

SUPPLEMENTAL REPORTS & COMMUNICATIONS I
Office of the City Clerk

City Council of the City of Napa
Regular Meeting

May 19, 2020

FOR THE CITY COUNCIL OF THE CITY OF NAPA:

EVENING SESSION:

10. SPECIAL PRESENTATIONS:

10.A. Presentation by Visit Napa Valley President and CEO Linsey Gallagher to provide an overview of: (1) Current Tourism Trends; (2) the Napa Valley Tourism Improvement District's (TID) Revenue Assumptions; and (3) Visit Napa Valley's Recovery Messaging Strategy.

- PowerPoint Presentation by Visit Napa Valley President and CEO Linsey Gallagher.

11. PUBLIC COMMENT:

- Email from James Hudak received on May 18, 2020.*
- Email from Joelle Gallagher received on May 18, 2020.*
- Email from Rosa Montanez received on May 19, 2020. *
- Email from Maria Rodriguez received on May 19, 2020. *
- Handwritten Comments from Lorian Adoline received on May 19, 2020. *

12. ADMINISTRATIVE REPORTS:

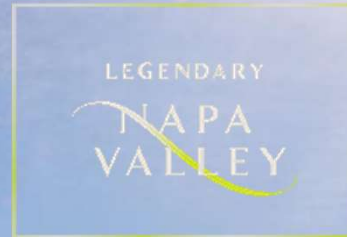
12.A. Fund Balance Workshop.

- PowerPoint Presentation by City Staff.
- Email from Kevin Pool received on May 18, 2020. *
- Email from James Martin received on May 19, 2020. *
- Email from Heather Strong received on May 19, 2020.
- Email and attachment from Chrissy Camilleri received on May 19, 2020. *
- Email from Cindy Bannister received on May 19, 2020. *
- Email from City of Napa Employee received on May 19, 2020. *
- Jimmy Kawalek received on May 19, 2020.
- Gopal Shanker received on May 19, 2020.

12.B. Solid Waste/Recycling Fund and Water Fund Budget for FY 2020/21.

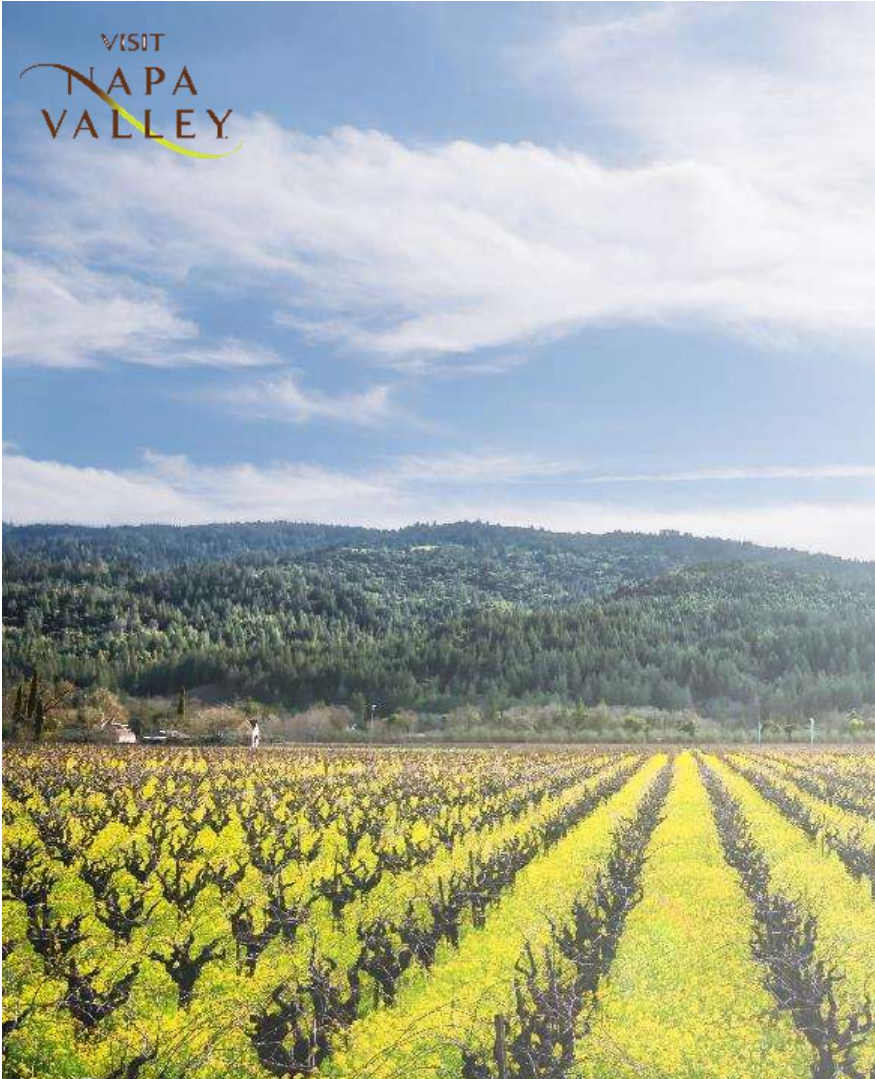
- PowerPoint Presentation by City Staff.

