown is vibrant and beautification is going well. The January art installations, Christmas parade, and drove shows all help keep us engaged! 2) Safety: With the exception of drunk driving, the city does not have the same issues with safety as others in the Bay Area 3) Public Servants: the people who work for the city are really committed to it and very responsive. 1) Making it easier for ordinary citizens to give feedback. See explanation above. 2) Encouraging family friendly open space alongside development. The City recently sold Dwight Murray Plaza, one of the only open spaces in downtown, for less than the cost of my modest North Napa home, with designs that will remove all of the open space. The city also opened Main St to traffic, eliminating another space. 3) Improving parks. Our local Monarch Park has no paved pathway to get strollers to the playground, nor any seating areas for families. While I know there are bigger changes afoot for bigger parks, there should be easier ways to request simpler changes in the interim. I'd also add one area of uncertainty, which is fire resilience. Since I moved to Napa we have had no significant fire activity in the city, but I remain deeply concerned (as a former Department of Homeland Security official) that we may just be getting lucky. I'd like to learn more before passing judgment on the city's work in this area.

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

I think ordinary citizens, frankly, do not know how to engage with the City Council, and thus struggle to know how to voice their concerns. The population of Napa has changed significantly in the pandemic (myself included) but I think participation still is mainly limited to established groups in the area. This makes it hard to evaluate what concerns the population actually has. Issues I have heard voiced, in addition to the ones I cited above: - Managing worldwide decreasing wine consumption and its effects on Napa businesses; - Fire safety and preparedness, as well as evacuation management; - Decreasing school enrollment and the effects on school closures; - Limiting the use of devices in schools for young children; and - School safety, in light of increasing gun violence

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

Bluntly, I am a young, COVID-cautious mom who has only returned to participating in society in the past 6 months, after our daughter finally got her COVID shots. So I have had limited opportunities to participate since moving to Napa in September 2020. Before even moving to Napa, I regularly participated as a volunteer at the Ride for ALS that occurs on Justin-Siena's campus. I also managed traffic flow for an 8,000 person bike ride in my home town of Buffalo, NY. As a professional, I run a training program helping folks who have never been involved in public policy get involved. We run free training programs teaching people skills such as how to write a public comment and how to deliver a government briefing. I believe that if we create better systems within government to help people engage more easily, AND train them so that they can effectively engage, we can have better community involvement. If I am unsuccessful in this application, I'd be interested in working with the City to develop these ideas in some separate capacity (for instance a new task force on citizen engagement).

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

Personally, I want to learn. I want to better understand our government structures and challenges, so that I can better help improve our community from inside out. Substantively, I want to make progress on the issues above: - I want to create mechanisms for more citizens to participate and voice their thoughts on the issues the city is considering. For instance, I have a strong relationship with the leaders of a key project at New America and Harvard on cogovernance (<https://cityleadership.harvard.edu/resources/collection/city-leader-guide-civic-engagement/>); I would love Napa to be a leader in piloting some of this work. - I want to make progress on family friendly development, ensuring that as Dwight Murray Plaza and Napa Yard go away that there are new open-space opportunities for children to play with their families. - I want us to continue to make progress on fire resilience so that every fall is not a panic. - And I want our existing resources like parks and recreation facilities to continue to improve.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

Napa would continue to be the vibrant place that it is today, and our downtown would remain very active. Major changes would include: - More open space in the downtown area so families have somewhere to go within walking distance of restaurants. - More family friendly restaurants and bars, limiting the number of 21+ only spaces in downtown - More accessible parks with up to date equipment. - Schools that are serving a variety of student needs, including bilingual education. - Fire safety being so strong that we don't even need to think about it. - World-leading civic engagement that makes it easy for citizens to report issues in the community, in both Spanish and English, and internal mechanisms to help the city prioritize its needs. Let's make sure the squeaky wheel doesn't always get the grease.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

Background on the Aspen Policy Academy: <https://aspenpolicyacademy.org/> Background on me: <https://www.aspeninstitute.org/people/betsy-cooper/>; <https://www.linkedin.com/in/betsy-cooper-827042b>

9. Please list two local references and their phone numbers.

Erin Reid, Reid Family Vineyards, [REDACTED] Nina Jehle, former Deputy District Attorney, City of Napa, [REDACTED]

Supporting Documents

No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

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Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Betsy C. Cooper

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

Print

Councilmember Application - Submission #194982

Date Submitted: 12/20/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

12/20/2024

First Name:

Michael

Middle Initial:

J

Last Name:

Baldini

Street Address:

[Redacted]

Apt./Unit #

City

Napa

State

CA

Zip Code

94558

Phone:

[Redacted]

Work Phone:

Email:

[Redacted]

Occupation:

Hospitality Supervisor

Employer:

Trefethen Vineyards & Winery

Are you registered to vote in the City of Napa?



