

SUPPLEMENTAL REPORTS & COMMUNICATIONS
Office of the City Clerk

City Council of the City of Napa
Regular Meeting

April 2, 2024

FOR THE CITY COUNCIL OF THE CITY OF NAPA

AFTERNOON SESSION:

SUBMITTED PRIOR TO THE CITY COUNCIL MEETING

5. CONSENT CALENDAR

5.H. Streets Paving Program, Budget Adjustment FY24

- 1) Email from Maureen Trippe, Slow Down Napa, received on April 2, 2024.

6. ADMINISTRATIVE REPORTS:

6.A. Financial and Economic Indicator Update, Q1 2024

- PowerPoint Presentation from Robert Eyler, PhD

6.C. Conceptual Parks Projects Discussion

- PowerPoint Presentation from Staff

SUBMITTED DURING THE CITY COUNCIL MEETING

4. PUBLIC COMMENT:

- 1) Written communication with two handouts from Dalton Piercey received on April 2, 2024.

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From: [Maureen Trippe](#)
To: [Clerk](#); [Julie Lucido](#)
Cc: [Joyce Stavert](#); [Daniel Harder](#); [James Rosen](#); [Richard Tippitt](#); [Katrina Cho](#)
Subject: Please include with Agenda Packet for City Council
Date: Tuesday, April 02, 2024 11:05:40 AM
Attachments: [Staff Reports Details \(With Text\).pdf](#)

[EXTERNAL]

To: Napa City Council

Re: Agenda Item 5H* Streets Paving Program, Budget Adjustment in the Streets and Sidewalks Fund, increasing expenditure budgets by \$850,000

Items on the City Council Consent Calendar are easily brushed aside. An increased expenditure of \$850,000 for street and sidewalk paving is enough to get my attention.

There's no question that our roads need attention, but this is not just about fixing the pavement. Napa residents suffer from the disruptive effects of heavy traffic in their neighborhoods. It impacts their quality of life. While road repairs might seem like progress, they are merely temporary fixes that neglect the real issues at hand.

There are two things that concern me about the \$850,000 increased expenditure:

1. Accountability: Last March there was a \$500,000 advance of funds for paving projects because Public Works was ahead of schedule. Perhaps an adjustment of \$850,000 is a routine budget practice that happens annually in March, but I see a pattern and a \$1,350,000 red flag.

2. Inefficiencies: While this may well be a necessary spend, how can we look at spending MORE money on paving projects without talking about the **efficiency of integrating traffic calming evaluations into expensive street repair and maintenance projects?** Identifying low cost traffic calming measures during the planning phases of paving improvement projects would be thoughtful, strategic and intentional.

We have pushed, prodded, watched, researched, written, and called out Public Works for 4 years, yet we see no initiative to fold traffic calming into their paving maintenance programs in our residential neighborhoods. They will not take the initiative unless they are directed to do so by Council. It is time for the City Council to insist on integrating traffic calming measures into routine street and paving improvement projects. Please consider this request.

These need not be elaborate traffic calming engineering evaluations. We are asking for a thoughtful look at our neighborhoods. Does this street warrant traffic calming measures before we begin paving? Yes or No? If yes, what measures are suggested? Is a Quick Build test with low cost measures an option? Can it be done on a modest budget?

We are missing an opportunity to improve the quality of life for Napa residents. We are patching up the holes - we aren't making neighborhood improvements. Thoughtfulness does not cost money.

Before we spend another \$850,000 on paving, let's insist on initiative, strategic planning, and thoughtful leadership. Let's shift our attention to the root problem and work towards creating lasting changes that truly enhance the lives of our community members.

Thanks for your consideration,
Maureen Trippe
Co-Founder Slow Down Napa



*Staff Report:

<https://napacity.legistar.com/ViewReport.ashx?>

[M=R&N=Master&GID=602&ID=6604581&GUID=2806F26A-349F-48A9-9080-B7BA42752351&Extra=WithText&Title=Staff+Reports+Details+\(With+Text\)](https://napacity.legistar.com/ViewReport.ashx?M=R&N=Master&GID=602&ID=6604581&GUID=2806F26A-349F-48A9-9080-B7BA42752351&Extra=WithText&Title=Staff+Reports+Details+(With+Text))

City Council Regular Meeting
4/2/2024
Supplemental - Item 6.A.
From: Robert Eyler, PhD

CITY OF NAPA: DASHBOARD CITY COUNCIL PRESENTATION

NAPA, CA

APRIL 2024

Robert Eyler, PhD

President, Economic Forensics and Analytics Inc.

Professor, Economics, Sonoma State University

eyler@econforensics.com

Core PCE Prices, 2007 to 2026 and beyond: Rates to Start Falling?



Notes: FOMC projection is the median, range, and central tendency for Q4/Q4 percent changes, from the December 2023 meeting. Red dots indicate median projections. Core PCE Price Index excludes expenditures on gasoline and food services.

Source: Bureau of Economic Analysis & Board of Governors via Haver Analytics

To consider:

When will rates fall and how far?

Will we “soft land”, and what does that look like?

Federal Reserve Philadelphia

Forecast, Survey of Professional Forecasters



These data are from February 2024

Bottom Line: jobs growth should begin to fade as consumption slows with continued interest rates levels and lower savings levels, recession less likely to be declared

Real GDP (%)

Unemployment Rate (%)

Core PCE Inflation (%)

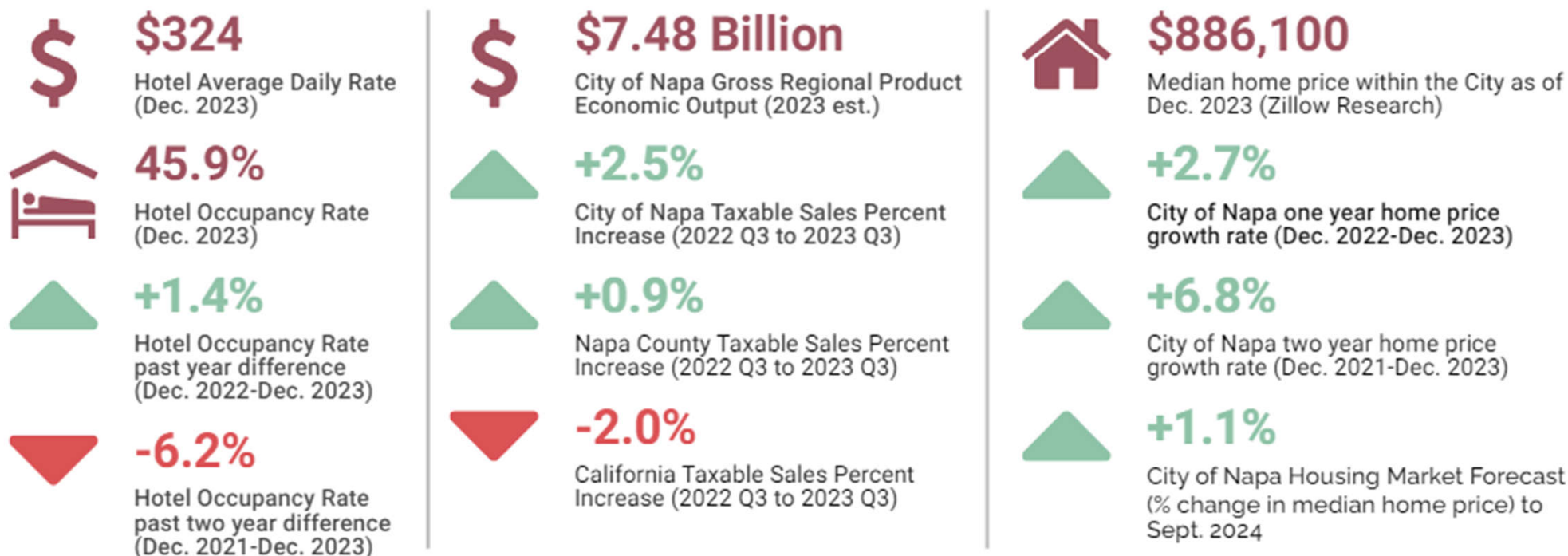
Annual data (projections based on annual-average levels):

	Previous	New	Previous	New	Previous	New
2024	1.7	2.4	4.1	3.9	2.4	2.1
2025	1.8	1.8	4.2	4.1	2.1	2.0
2026	2.1	2.2	4.0	4.1	N/A	2.0
2027	N/A	1.7	N/A	4.0	N/A	N/A

Napa at a Glance: end of Q4 2023



The City's Economy at a Glance



Labor Market: Napa Residents, Monthly Jan 2019 to Dec 2023

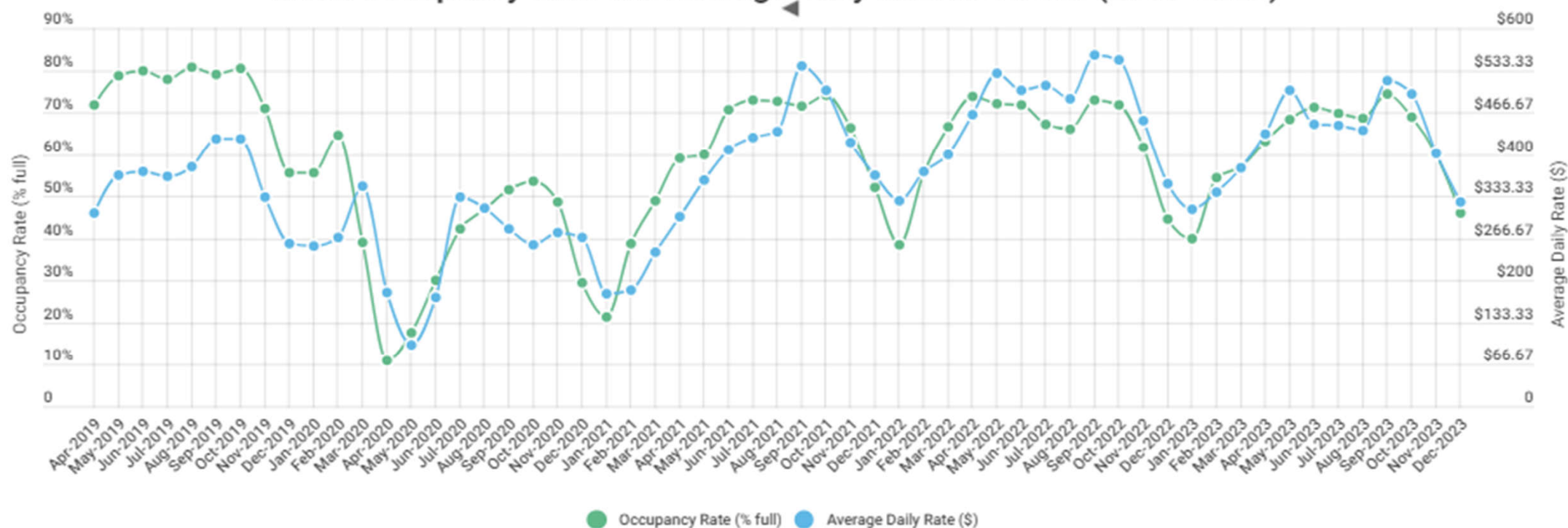
Labor Force and Napa Residents Employed (2019-2023)



Source: California EDD and Bureau of Labor Statistics. Seasonally adjusted.