****EMAIL OR HANDWRITTEN COMMENTS WILL BE READ INTO THE RECORD BY CITY STAFF
DURING THE MEETING.***



VISIT NAPA VALLEY UPDATE FOR NAPA CITY COUNCIL

May 19, 2020



- Current Tourism Trends
- Napa Valley Tourism Improvement District (TID) Revenue Assumptions
- Visit Napa Valley - Recovery Messaging Plans



How Bad Will It Get?

How Long Will It Last?

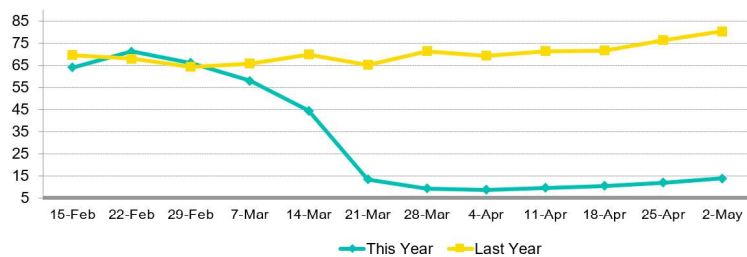
Tab 3 - Day Trend Napa County, CA

Visit Napa Valley, Inc

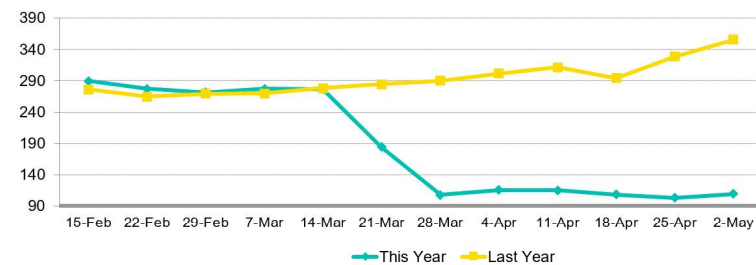
For the Week of April 26, 2020 to May 02, 2020