Yes



No

Length of residency in the City of Napa

32 + additionally as a Napa County resident

Education

School:

Napa College

City & State:

Napa CA

Dates:

1974-2013

Degree:

(2) A.S.

Area of study/major:

History 1976; Viticulture 2013

School:

San Francisco State University

City & State:

San Francisco CA

Dates:

1975-1977

Degree:

B.S.

Area of study/major:

Marketing

Community Service Experience

Organization

NVTa Citizens Advisory Committee

Dates Served:

Presently

Position:

Board Chair

Organization

MTC Policy Advisory Council

Dates Served:

Presently

Position:

Vice-Chair

Organization:

Napa County Airport Advisory Committee

Dates Served:**Position:**

Member

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

My desire to represent sensible growth and development. - Knowledge that a long-time participatory resident has to offer the Council...

2. What strengths would you bring to the City Council?

Patience and through thoughtfulness

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

Well: You are requesting feedback - Plan, Do, Check & Adjust... Need(s) improvement: Infrastructure; River Development as an asset; cost and ease of living in Napa.

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

Safety; Traffic; Cost to Residents and Businesses for Living in Napa.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

Napa Valley College -- Trustee for 20 years Metropolitan Transportation Commission Policy and Advisory Council Napa Valley Transportation Authority, Citizens Advisory Council

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

Provide perspective, comment and a collaborative spirit to necessary decision and direction

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

A City that has grown with respect to its place in Agriculture, Transportation, Hospitality and Service to the residents and citizens of the world.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

Have worked in a myriad of environments in Agriculture; Transportation; Logistics; Marketing and as a small business owner throughout the world.

9. Please list two local references and their phone numbers.

Bruce Ketron, [REDACTED] Sally Sheehan-Brown, [REDACTED]

Supporting Documents

No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

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Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Michael J Baldini

How did you learn of this vacancy?



Newspaper



Internet/Social
Media



Other

If other, please clarify:

Family

Print

Councilmember Application - Submission #194986

Date Submitted: 12/20/2024

COUNCILMEMBER APPLICATION

This application for appointment is kept on file for two years and is a public document open for inspection and reproduction. However, addresses, phone numbers and email addresses will not be released to the public.

Please complete the application thoroughly. If you need more space for your responses, you may upload additional documents before submitting your application.

Applicant Information

Date:

12/20/2024

First Name:

Wilfred "Will"

Middle Initial:

A

Last Name:

Marcencia

Street Address:**Apt./Unit #****City**

Napa

State

CA

Zip Code

94558

Phone:**Work Phone:****Email:****Occupation:**

Entrepreneur

Employer:

Wine Down Media

Are you registered to vote in the City of Napa?

Yes



No

Length of residency in the City of Napa

7

Education**School:**

Loyola Marymount University

City & State:

Los Angeles, CA

Dates:

2002-2006

Degree:

Bahelor's

Area of study/major:

Business Administration

School:**City & State:****Dates:****Degree:****Area of study/major:****Community Service Experience****Organization**

Providence Community Health Foundation Napa Valley

Dates Served:

2020 - Present

Position:

Board President

Organization

Napa County Hispanic Chamber of Commerce

Dates Served:

2018 - Present

Position:

Board Member, Advisor

Organization:

di Rosa Center for Contemporary Art

Dates Served:

2021- 2024

Position:

Board Member

Required Applicant Questionnaire

Instructions: Please complete the following nine supplemental questions. Responses are limited to 3,500 characters each. If you need additional space, you may upload additional documents before submitting your application.

1. Please explain why you are interested in being appointed to the City Council and what you, as a councilmember, would offer to the Council and the community.