Occupancy Rates and Average Daily Rates Napa, April 2019 to Dec 2023, Monthly

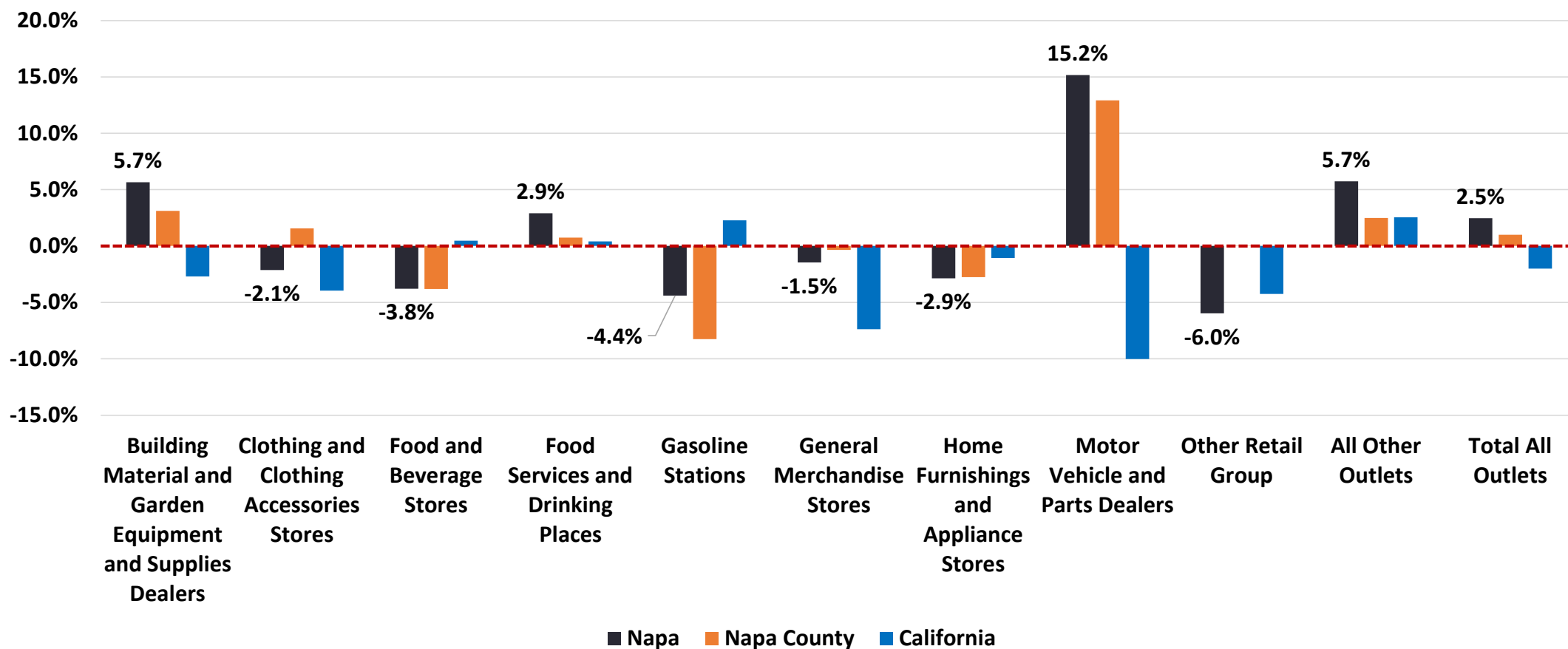
Hotel Occupancy Rate and Average Daily Rate in Dollars (2019-2023)



Source: Smith Travel Research

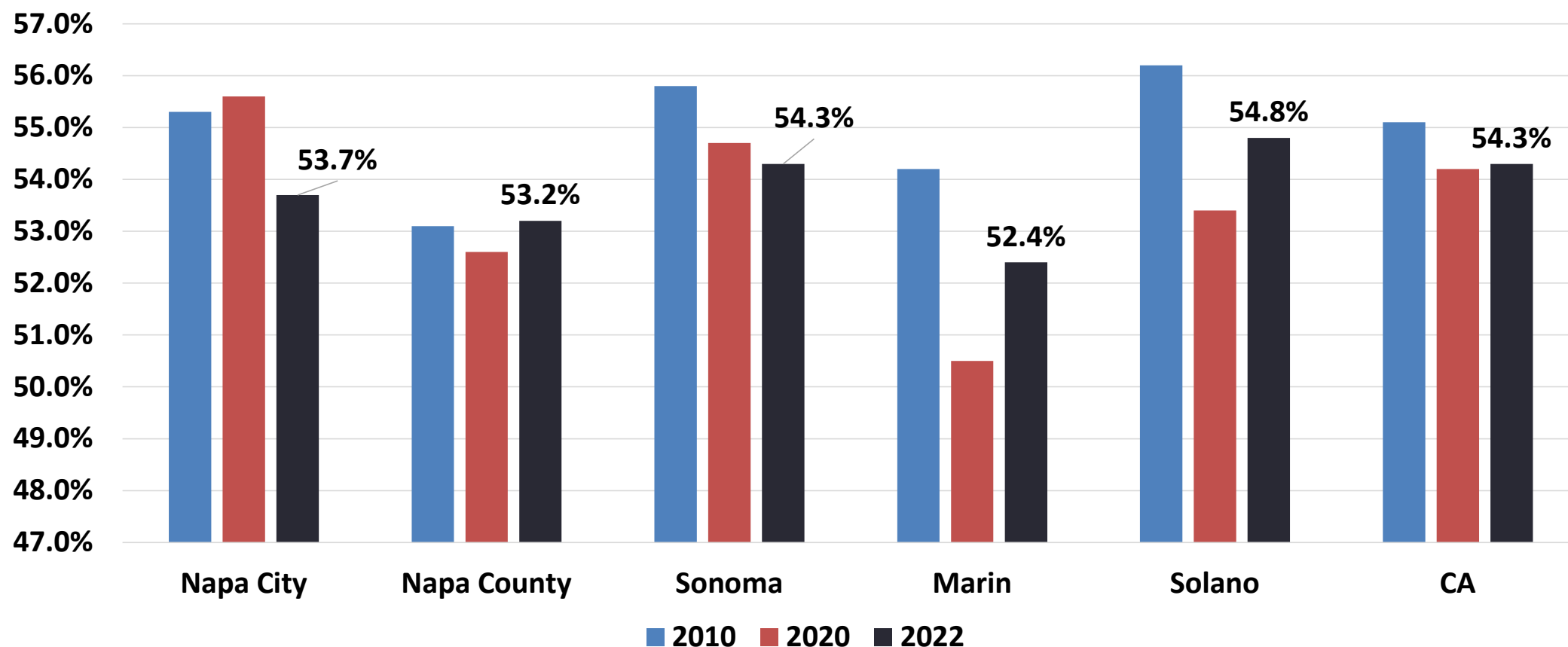
Taxable Sales, % Change from Q3 2022 to Q3 2023

Current Dollars, Napa, Napa County and California

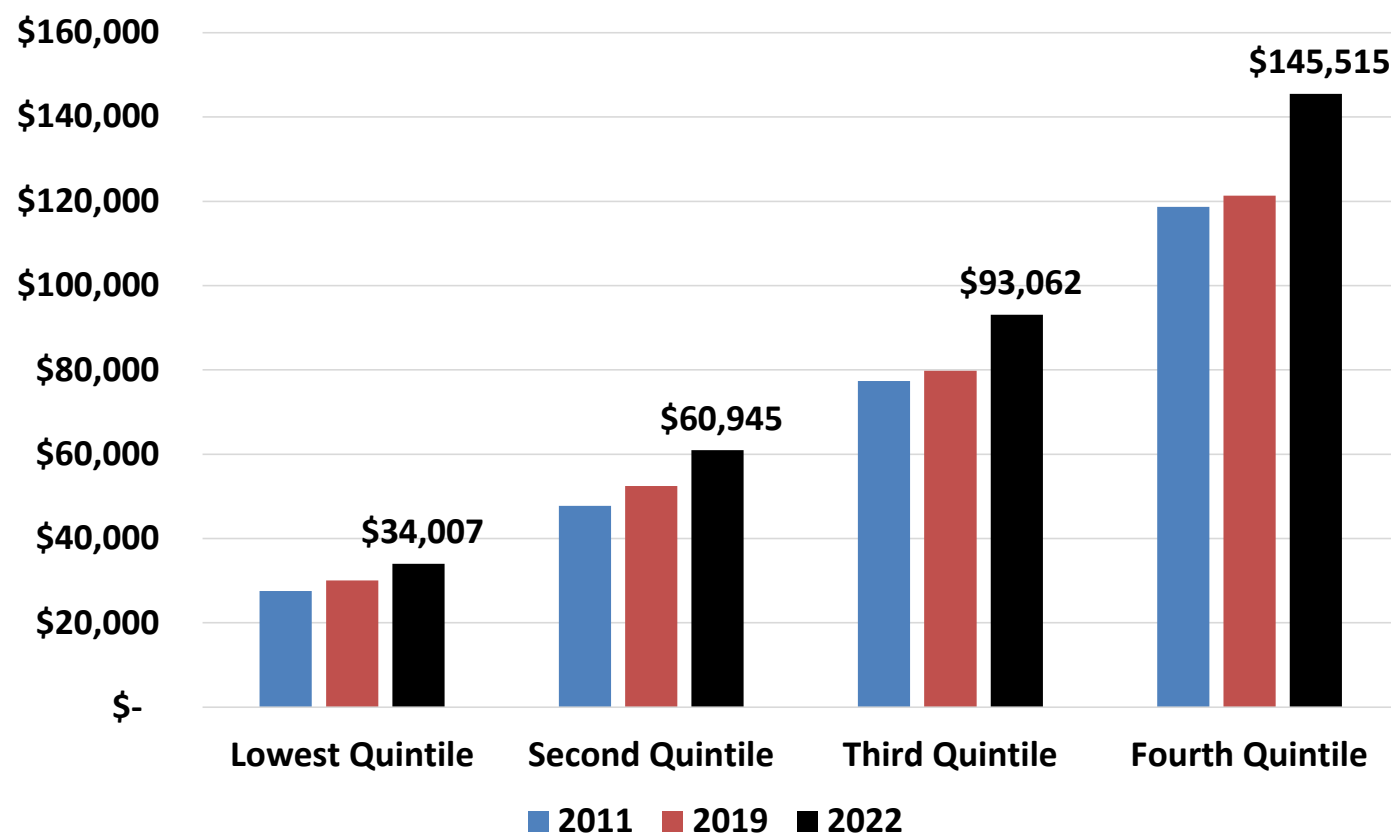


Source: California Dept of Tax and Fee Admin (CDTFA)