Currency: USD - US Dollar

Weekly Occ (%) - Feb 15, 2020 to May 02, 2020



Weekly ADR - Feb 15, 2020 to May 02, 2020



																										Current Week												
																										Su	Mo	Tu	We	Th	Fr	Sa						
Occupancy (%)	Apr	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa				Current Week	Run 28	Run MTD										
		5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	May	1	2								
	This Year	6.9	10.8	11.4	12.0	10.5	8.0	8.2	8.1	10.9	12.1	12.8	11.7	9.2	8.8	8.0	11.1	12.5	12.0	16.3	10.9	12.6	9.8	15.0	17.8	19.2	15.3	11.3	11.2	13.9	11.6	11.2						
	Last Year	52.5	61.1	64.5	71.2	73.9	83.6	93.4	60.4	62.7	72.3	75.9	71.6	77.4	81.9	44.0	59.6	75.1	82.8	88.9	89.9	94.3	61.0	69.0	82.2	81.0	83.4	91.1	94.6	80.3	75.0	72.8						
Percent Change	-86.9	-82.3	-82.3	-83.2	-85.8	-90.4	-91.3	-86.6	-82.6	-83.3	-83.1	-83.7	-88.1	-89.3	-81.8	-81.4	-83.4	-85.5	-81.6	-87.9	-86.7	-84.0	-78.2	-78.4	-76.3	-81.6	-87.6	-88.2	-82.7	-84.6	-84.6							
																										Current Week												
																										Su	Mo	Tu	We	Th	Fr	Sa						
ADR	Apr	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	May	1	2	Current Week	Run 28	Run MTD					
		110.59	113.92	117.66	114.81	116.28	118.01	114.72	103.77	104.22	109.85	110.13	106.34	110.03	113.44	106.02	104.36	102.73	107.43	102.09	98.18	102.40	97.51	103.13	109.68	104.72	103.66	116.80	125.37	109.45	108.82	108.04						
	This Year	285.49	277.95	249.15	264.32	284.58	368.88	396.20	276.24	279.76	269.78	261.83	269.84	336.50	350.90	269.31	253.73	265.76	282.07	309.83	412.58	432.94	306.99	301.29	294.99	297.36	338.23	443.71	460.31	355.75	323.55	309.66						
	Last Year	285.49	277.95	249.15	264.32	284.58	368.88	396.20	276.24	279.76	269.78	261.83	269.84	336.50	350.90	269.31	253.73	265.76	282.07	309.83	412.58	432.94	306.99	301.29	294.99	297.36	338.23	443.71	460.31	355.75	323.55	309.66						
Percent Change	-61.3	-59.0	-52.8	-56.6	-59.1	-68.0	-71.0	-62.4	-62.7	-59.3	-57.9	-60.6	-67.3	-67.7	-60.6	-58.9	-61.3	-61.9	-67.0	-76.2	-76.3	-68.2	-65.8	-62.8	-64.8	-69.4	-73.7	-72.8	-69.2	-66.4	-65.1							

TOTAL TRAVEL INDUSTRY IMPACT

Projected downturns of the U.S. travel industry in 2020 as a result of the coronavirus:



↓ **\$1.2 TRILLION**

Total Economic Loss

(Loss of \$519 billion in direct travel spending)



8 MILLION

Total Employment Loss

(Loss of 6.9 million direct travel jobs)



↓ **\$80 BILLION**

in federal, state and local taxes

Travel industry losses alone
will be great enough to push
the U.S. economy into a
RECESSION