I am deeply committed to serving our community, and I believe I can make a positive impact on the challenges facing the City of Napa and complement the current strong leadership at the City. My goal is to ensure that Napa remains a place where businesses thrive, families flourish, and residents continue to enjoy the unique quality of life that defines our city. I would present additional new ideas, strong leadership, and a deep commitment to community. With a forward-thinking vision, I want to help create a Napa where growth is balanced with sustainability, small businesses continue to thrive with the right support, and every resident, especially our most vulnerable, has a voice in shaping the future. I am passionate about building a Napa that honors our rich history, while preparing for the opportunities and challenges of the next 20 years. Together, we can create a vibrant, inclusive, and resilient community for generations to come.

2. What strengths would you bring to the City Council?

I would bring a broad range of strengths to the City Council, including strong communication, problem-solving, and adaptability. However, I believe my collaborative leadership, commitment to equity, and focus on community engagement are where I can make the greatest impact in driving meaningful progress for our city. Through my corporate and volunteer experience, I've learned that collaboration yields the best results. Working with diverse groups of people has given me the ability to build consensus, listen actively, and understand differing perspectives. Currently, as the President of a non-profit I am navigating a Joint-Venture, applying my skills in both short-term and long-term problem-solving to analyze complex issues and make well-informed decisions with what we currently know. I'm particularly committed to ensuring that all voices are heard, especially those from historically underserved or marginalized groups—such as the Hispanic and the aging population—who often don't have a seat at the table. With nearly 20 years of corporate experience and over 10 years serving on Boards of profit and non-profit organizations, I am confident that my strengths will help us move forward with Council priorities, the General Plan, and the City Budget to create solutions that serve everyone in our community.

3. Name three things the City of Napa is doing well and three things the City of Napa could do better.

The three things the City of Napa is doing well is having trust set in with the community, the Economic Development Division's efforts, and the liveliness of Downtown Napa. I want to congratulate the City for the passing of Measure G, even with strong opposition. This is a clear testament to the trust that Napa residents have in their city government. It demonstrates a shared belief in the City's leadership and commitment to investing in our communities' future. Secondly, the City's Economic Development Division's Core Programs are working to strengthen the City's traditional business sectors and also help diversify the city's economy. Thirdly, the vibrancy of Downtown Napa, as the hub of the city, is a place of pride for locals and a draw for tourists. I enjoy spending time in Downtown, as well as seeing tourists and taking my out-of-town guests to experience Napa in a safe and pedestrian-friendly environment. The main things that the City of Napa could do better is tell their story more, diversify its local economy and improve its housing supply. Napa has made remarkable strides in improving its public infrastructure between paving, sidewalk and pothole repairs, and many other Public Works projects. These all enhance the quality of life of residents, visitors, and support local businesses. While this work is in full effect, the community may not be fully aware of the scope or why they are being prioritized in a certain way. I believe that by additional effective communication of Napa's successes, the City can help its residents feel more connected. Napa has a great story to tell. Also, on controversial issues, there is always a side who feels that they lost, whether it's because a project they were opposed to was approved, or the passing of Measure G. It's important to keep those parties engaged as well. I think my strong communications background can help the City do this. One thing I would love to hear is a podcast that features city staff talking about hot topics in a more casual way, than perhaps a City Council meeting. How does "Napa CityTalks" sound to you for a podcast (title can be a work in progress)? I recently attended the Napa Chamber of Commerce's Economic Outlook Conference, and I was astonished to see the actual dependency the local economy has on the wine and tourism sectors. I am optimistic that with the great work of the Economic Development team, we can attract new businesses to look at Napa as a location for their operations. Napa is not immune to needing more housing, including affordable housing. It's reassuring that the City was able to meet its share of the Bay Area's Regional Housing Needs Allocation (RHNA), per the 2023-2031 Housing Element of the General Plan it adopted. I know that if this continues to be a priority, the City of Napa will keep tackling its limited housing supply.

4. Please describe what you believe are major concerns of the City of Napa residents and businesses. What could we do better to meet these concerns?