Rental Housing Burden, % of Renters that Pay 30% or More of Monthly Income for Rent, 2010, 2020 and 2022, Current Dollars



Income Quintiles: Threshold Income Levels, 5-Year Averages, 2011, 2019, 2022, 2011 Dollars



Median Household Income:

2011 = \$62,642

2019 = \$64,597

2022 = \$77,071

Living Wage 2023: \$46.17

MIT Living Wage Calculator
Per Adult, Household with 2
Adults and 2 Children

City of Napa: Economic Development

- Elections to be the dominant theme in 2024, mixed with geopolitics
- Interest rate watch: expect some movement down by late summer, early fall
- Jobs: will there be any real changes?
- Housing: lower rates may affect demand somewhat, really about existing units coming up for sale
- Tourism: 2024 likely similar to 2023 given mix of headwinds and tailwinds

City Council Regular Meeting
4/2/2024
Supplemental -
Item 6.C.
From: City Staff



Conceptual Parks Projects Discussion

April 2, 2024

Future Conceptual Projects

This discussion aims to provide City Council and the public with preliminary research of the anticipated processes, resource allocations and the estimated budgets related to each of these projects for further consideration.

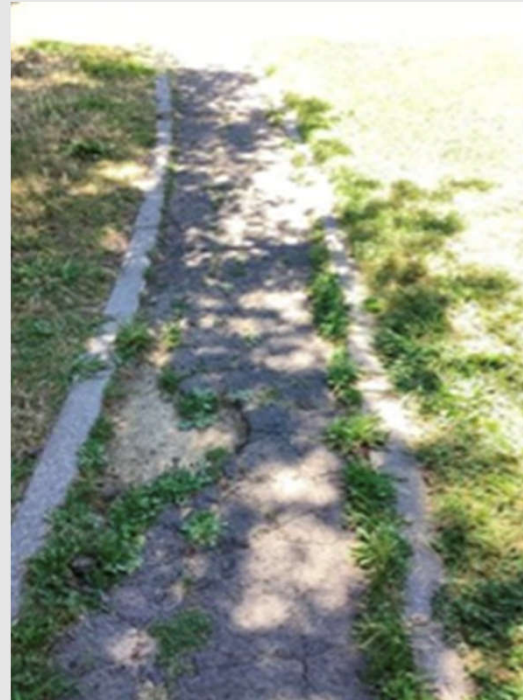
- Amphitheater at Kennedy Park
- Sports Fields at South Jefferson
- Spray Ground (“Splash Pad”)
- Dog Park(s)
- Cradle Basket at Oxbow Commons



Current Work Plan

The Department is currently managing over \$4.2 million in park capital projects to be completed over the next 15 months.

The FY2023-25 workplan addresses high priority replacement of various park infrastructure identified as “failed” or “poor” in the 2023 Park Conditions Assessment.



Five-Year CIP Program

The operating budget and Capital Improvement Program (CIP) serves as the official mechanism to organize and prioritize capital projects for all City departments. The Five-Year CIP Program takes available funding and staffing resources into consideration.

The Five-Year CIP Program includes over \$156m in Citywide projects, including \$2.95m in projects slated for City parks.





Conceptual Park Project

AMPHITHEATER AT KENNEDY PARK

Amphitheater at Kennedy

Project Description:

New City amphitheater to support live music productions

Projected Budget Range	Over \$3 million (dependent on overall scale)
Previous Planning Efforts	Small-scale amphitheater considered in 2015 Kennedy Park Master Plan.
Existing Uses in City's Parks System	<ul style="list-style-type: none">• Amphitheater at Veterans Park• Temporary stage in Oxbow Commons for limited event series

Amphitheater at Kennedy

Anticipated Planning Steps:



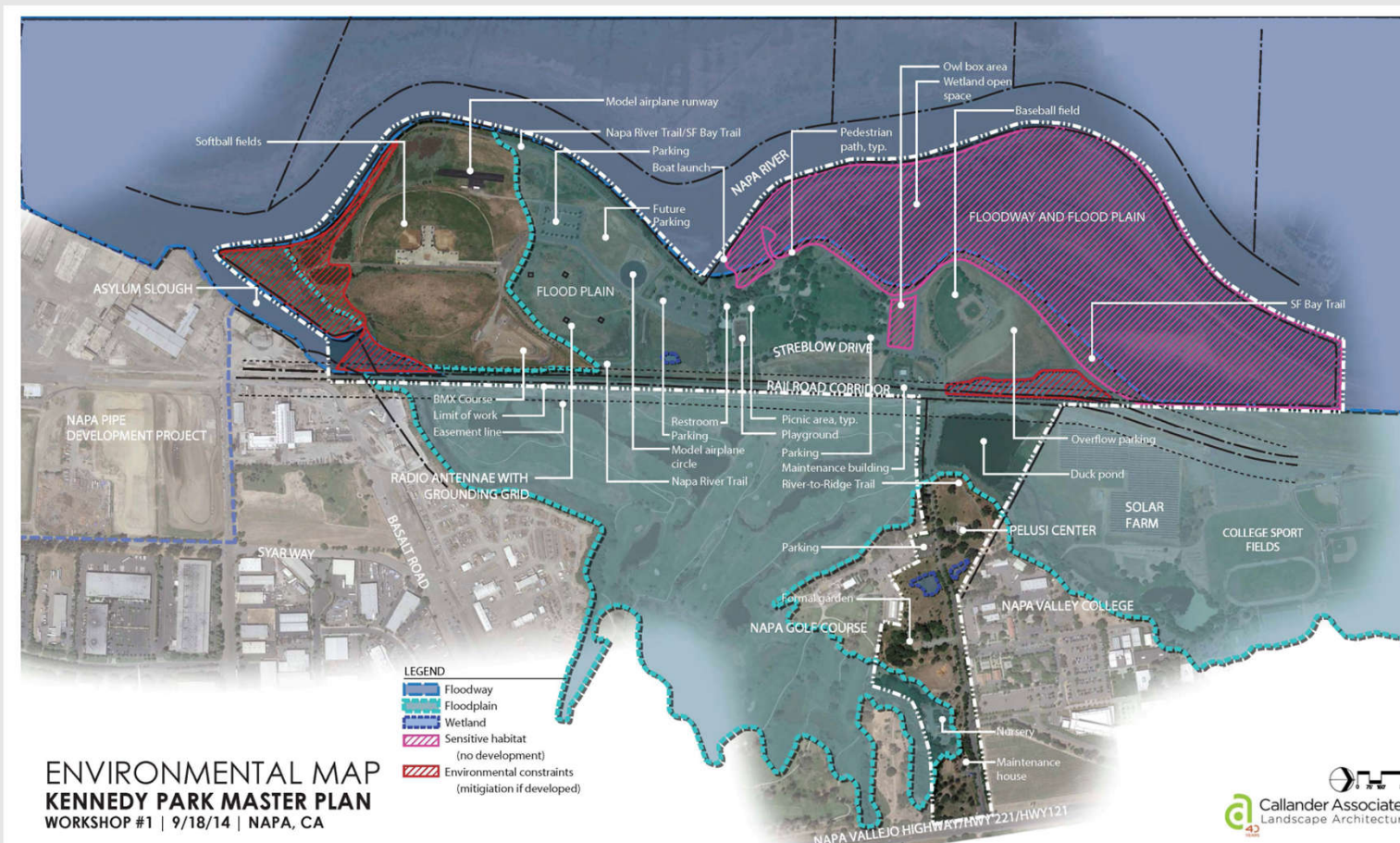
- Site Selection / Revisit Park Master Plan
- Analyze Feasibility & Define Scope
- City Budget Processes
- Conceptual Design & Community Input
- Design Development
- Environmental Review
- Construction Documentation
- Project Bidding
- Project Construction
- RFP for Site Operator
- Ongoing Maintenance & Capital Investment

Amphitheater at Kennedy

Traffic and Safety

Environmental Impacts or Constraints

Existing Uses: Local Community Use & Existing Lease Agreements





Conceptual Park Project

SPORTS FIELDS AT SOUTH JEFFERSON



Sports Fields at So. Jefferson

Project Description:

New City sports fields at South Jefferson Park

Projected Budget Range	Over \$2 million per field
	Complex with 4-6 fields estimated at \$8-12 million
	Additional Costs: \$500,000+ for support facilities (restrooms, parking lot, concessions); ongoing capital and maintenance
Previous Planning Efforts	2004 South Jefferson Site Specific Plan for Sports Fields
	2010 Parks and Facilities Master Plan for Sports Fields needs
	2015 Kennedy Parks Master Plan (sports fields)