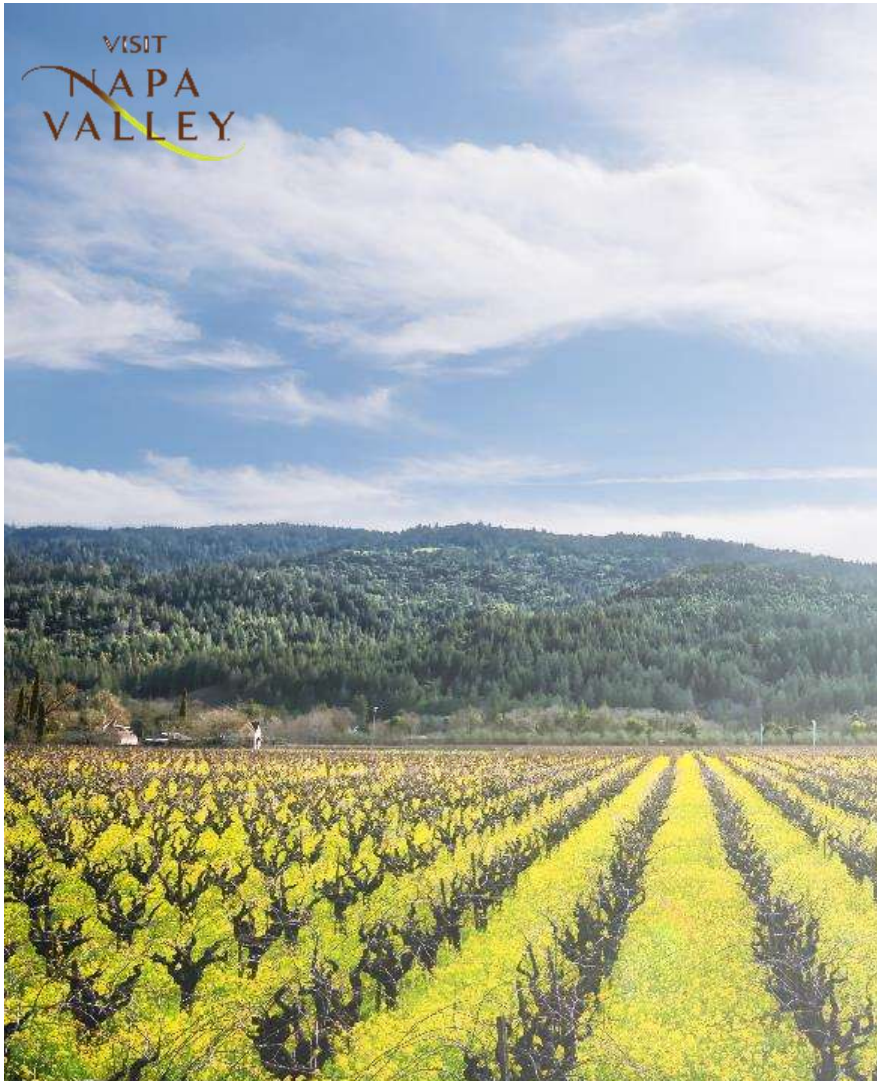
8.4%
UNEMPLOYMENT RATE
will result from travel-related
job losses alone

Job losses will spike in
April and May, shedding
89% of ALL TRAVEL
EMPLOYMENT before May