Traffic safety and homelessness are the major concerns of the City of Napa residents and businesses. I am glad to see that the number of individuals experiencing homelessness in Napa dropped by 18% between the point-in-time counts of 2024 and 2023; however, it is still a major concern. The City needs to continue working with Napa County and non-profits to get people housed or give them the proper services they need. Traffic safety is also a major concern with people I talk to, and for my family as well. My family and I like to walk a lot, and I constantly see cars that are driving at levels beyond speed limit or taking red lights. It's reassuring to know that the Neighborhood Traffic Calming Program has been developed. Also, I know that Napa Police does social media outreach, but I would like to know if the people seeing the message are the ones who are causing these concerns, and make sure we are talking to the right audience.

5. Explain your current and past community involvement and/or service on City, nonprofit, or public boards, committees, task forces, or commissions, and how this has contributed to the City of Napa community. Address its relevance to the position of City of Napa Councilmember.

I am currently the Board President of Providence Community Health Foundation Napa Valley (PCHFNV), formerly Collabria Care. We provide end-of-life services, such as Hospice and Palliative Care, to community members and grief support to surviving loved ones. By supporting aging residents to remain in their homes for as long as possible, PCHFNV helps prevent unnecessary hospitalizations and nursing home placements, allowing seniors to age at home with dignity and remain connected to their community. This organization also helps reduce health disparities and ensures that all members of the community, regardless of their income, have access to quality care. Through my involvement, I have gained valuable experience and knowledge to a vulnerable population, community health and senior services, and nonprofit governance. I am also a Board Member Advisor with the Napa County Hispanic Chamber of Commerce organization that I have been serving on since 2018. As a Board Member, I have a deeper understanding of the needs Napa's Hispanic business and community that can I directly convey as a Napa City Councilmember. I have also been on the Boards for di Rosa Center for Contemporary Art and the Friends of Napa County Animal Shelter. I am also a member of Sunrise Rotary and a graduate of Leadership Napa Valley. Each of these roles brings unique strengths to my leadership and community engagement, such as cultural development, long-term city planning, animal welfare advocacy, building partnerships, and higher awareness on local issues.

6. What do you wish to accomplish during the appointed term as a City of Napa Councilmember?

During my appointed term, I aim to be an active and engaged member of the current leadership team, contributing constructively to decision making process that are in line with the City of Napa General Plan and the Council's priorities. My main goal is to offer thoughtful and constructive feedback that helps ensure that the policies are representative of the entire Napa community, not just District 1. As a Councilmember, I will focus on asking the best questions that promote transparency, inclusivity, and challenge assumptions. Napa is a vibrant, diverse community, so it's important that initiatives reflect the values and needs of all residents. Ultimately, my goal is to work with fellow Councilmembers, City Staff, and the community to, as previously mentioned, create a vibrant, inclusive, and resilient community for generations to come.

7. Twenty years from now what would the City of Napa look like with the vision you have for Napa?

Twenty years from now, I envision that the City of Napa is a vibrant, sustainable, and inclusive community that has the right "blend" of its rich cultural heritage and natural beauty with forward-thinking solutions of mixed-use developments, sustainable agricultural practices, and diverse businesses filled with innovating practices. It is a safe city with even greater walkability, enough parking for those who wish to drive, and still an attractive tourist destination being called by the arts and nature and the charming hospitality of the wine and culinary experiences that you cannot get anywhere else in the world. Napa's uniqueness and magic would have stayed the same, but it is even a more dynamic and resilient safe, suburban hub - the perfect mix of the past and the future coexisting.

8. Please provide any additional information or comments which you believe will assist the City Council in considering your application.

Thank you for your time and consideration. I am truly honored by the opportunity to serve and committed to contributing to the growth and well-being of this amazing community.

9. Please list two local references and their phone numbers.

Jill Techel, Former City of Napa Mayor: [REDACTED] Liz Alessio, Napa City Councilmember and Napa County Supervisor Elect: [REDACTED]

Supporting Documents

No file chosen

Feel free to upload resume or any additional supporting documentation you would like to include in the public record.

Applicant Signature

Note: Appointee will be required to take an Oath of Office and are subject to filing a Statement of Economic Interest.

Electronic Signature Agreement

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Additionally, by signing this application you declare, as follows:

That you are a United States Citizen, 18 years or older, a registered voter at the address provided above, and a current resident of the City of Napa.



I agree.

Electronic Signature

Wilfred A Marcencia

How did you learn of this vacancy?

Newspaper



Internet/Social
Media



Other

If other, please clarify:

Friends, Radio