Sports Fields at So. Jefferson

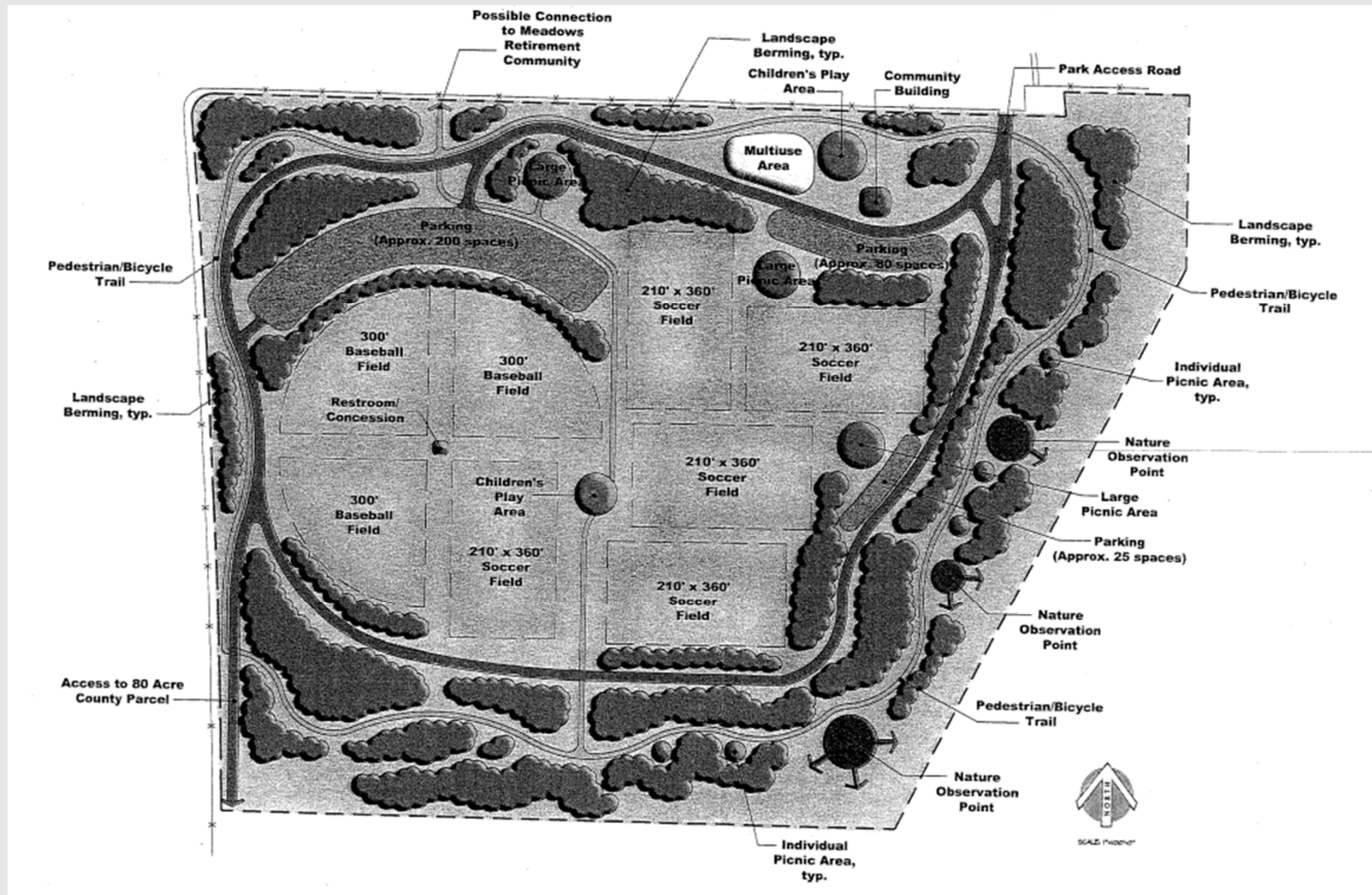
Anticipated Planning Steps:



- Analyze Feasibility of Natural Area / Environmental Considerations
- Annexation with Napa County LAFCO
- Site Selection
- City Budget Processes
- Conceptual Design & Community Input
- Design Development
- Environmental Review
- Construction Documentation
- Project Bidding
- Project Construction
- RFP for Site Operator
- Ongoing Maintenance & Capital Investment



Sports Fields at So. Jefferson



Conceptual Design August 2004

Sports Fields at So. Jefferson



Conceptual Design Submitted by Napa United

Sports Fields at So. Jefferson

Considerations:

- Requires legal action to provide permanent development rights (not within City Limits)
- Previous planning efforts abandoned citing environmental concerns
- Classified as a Natural / Open Space Park in GP 2040

6. South Jefferson Park, comprised of 57 acres of land located at the southern end of Jefferson Street, is anticipated to contain trails and a nature education center to increase local nature access for residents while preserving the open space and natural habitat that currently exists on the site.

Alternatives:

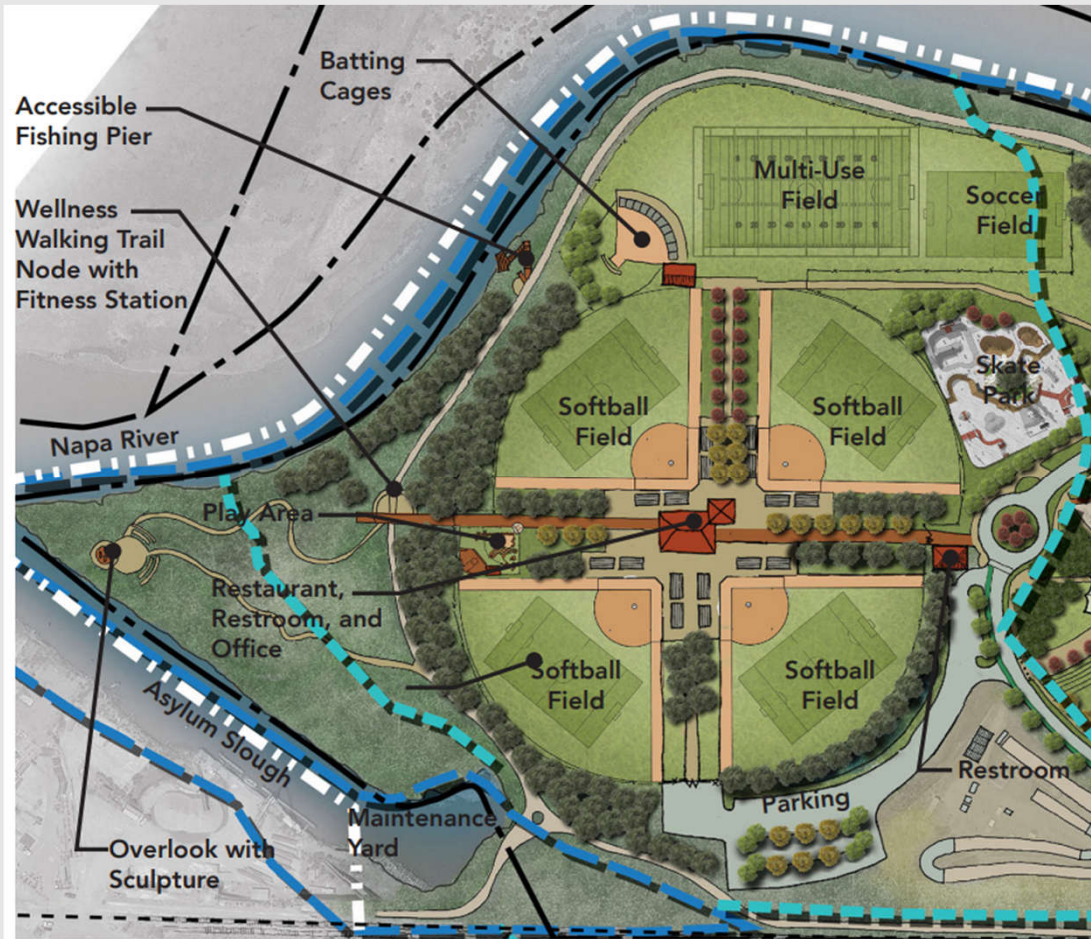
- Kennedy Park Master Plan identifies space to create an additional (2) new competitive sports fields; supporting facilities (such as restrooms and parking lots) already exist
- Consideration of other Community Parks

Community Parks & Facilities

Community parks are larger parks that provide both active and passive recreation opportunities that serve the entire community and often visitors from around the region and beyond. Typically, these sites are designed for active recreation, supported by facilities such as sport fields, outdoor courts, skate parks, and recreation centers.



Alternative: Kennedy Park



Kennedy Park Master Plan

Master Plan Includes:

- 2 additional softball fields
- New multi-use field
- Reconfiguration of Babe Ruth Baseball Field

Alternative: Kennedy Park



Kennedy Park Master Plan



Conceptual Park Project

SPLASH-PAD

Splash Pad

Project Description:

Addition of a splash pad to an existing City park

Projected Budget Range	Over \$2.5 million
	Dependent on scale, water treatment system, and existing drainage and utilities.
Previous Planning Efforts	2010 Parks and Facilities Master Plan

WATER PLAY

Additional need for aquatics that is focused on water play is not met by existing facilities. The need for these types of facilities is more local and should be incorporated into a larger number of more distributed sites. Seven spray features or interactive fountains distributed across the community would provide a reasonable level of access for water play.

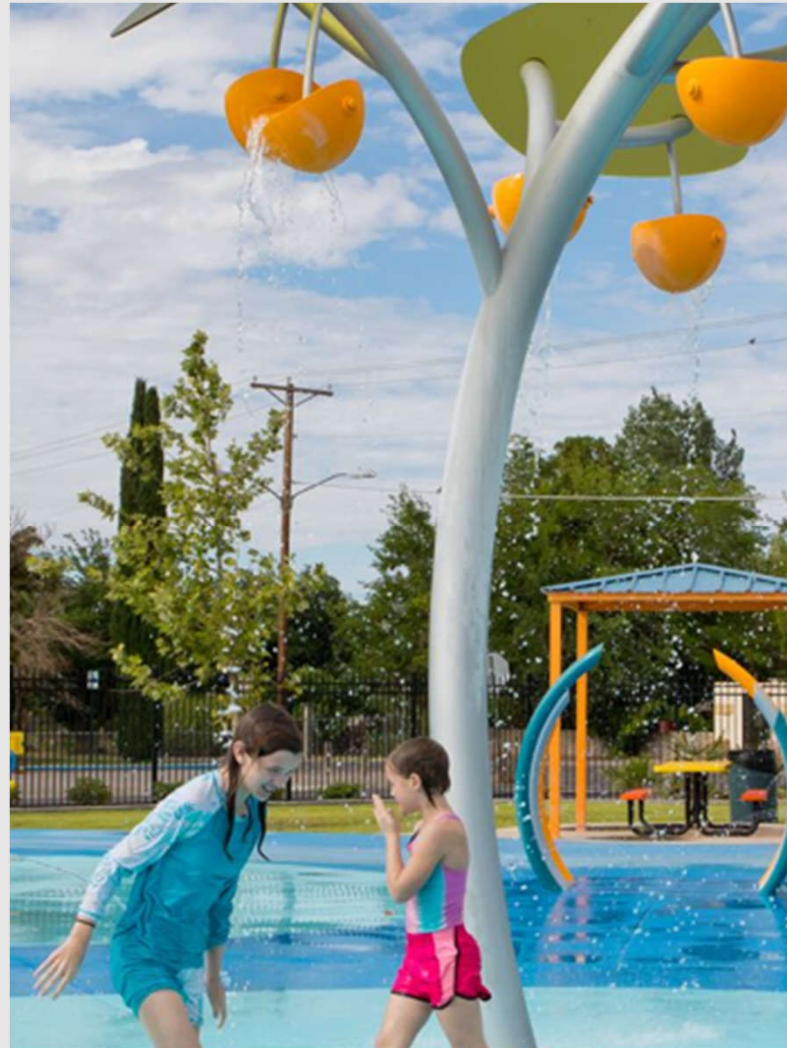


Splash Pad

Anticipated Planning Steps:



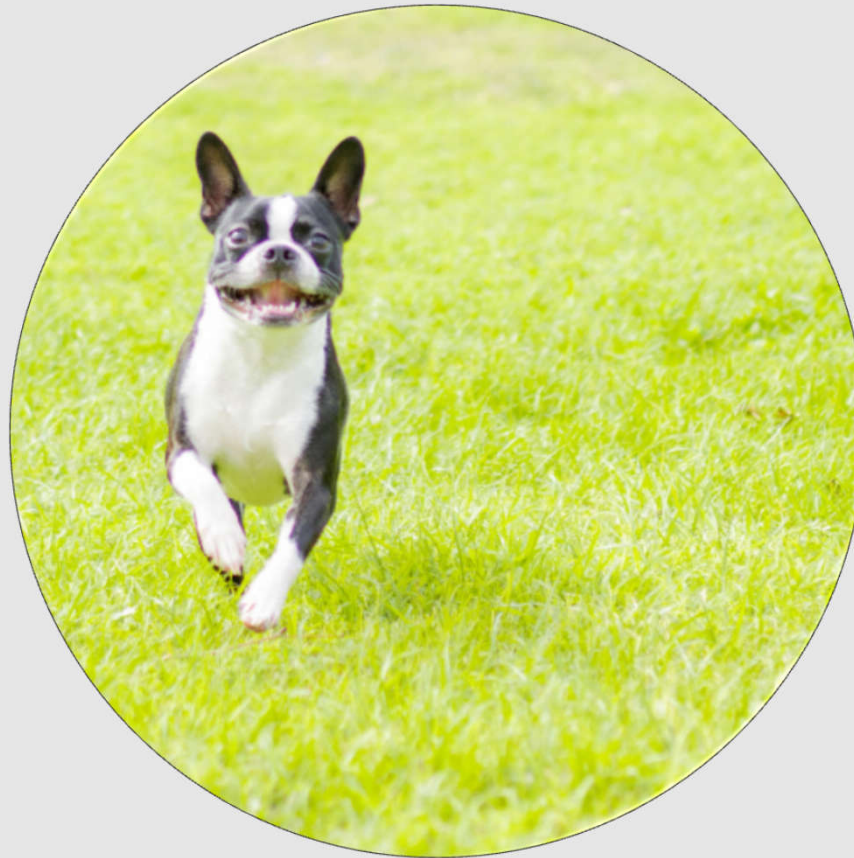
- Site Selection
- City Budget Processes
- Scope Definition & Community Input
- Conceptual Design
- Design Development
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Splash Pad



Site selection determines capacity to provide sanitary facilities to meet health code requirements and adequate parking & ADA access



Conceptual Park Project

DOG PARK(S)

Dog Park

Project Description:

Change in Use of existing City Park to accommodate Dog Park Use and construction of dog park facilities.

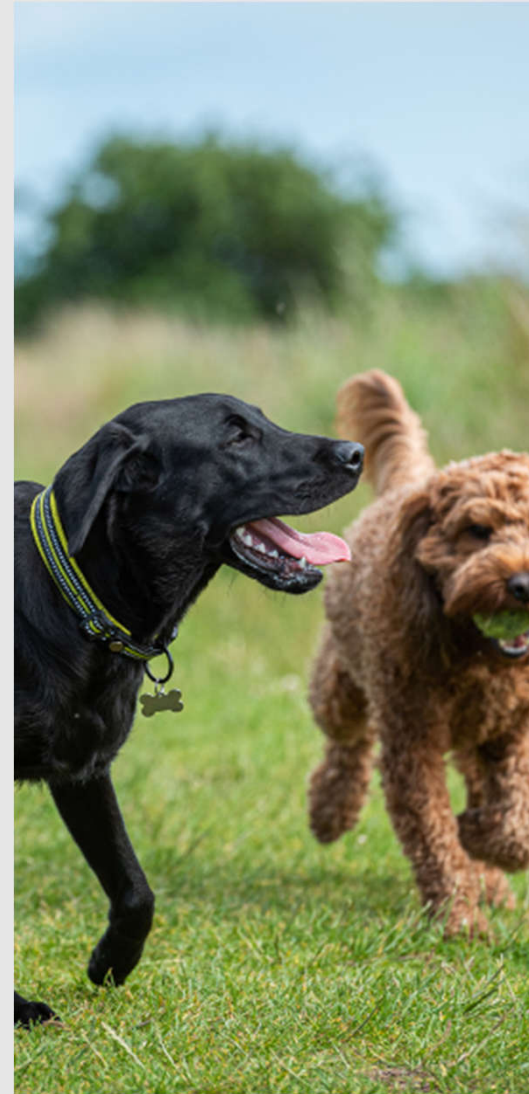
Projected Budget Range	Over \$500,000
	Dependent on scale and existing drainage and utilities.
Previous Planning Efforts	2010 Parks and Facilities Master Plan
Existing Uses in City's Parks System	<ul style="list-style-type: none">• Alston Park Off-Leash Dog Park• Shurtleff Park Off-Leash Dog Park• John F. Kennedy Park Off-Leash Dog Area



Dog Park

Anticipated Planning Steps:

- ★ • Site Selection
- City Budget Processes
- Scope Definition & Community Input
- Conceptual Design
- Design Development
- Environmental Review
- Construction Documentation
- Project Bidding
- Project Construction
- Ongoing Maintenance
& Capital Investment



Dog Park

Site Selection:

- Typical facilities ranging from one to three acres in size
 - Smaller spaces can result in overcrowding and conflicts
 - Larger areas can present management challenges
- Features include ground surfacing and landscaping, dog park amenities, drainage, utility infrastructure, concrete, fencing, site furnishings and adequate parking





Conceptual Park Project

CRADLE BASKET AT OXBOW COMMONS

Cradle Basket

Project Description:

Indigenous Environmental Learning Center (IELC) project along the Napa River Bypass.

Projected Budget Range		Over \$250,000
Previous Planning Efforts		None – community group initiative
Indigenous Tribes represented in the IELC	<ul style="list-style-type: none">• Miwok Tribe• Ohlone Tribe• Patwin Tribe• Pomo Tribe• Wappo Tribe	



Cradle Basket



Cradle Basket

Anticipated Planning Steps:

Coordination with the Project Director and the Napa County Flood Control District

- Detailed Design and Installation Plan
- Website Content Development and Review
- Negotiation and Execution of a Donation Agreement
- Review of Project Budget: Grants and In-Kind Donations



Future Conceptual Projects

- Amphitheater at Kennedy Park
- Sports Fields at South Jefferson or Alternative
- Spray Ground (“Splash Pad”)
- Dog Park(s)
- Cradle Basket at Oxbow Commons



Capital Improvement
Program



Discussion & Direction to Staff



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Dalton J. Piercey

Address to the Napa Administration & City Council April 2nd, 2024.

I would like to speak and not be stopped or interrupted with questions so that I may have full access to my time I am allotted to address this council.

After researching and reviewing the financial reports in concern of the Cities economic gains and success, I realized that there is a unfair standard set for the Friday Night Concert. As I am the individual whom created the event I was capable to facilitate 168 concerts on Friday Night at Veterans Park for the community of Napa. I received a very modest sum of monies. Yet those sums were used to insure the event on my behalf and those many musicians that came and performed for free. As well the individuals whom volunteered to work the event. I never received a dime for my effort and was offered a full dose of personal political attacks from key members in the downtown arena. Also, never acknowledged as the creator. However life rolls on. I would like to point out that I have reviewed the new revamped Outdoor Amplified Sound Permit and the Special Events Applications. Based on my research, my experience and knowledge of our music Industry Scene here, the administrative standards set forth in these forms have stepped our local music culture back 35 years to the days of old for which I experienced as a musician coming up in the community pursuing the passion for the live performance of music. I will offer more commentaries at a later date on those subjects.

My address to you. Is to offer that the music in Veterans Park on Friday Nights is a beloved event by the community. And to weigh a heavy financial burden on those seeking to facilitate the event is unfair. I had use of the park for free for 168 concerts. Maybe the use of the park should be free again. The City has published a Sales Tax Revenue of 269 million from the residents of Napa and that goes to the city. Veterans Park is a publicly owned community park and we see that the residents of Napa pay for it. So technically it is their park. The administrative specifics and expensive requirements of the Special Events Permit is in form obstructing the ability to have the beloved community event through the summer. Additionally local combo musician performers in turn are deprived of the opportunity to seek the live performance of music. Which as well abates local music as a cultural art form. I ask that we find a positive way to have the event return to the community for their enjoyment.

I have brought copies for you of my latest commentaries from my Napa Music Industry Publications. Musicians Are Not Vendors and Exposure Bucks Again? And the Same Ole, Same Ole. I would ask that you read them. You can reach out to me via my email for discussion. I seriously ask that you give attention to the publication Musicians Are Not Vendors. Which is another misconception I will address at a later time.

Thank You.

Napa Music Industry: Musicians Are Not Vendors....

Commentary By Dalton J. Piercey Original Publication 10-14-2022



Recently I have been involved in a conversation with some of the proponents whom are working for changes in the Downtown Entertainment District. When I discovered that there was a group I wanted to participate in at least one of their group meeting's. I was denied the opportunity.

The reasoning behind the denial was based on the classification that Musicians are Vendors. To whom made such classification is unknown. I do know that the discussion and change in planning involves Entertainment, Venues, Amplified Sound and Volume Levels (decibels). So these elements are major concerns for Professional Musicians working in the Napa Music Industry.