————— **More Than 9x** the Impact of 9/11 —————

Updated April 15, 2020

SOURCE: Tourism Economics



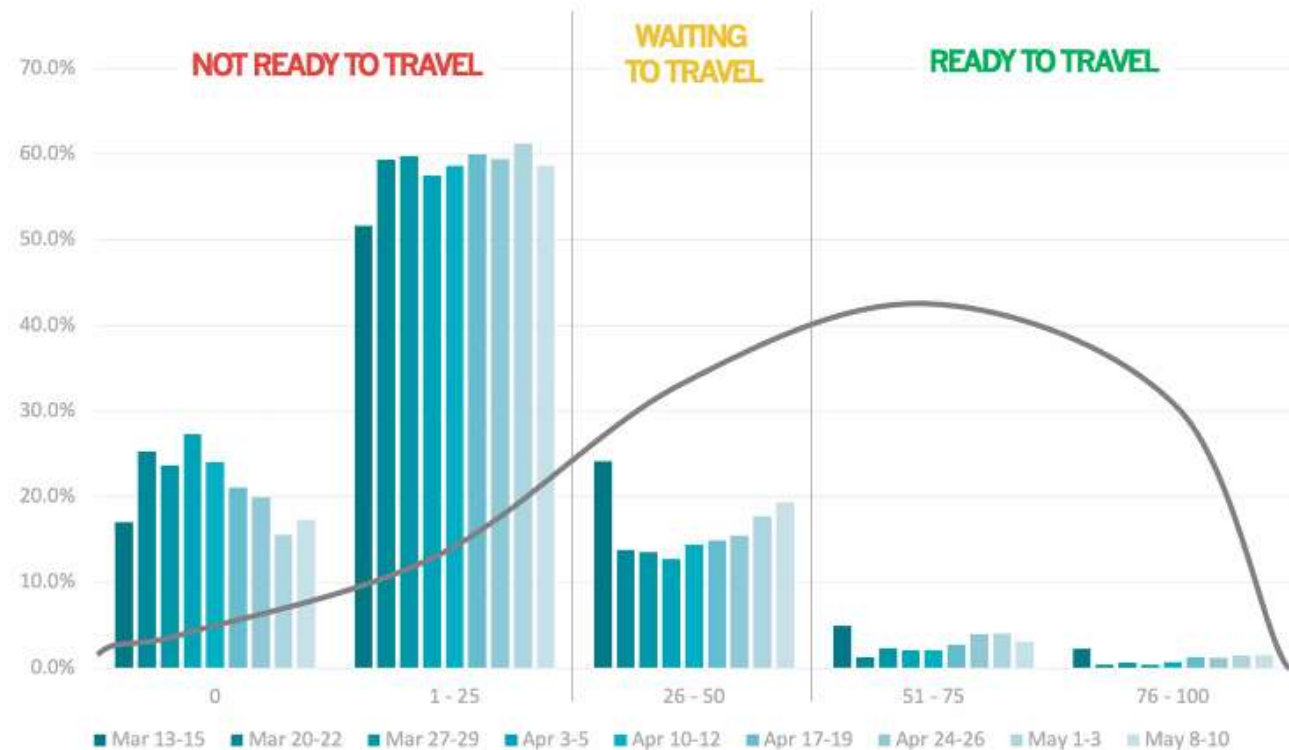
TID Revenue Assumptions \$2.3 MM – FY 21 (-70%)

- April 2020 – 0%
- May – 0%
- June – 0%
- July – 10% (*of 2019 TID revenue for July*)
- August – 10%
- September – 10%
- October – 20%
- November – 20%
- December – 20%
- January 2021 – 30%
- February – 40%
- March – 50%
- April – 60%
- May – 70%
- June – 75%

Napa County and
our Valley towns are
projecting similar
declines in TOT
Revenues

Healthy Travel Outlook – Nat'l Distribution Over Time

As of May 8-10, the majority of consumers remain in the "not ready to travel" category



CURRENT MEAN INDEX = 17.8

Things Travelers Miss

Nearly 7-in-10 American travelers say they miss vacationing a lot--their heart aches for it. Over half say they miss the very act of planning travel.

Question: How much do you miss the following?

(Base: Wave 9. 1,200 completed surveys. Data collected May 8-10, 2020)

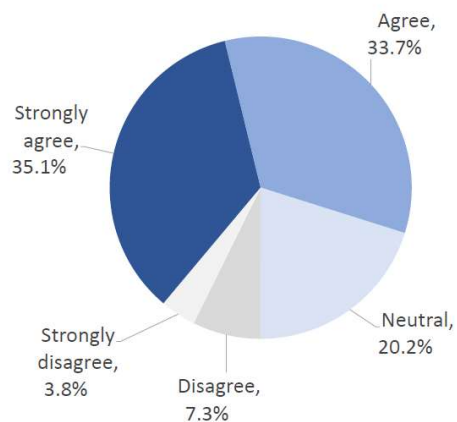
How Much Do You Miss the Following? (% Saying "Miss Terribly" or "Miss A Lot")