The concept for forming this planning group was that stake holders were those individuals that these elements would affect their businesses with positive change. Which that is true. It is a good change they are working for. However the problem that I bring into focus is the classification of Musicians as vendors a term used by the group and City Of Napa planning to exclude musicians as non-stake holders barring their attendance to working meetings. I suggest that is an error in description.

As an individual who grew up in our Napa community and became a musician here, I began performing music at O'Sullivan's when I was nineteen. And I have been in the tossing and turning Napa music scene for many years. I have kept track of all of the legislation by the City and the County in concern for the profession of music.

I was a part of the experience when Napa City Administration shut down the majority of music operating venues in town. We came to the edge of no music when Downtown was found to be dark from Main to Pearl, then dark all the way to School Street for ten or more years. So I have knowledge, experience and most importantly the history of the music ups and downs in our Napa Town. What I know and understand can benefit others.

Many years ago I can remember discussing the music landscape with individuals involved in the downtown music affairs and business. In general they remarked that their perspective of music and musicians in downtown was a hokey pokey music scene. And that political atmosphere did effectively work for them in contracting cheap acts. Get my point?

Unfortunately the many years of narrow minded views for musicians in our community has culturalized a perspective about and for Napa musicians. And again unfortunately through my experience of creating, organizing and producing the music in Veterans Park I was exposed to that political insanity. So the cultural perspective was proved to me and others to be bonafide.

Further, most recently I was attempting to break some ice with a City Council Member on this subject when objectively the conversation was changed to my making the council member late for a musical jam session. I concluded in my own thoughts that the council member had a more narrow and minified perspective of music and musicians more than I did. Which proposes I ask the question; is there more individuals that think this way?

During the beginning of the Music Concerts in Veterans Park and into the season, my professional association (not a union), The Napa Musicians Performance Guild sought to join the Downtown Merchants Association.

At one point in the quiry we were told we could join the DTMA if we obtained a mail box address in Downtown. We did so and returned to the DTMA meeting in positive character to announce our accomplishment requesting to join once more. We were denied membership. One merchant member inquired with the board as to why? The answer was that we could not join because now we needed a store front with a downtown address in which we conducted business.

So our concerts in Veterans Park were not considered to be a place where we conducted business? Soon after we discovered that there were two individuals at that merchants meeting whom had businesses that were outside of downtown. And yet they were members of the DTMA. Vendors providing transportation.

So here are some definition's of the term vendor. A person or company offering something for sale, especially a trader in the street. Such as a Italian ice cream vendor. A person or company whose principal product lines are office supplies and equipment. A legal definition here, the seller especially of property. While the term vendor is a very clean explanation for the selling of wares I just can't see it that way for musicians. Why so you say?

Because musicians are Artist's. There is a cultural blindness in our community. I found that many individuals I have talked with about musicians they see us as people whom play insturments as a pastime and a hobby. An event in mid age where we are never too late to re-ignite that high school band. Some see musicians as individuals that are present just personally for them. Then the music act becomes a Jute Box and the audience constantly pumps the quarters in the slot.

Also there's the family relative thing and that too is labeled a hobby. The musicians in the band you see are the superstars of the next open mic and so on, etc. Many a local musician will bathe in the adoring supporters giving them a star identity in our little music fishbowl. Local popularity is wonderful and many of a local musician will vie for that crown. Even I did so through the years but things changed for me in college and as well my adventures outside of Napa Town. I came to a higher perception and view of musicians and music art. We are the same as visual creators of Art. Though our tools are instrument's, stage and performance techniques.

Here I reveal the difference between myself the local guitar carrying bar hopping gigging troubadour and the change to a professional musician. It is through the Art of Performance Techniques For The Musicians Stage. From that experience I learned of skills and traditions in the art of music performance. Also I have been blessed over the years since my childhood days to have musicians that I have known tell me the sacred beliefs and traditions for our creed, musicians.

The Performance Techniques I speak of were offered at Sonoma State University by instructor Warren Kahn. Warren was accepted at Juilliard New York at the age of fourteen. A prodigy virtuoso classical concert pianist. Warren learned those technics and skills at Juilliard. Then instructing students at SSU. He discussed an interesting experience from 1963 when a chair was bought into the class for an observer. The sign on the chair said Barry Gordy. So you may conclude that the Motown acts learned of the techniques to bring their performance to a greater and more sophisticated level of performance on the Musicians Stage. The swishing of the Supreme's flared slacks just didn't happen. It was mean't to be that way for example.

This is why the majority of music acts during the 1960's and forward evolved such a high mark of performance excellence. For there was a concept, theme and idea behind what would provide a musical and visual perception to the audience. And the elements intertwined to foster a developed pathway of interaction with the audience. Elvis in Vegas ring a bell?

Should you desire to learn these skills and techniques: Get other musicians together and I will do a workshop. Then as musicians locally we will begin to glue together a level of communication and structure for which we can all hold in common. Please consider it? That is the common thread we need.

I have been around concerts since the age of eleven. Sweeping floors. At twelve I swept floors and helped with the chair racks. At thirteen I wrapped cables and chords and wiped down audio gear. At fourteen I was a stagehand and worked under the Monitor Guy. The monitors for the PA for the bands that were performing. As I was exposed to touring musicians and stage crews, I was told

and impressed by many traditions and sayings. During the late sixties and the early seventies. You may know these's or you may not know them. When working concerts, we work for the Spirit Of The Concert. The Stage is Scared. A light is left on the stage through the night to invite those whom performed on the stage to return and do so again. As musicians we honor the stage in spirit for the many musicians through human time that performed for all sorts and types of audiences. Many musicians may have of the past as well found themselves strumming Joy and Happines and/or displeasing King's, Queens, Lords with Ladies and Barbarians too. Possibly, losing personal limbs and such as well.

Where ever we stand and perform that area is our stage. We come forward to present our thoughts, idea's, words and melodies to those who would listen. We quietly search for that individual while we are performing whom is having a difficult time. With that in mind we have prayer and hope that our music performance will reach them and touch them in such away it makes their life and their time better. We find that with a spiritual element in our hearts and minds our music will call upon Cecilia The Goddess of Music and she will come and embrace us in performance giving our music blessings and good tidings. With this we know that we have done the best we could to deliver music to humanity. For music is medicine for the human soul.

As musicians we accept that when we stand on stage and represent ourselves as musicians we represent all musicians. Knowing and understanding millions of individuals see all that we do and all that we say in actions, melody and music.

Now given all that, I have just offered how can we be defined under the legal definition of the term "vendor"? The legal definition here again, "the seller especially of property." Well you could say the selling of CD's is property. But what created that CD? Musical ART. Further, I have offered the flow of artistic comments in spiritual form. Philisophical form, also with Traditions having historical lineage to the art of performance. And then there is the obvious, hard work to create the art of playing an insturment. And finally the creation of the sound that makes a sound contributing to a song. Combined with other songs that deliver medicine to the human soul. I have to tell it like it is friends. Our dominant culture here in Napa made a characrization of musicians that is shallow. And in the process violates our Human and civil rights.

Dalton



Napa Music Industry: Exposure Bucks Again? & The Same Ole Same Ole....

Commentary By Dalton J. Piercey 3-8-24



Here is a long awaited publication to get caught up with everyone. So what is this recent posting in concern of ? Exposure Bucks Again? And The Same Ole Same Ole. I suggest that if you have not read Musicians Are Not Vendors, please pause your reading here and read that pdf publication first.

Lets continue. it was brought to my attention by a anonymous source that compensation standards in downtown for local musicians has now detracted backwards to a time in our music performance history where "exposure bucks" was the currency for which we were paid for our time and effort to perform. My source a very active musician gave me a run down of what the money climate was like in downtown Napa. However I must say playing for free has always been in my way how about you?

Now maybe it is because downtown venue owners believe the flow of visitors will slow down as we approach winter, maybe I say? If you have not noticed Napa is quickly becoming the mega music destination of the North Bay. Out of town musician friends have told me that they are always paid very well. Huh? Another friend of mine whom is plugged into downtown says the commerce is rolling so well very wealthy business operators are moving in. So simply the forecast calls for more cash. With a good boot upwards evolving a mountain of compensation for the efforts of all concerned in downtown. So why do the local musicians take a boot kicking to our wallets guarding our music butts? I can't make the answer easy for you or me and say it is just one thing.

Here is a number of concerning facts.

1. Some musicians are hobbyist's, part time percenters with day jobs and the live performance of music is a leisure activity for them. I have heard the many rationals for this such as hey I do this for fun, or it is my hobby and I have dreamed of doing this all my life and now I have a chance. Then there is the most recent slogan, It's never too late. Either, ayether or neither. As an individual you are choosing to follow the Passion for Live Performance Of Music. So if that is the case, once you realize it there are responsibilities to the creed of all musicians and we have traditions. I just offer a humble request that you take into account that there are Musicians in your community that are veteran performers and work music for a living. Please make an attempt to hold our traditions with respect for yourself and others. And you will be smiled upon by grumpy old guy's like me.

2. Then the lack of knowledge in how to get a gig. The most important thing to remember is to not let the insecurities of your inexperience overwhelm you and you then back down to accepting a compensation of exposure for your hard work. Offer that you require compensation for your service. If not, pass it up return later.

Regroup and strategize how you can gain the interest of the source that you want to have hire you to perform.

3. Most importantly, here is the crux. Napa has a long history of exploitation in the music business and towards musicians. There are so many forms of fraud, and exploitation that has surfaced here it would be futile for me to list as such. The best would be for you to seek me out and have a conversation of my many years and stories of operating as a professional musician in Napa. Understanding that the exploitation in point contributes to the next comment.

4. Negative reinforcement. The Napa circle is plagued with this dysfunction. I have learned and studied this problem that exist's in all of the music industry. Yet Napa is chronic. I have talked with my successful friends and acquaintance's in the music business. It is simply played off as gossip. However that is a simple cliché for a real epidemic problem that create's disunity.

It is for example that I talk down another musician or music act that is operating well and being successful. With the idea that I can circumvent their ability to continue to be successful in dominating the opportunities that are available in the music engagements that are offered. Exposing a "negative" to their ability to operate which results in a very detrimental attack on their character, reputation and skill in the music business. As a performing Music Artist. Unfortunately this negative reinforcement has a back slap in that as many tongue's wagging the trash talk about our creed as local musician's, the reputation of all in total is saturated with negative reinforcement. Over my time I have heard in plural that we are worthless no good trash. That is just one of the many examples. In truth there are some musicians that have earned that reputation for their actions. But not the majority of Napa musicians.

My friends in the music business offer that there is only one activity that counts for what you are, whom you are and what you do. That is the ability to rehearse your music act, deploy that music act to the stage and effectively entertain the people attending. And the ability to sustain that effort continuously. Most importantly what you have to give musically and what you have to say in your music

I believe I have overcome this bad habit of negative reinforcement through my many years of performing and the maturity to understand what it is exactly. But it is not an accomplishment of abolishment. But only a continued work as a professional. Because I know that what ultimately accounts for my success is those individuals that I perform for and with. And working towards the success of bringing to the stage my experience as a music artist.

5. In Napa we have lost a sense of tradition and unity. In That the experienced musicians work to help the younger musicians coming up. And the younger musicians with tolerance listen. By publication of this article I am here and willing to pass on the standards of Traditions I have learned, know and understand. Just of note I started working at concerts at eleven years old. Began my music career at nineteen years old earning my first dollar in the music business. There was tradition and unity in those days. In today's Napa Music Scene we have clique's. Who likes who, whom does not like who and so on and so on, etcetera.... Yes that is a part of negative reinforcement.

6. Lastly slogans. Music is just for fun they say. It is a gimmick. Let's turn on the Radio. I can stream thousands of songs online. There's Jam sessions and Open Mics. Those are the cliché terms I have heard around this town to describe music activities. Not everyone has a in-depth understanding of how important music as an Art is. And why it's so important. As well, seriously the Live Performance Of Music is sacred to our creed of traditions. For that too is an Art.

So many members of our community see music as a personal element in their daily life personally only to them with a limited view. And beyond that no comprehension of the struggle to bring the live performance of music to the stage to play and entertain them. Causing myself now to discuss my recent findings. That there is money in our town that can better add value and development to the cost of performance. In our music industry here in Napa for local musicians. Then too, sustaining that effort financially.

That means you don't pay to play you get paid to play. Capiche?

The recent growth of more opportunities and venues to perform live music has increased. Yet, we are still seeing that the compensation for the Art Of Live Performance of Music for local musicians remains questionably small and falling to playing for free or exposure bucks. Establishing now the system of compensation for local music performers that we saw beginning in 1981. My former mentor and Cowboy Band leader Don James Barnes was the first to call out the Downtown Merchants Association for offering exposure bucks to local music acts.

While DTMA paid premium costs to bands from as close as Vallejo and Sonoma.

Don knew from his fathers years of performing with Don's years of performing that compensation for local music acts was 450\$ to 500\$ per club for a four piece or greater combo band, 250\$ to 300\$ for a Trio, 100\$ to 250\$ for a Solo or a Duo. As well all prices were negotiable for more, not less. In that time importantly local music and musicians also gained the label as the "hokey pokey Napa music scene". Make note of that please it still exist in the minds and thoughts of others today.

Yet, after changes historically to our local music industry were enacted, such as the closing of music in the Tasting Rooms at the Wineries (late 70's). Then the Big Shutdown by Napa City Administration of venues in Napa Town proper (1978 too and until the arrival of the Specific Plan). Including the closure of music in the park in the late 70's. These incident's created a nose dive to the compensation structure for musicians.

The competition for performance engagements was so competitive the only result by example was to play for free at the former popular downtown market event. The casuals continued to be the best advantage for compensation through that time. However that too as of today has taken a reduced value from the upper high dive ending with a belly flop.

So as I have been approached to offer a publication in this matter I have done some economic research, but here is another thought to consider. Exploitation in our music system for compensation has taken form in the middleman complex activity. Historically one such story gives an example. A local musician became a Booking Agent whom operated a business in booking talent for large amounts of money. For example, 1k, 2k, 3k and larger amounts. We say Big Fish eats Little Fish. The Middleman Complex is where the middle man takes the largest cut in payment for the business activity for the performance. Last time I checked I believe this remains the same today. There are some in the valley today doing the same conning. Operating as a bonafide Booking Agent. Be aware that a booking agency requires State Licensing & Bonding to do so. Ultimately the musician in question failed in the effort of booking.

Okay, with those last thoughts being offered at this point lets move on. Why are local musicians in the Napa music business community facing the same continuous economic downturn structures over and over again? And this happens for every new generation of musicians working to get a leg up in the music business here. It is a known fact that in order to be successful in the music business you have to have cash fueling your drive upwards to every next level in the music business. By following the Passion for Live Performance Of Music reaching to the level of

success as a Pro Musician. That is the formula. Of note moving to a music city center is not always the answer. I will cover that topic in commentary in the future.

With the systematic economic barriers and cultural discriminations followed by generational detachment the local Napa music industry crumbles with every slight change in business combined with the City Administrative actions and decisions. Four generation's of Napa Musicians have suffered from these political and economical strategies, concepts and plans by the dominant Napa culture. In my conclusion with the publication of Musicians Are Not Vendors; I concluded that our City Administration with the Business community and the community at large, we find individuals that have a shallow perspective of what we are and who we are. They do not see us and our Music creation with music performance as an Art. With that said lets now look at some economical facts that exist today and have existed over these times. That did contribute to detour creating a local music art culture.

The City Of Napa began the Downtown Specific Task Force during the time that I was promoting and producing the Veterans Park Friday Night Concerts beginning in 2004. While a small group of musicians the Wild Rose were encouraged to attend others were not. Finally I was encouraged to attend the Task Force. All the slots for Stake Holders were taken. So in general I was present to gather information and ask or answer questions. This is where the City Administration creates the Downtown Specific Plan and the Entertainment District ultimately important to our profession. I have to mention that music was only represented by Wild Rose 4 to 6 members and myself the Napa Musicians Guild. Again I point out here at that time I had a organization facilitating forty-eight large music concerts in Downtown for free. Seriously no invitation was offered to me the Executive Director of the Guild to come to the Task Force as a stake holder? However the Arts Council was invited and Wild Rose was invited. After a small amount of attendance Wild Rose ceased to attend. I continued on and was able to offer a little insight to the Task Force in concern of Entertainment, Permitting and the essentials to operate a music venue or venture.

From that the City Administration developed the Entertainment District. Where music was permitted with just an administrative application. The City Of Napa wanted to concentrate Entertainment Venue's and Clubs into a central location. Reducing the amount of Police Responses to Napa locations under Municipal Code Title 9 the Nuisance code. That in turn reduces the Police administrative costs to the City Of Napa. As well the district serves to boost tourism in Napa. So now in 2024 we have arrived. Napa is fast becoming the Music Mecca of the North Bay.

So what kind of economy has grown from all this entertainment development? While I can't give you exact numbers from music business operators I can contribute what I found from the City Administration financial reports online.

1. Part of the development from the Downtown Specific Plan came the financial generating of the TIDS and the PBIDS. The Property Business Improvement District (PBID) funding. Paying for gateway signs, vehicular way-finding signs and parking signs. Also Public Art Projects. The PBIDS is a Tax that is gathered from the Downtown Businesses and then distributed to Napa Economic Development and The Downtown Merchants Association.

Sums Distributed from TIDS & PBIDS as follows:

A. The TIDS the Tourism Improvement District. Which disperses Grant Funding, developing Creative Spaces for Local Artisans through a group Napa Makes. (note: visual arts).

B. Six months of 2023 Grant Funding 375,000. (TIDs is an assessment on visitor overnight stays governed by a committee which votes on funding applications. Funds range from events to programming like the lighted arts festival, vine trail, street banners and grants, etc.) Make note Musicians are vendors so we not eligible to attend....And it appears under the Brown Act we cannot not attend. Hum?

C. Street Banners Added 140.59 Downtown Signs, Art Projects 2 completed. 2 in progress (no dollar amount reported) thats PBID funding.

D. 25,000 to the Napa County Historical Society? Is that from TIDS distribution or PBIDS? This was a TID funding grant as I found out. The Historical Society submitted a grant request (as all grantees do) the committee reviews and votes on funding.

E. Previous Grant Awards, 65,000 to the Napa Valley Film Festival and 5,000 to the Napa Downtown Association for the Ambassador Program.

The reproted Gross regional product Economic output in 2022: **\$7.39 billion** (This is an economic indicator about the business output in the financial region's that the City Economic Development tracks.)

So this is the first part of financial facts that I have recovered through current research 2023.

So I have a question for musicians, you just want a gig? Money is not the issue as you say am I right? You are viewing hard facts here. And exposure gigs are not a problem for you? Playing for free? I have seen the PBIDS Budget for the City in 2014. The tax that was being recovered from downtown businesses was 425,000 a business quarter. To a total of 1.7 million dollars that year.

The Tourism Improvement District I have not been able to look at. This is the first time I have knowledge of TIDS. I hope I will be able to report more info in concern of TIDS in the future. Take a minute fellow melody makers, all you singers, pickers and drummers. And contemplate this, please?

The following are the projected sales taxes for the City Of Napa 2023-2024.

- A. Projected Taxable sales 2.06 Billion.
- B. 160 Million Sales Tax Collected.
- C. 20.6 Million share of sales tax revenue.
- D. 269 Million Sales Tax revenue per resident that goes to the City Of Napa.

It appears the City Of Napa has no problem asking for compensation from our tax paying citizens. That includes you and me with everyone else. Keep in mind these are financial projections. There could be more.

So I bring it to the musicians here in Napa. Yes these are projections, really? If you just have to play that badly and you are willing to compromise your passion for performance by accepting any offer for a Gig for what we were paid back in the day, which was 500\$ tops and then dropped to nothing, zero, zip. If you are willing to say yes to a free gig or exposure gig something is wrong. May I add playing as a hobby is not an excuse to play for free. You are contributing to diminished returns. That means nobody gets anything. Maybe it's true happiness is playing in your garage. Until the police show up on a noise complaint. (Make note here recently the Police Department on their website changed the name of the Outdoor Amplified Sound Permit to the term Noise Permit. Really?) The Police are actually responding to a nuisance Municipal Title 9 complaint made to the 911 operator. Think about it? Thats money out of your paid tax dollar to the city. So your paying to have yourself policed for loud music. Sounds like a Catch 22 to me how about you? Just my thought here. The City holds back cash because musicians aren't in the loop for administrative progress, remember we are vendors not stake holders. And then the City charges you to pay a ticket fine for rehearsing your music act in your garage on a Tuesday night. I ask myself ? What would Trapper John and Hawkeye Pierce do?

Let's do the math, Zero compensation you get for the free gig against the 160 million dollar sales tax? Thats **EMBARRASSING**. Should you go into a establishment and you desire to perform there. And you find it difficult to get a paid booking. Leave your card with a message on it saying, please let me know if you have a try out Tuesday? I will come and perform a couple of tunes for you. Or just ask them if they will let you come and play for an hour. But be wise no more than an hour. And if they want you instantly because the crowd liked you, ask to be paid. Or push for a booking. Thats the way you do it. Or as we say audition on a off night. But no more than one hour is my motto.

There is also the Open Mic's to consider, however at least the master Of ceremonies should be paid. The average I have seen is 100\$ and/or exposure bucks is offered for the part timer's event. That person is getting paid to bring y' all to play for free. Consider also that the venue may not have the money. Verify I say. That may be true. Wait, did you buy a dinner paying money while you were at the open mic?

Now we have the General Fund Revenues FY 2024.

- A. Transient Occupancy Tax, 32,779,000.
- B. Sales Tax, 22,558,000.

So what does it all mean? It means that there is money out there that will contribute to the local musicians in they're pursuit of the passion for the live performance of music. It is money that can, if harnessed begin to place local music in a better and greater cultural status as a known art. Not the fiddle playing grasshopper that comes up short when winter blows in. Or the street corner musician shucking and jiving for coinage tips. Yet, street performance can be an Art too. Get that guitar case open and tips will rain. If you choose to apply your skills to it and do it with an artistic perspective and passion. One musician in San Francisco dressed in renaissance costume with guitar performing Bob Dylan tunes with excellent musicianship. Made a lot of money too. Should any of what I have said or given by example not apply to you? Then I complain right here right now. That may denote all local musicians combined in Napa are hobbyist's in the macro view. It feels that way for me for as I stated free gigs keep getting in my way. How about you?

Here is a thought from my experience. I grew up in Honolulu. My mom was the Assistant Bartender at the Palm Tree Inn on Kalakua. The last local bar on the strip. My dad would pick me up from school and drop me with my moms until she went off work. That was four hours of fun for me because I had the run of the strip and I knew every musician in every club and celebrities too, such as the Duke. Honolulu City Administration and businesses cultivated local music in that time. And it thrived as an art. I knew Don Ho personally and could walk into the Barefoot Bar anytime and he would call me by my name Jerry. Experiencing this in a tourist based economic community heightens my knowledge, my sense's, my perceptions, my imagination and my musician substance to what I say next.

With what we are experiencing now, a similarity to a cultural gentrification with a freeway of pro acts crossing over the top of local music, it is time for you to **WAKE UP**. Things must change if the art of local music wants to be a thriving part and a contributing experience to the scene we are finding ourselves in at this present time. There has to be an effort to stop the state of "crumb-ism" that is us competing for a free gig as we have seen for example with the popular Porchfest.

Do not take me the wrong way all music is a benefit to our local culture. But facilitators, operators and the middlemen cannot be the ones that define our own music art and how it operates to follow the passion for the live performance, of that music art. It is way too important for all musicians. Only Napa's pro music artist's can do it by contributing to known standards that we all hold in common. But if we are all broke we can't do it because there is no positive cash flow in our music venture. In conclusion as stated we are the same as other musicians following a pastime for enjoyment. It then becomes a hobby.

So here are some suggestions. These idea's can work both for Pro Music Artist's and those Musicians following the pastime of music as a hobby.

1. Do your best to be paid. Make it clear that you should be paid for your performance. Only accept a short audition or a performance at a Open Mic for free.
2. Forget the phrase; sex, drugs and rock n' roll. While that has existed in the music business, it is not music business. And please stop day dreaming while performing that you see the multitudes of people in the small club as the population of a Day On The Green Concert. You are playing in the pits of the music industry. As we say.
3. The ones before you have experience, skills and knowledge of how to succeed at what you are attempting to do in following your passion for the performance of live music. Do not be detoured by negative reinforcement. Ask questions, talk with them.
4. As musicians we accept that when we stand on stage and represent ourselves as musicians we represent all musicians. Knowing and understanding millions of individuals see all that we do and all that we say in actions, melody and music.
5. Always do your best to conduct yourself in a professional way. Practice your music skills. Be prepared and ready in your performance of the live music. Rehearse your music act and deploy that act to the musicians stage. For all that you have to offer in your music soul. And those of us who see you perform and hear your music, we just want to know what you got.
6. Break a leg I say.

To close it was brought to me by a few local musicians pointing out that the new people in Downtown are not friendly to local musicians. I would have to offer that I have experienced the same. However all of us the local musicians have to consider that we have a bad case of a bad reputation contributed by negative reinforcement. That is the element that I discussed earlier in this commentary.

Re-iteration; However that is a simple cliché for a real epidemic problem. It is for example that I talk down another musician or music act that is

operating well and being successful. With the idea that I can circumvent their ability to continue to be successful in dominating the opportunities that are available in the music engagements that are offered. Exposing a "negative" to their ability to operate which results in a very detrimental attack on their character, reputation and skill in the music business. As a performing Music Artist. Unfortunately this negative reinforcement has a back slap in that as many tongue's wagging the trash talk about our creed as local musician(s), the reputation of all in total is saturated with negative reinforcement. Over my time I have heard in plural that we are worthless no good trash.

There are many factors that contribute to this condition. As I always say there are two grapevines in Napa where the communication is on the grapevine and for the best part it is positive. Then there is the twisted grapevine where bad acts, character assassination, political attacks and general pickiness of a another music artist's reputation is contained in a thousand or more words to create defamation and slander. And to what end? To get a gig? As the saying goes "do whatever is necessary to get the gig"? The only problem is that there exist this back slap with negative reinforcement as it becomes a perception of all musicians plural in the local music circle. And with reasoning a negative perception is derived from all the negative information associated with..... think? As negative reinforcement continues to win and win again, diminishing the opportunities for us the local music acts. Because the new people in downtown will likely choose to hire music acts from out of town that have no local baggage.

At times in talking with others in our music circle and the general population I have felt as if I am a politician running for a political seat. I offer here personally that I play some dam good guitar! Better than some and worse than others. Frankly speaking some of my peers and community members are/or have been convinced "I am just a grumpy old man whom can't get a gig". Maybe thats true at least here in Napa?

Let's look now at a different vision. Music Art, Live Performance and the Art of Performance adding it's supporting and age old traditions, spiritual values, saying's and beliefs. This is where the creditability and musician skill is exposed to audiences and viewers to see what we deliver to the stage. And also for all musicians to experience and view. And grow from the experience. Personally I want to see what you got and I want you to see what I got. With out the ego present.

Given all the above Napa is changing. Downtown has developed more opportunities for live performance of music. And there is money in downtown. Let me say it again, money in downtown. With a continued Entertainment District expanding and maturing. But primarily musicians from out of county are the first selection for music event in downtown by venue owners.

So my prediction came true. That a freeway would be built over local music. As I said back in 2006 that this would happen and local music artists were not ready for the growth of a real pro industry. Here we are now. Equally troubling is the City Administration with downtown business's continuing to exclude professional experienced music artist's from meetings. Those musicians can contribute good idea's to the planning and economic developments for downtown by different business groups. One of those idea's is the growth of local music as an art. Lately, I was excluded from one such group and labelled a "vendor". And vendor's are not stake holders so we cannot attend those meetings, or any meetings for that matter. We have no voice.

Also consider this too, pro musicians bring with them the music culture and the art of that culture. Our music hobbyist they contribute too, but in a different way in that they create a pastime hobby in our music experience. Though it can't be the only specific focus for local music art. All Music Art has to carry the cultivation of live performance of music as an art that establishes renown and acclaim. Creating a professional forum to grow and perfect the activity for those musicians whom are seeking a professional career in music in our community. I once said that local music can be acclaimed in Napa Valley too with all that we have to offer visitors musically and culturally. Because tourist ultimately come to discover and experience the Napa Valley culture. That means myself and you too. We whom follow the Passion for Live Performance of Music.

Exposure bucks, playing and performing for under payed compensation and free gigs is a system of diminished returns. It contributes to the downturns in our local music industry. Eventually and continuously leading only to the momentary memory of past Napa music fame. So it is the same old, same old system that exists and survives only by the hand of City Government and downtown business today. How long will it exist this time? Because when your out of cash jack you can't buy strings. With this commentary I focused on the **BIG PICTURE**. While I myself like to remain unencumbered by peripheral elements that are involved in music business, and getting to the stage. I have given a wide vision here not to criticize any specific individual but educate local musicians with issue's that will effect those opportunities to perform the ART of the Live Performance of Music. For every show that you book and perform at gives to you the vital needed moment to show your music art to a audience that gives back important response that will guide you to your desired musical artistic expression and vision.

I offer to you fellow musicians, do your best to practice good music business and music cultural courtesy. Will The Circle Be Unbroken.

Dalton




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Previous grant awards have ranged from \$5,000-\$200,000. Examples include:

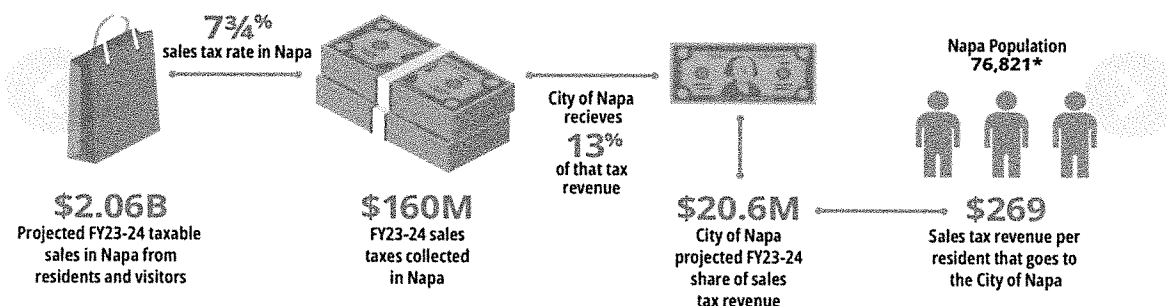
- \$200,000 to the Napa Lighted Arts Festival
- \$25,000 to the Napa County Historical Society to promote historical tourism
- \$65,000 to the Napa Valley Film Festival
- \$5,000 to the Downtown Napa Association for an ambassador program

NAPA RESIDENTS AND THE BUDGET

How much of sales tax from residents and visitors does the city receive?



Updated October 2023



*Population as of 1/1/2023, per California Department of Finance's Price Factor and Population Information Letter, May 2023