Excitement to Get Back to Travel

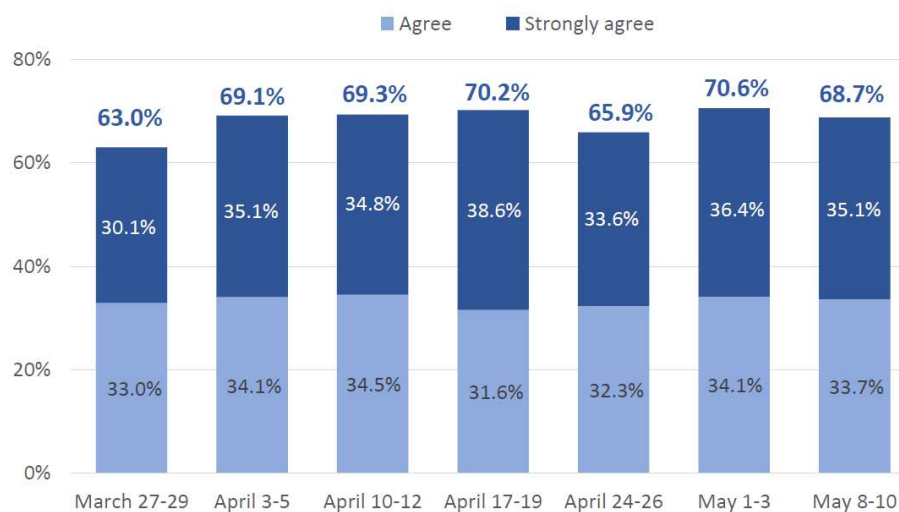
How much do you agree with the following statement?

Question: I miss traveling. I can't wait to get out and travel again.



(Base: All respondents, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)

Overall excitement to get back out on the road decreased very slightly this week, as 68.7 percent of American travelers agree that they miss traveling and can't wait to get out and travel again.



In the period after coronavirus, how are you going to approach getting back into travel?



47.0%

I'll get back in but carefully



39.9%

I'll test the waters first



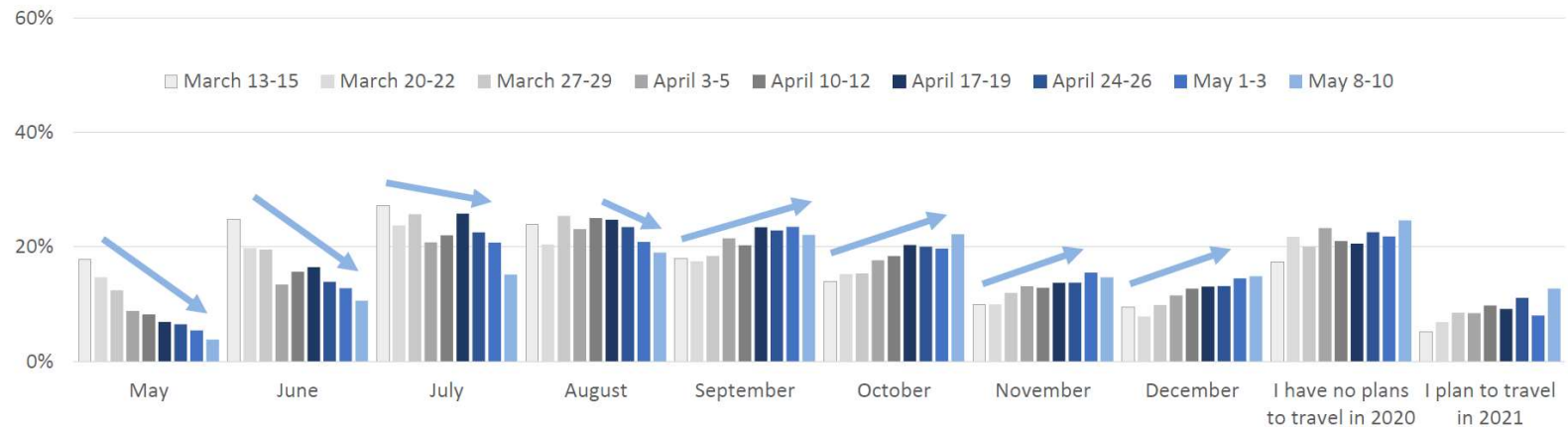
13.1%

I'll jump right back in

Upcoming Travel Plans

As we have seen in past waves, while the scheduling of leisure trips in the next two months has fallen sharply, there appears to be some increases on the horizon for the Fall months.

Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26 May 1-3 and 8-10, 2020)

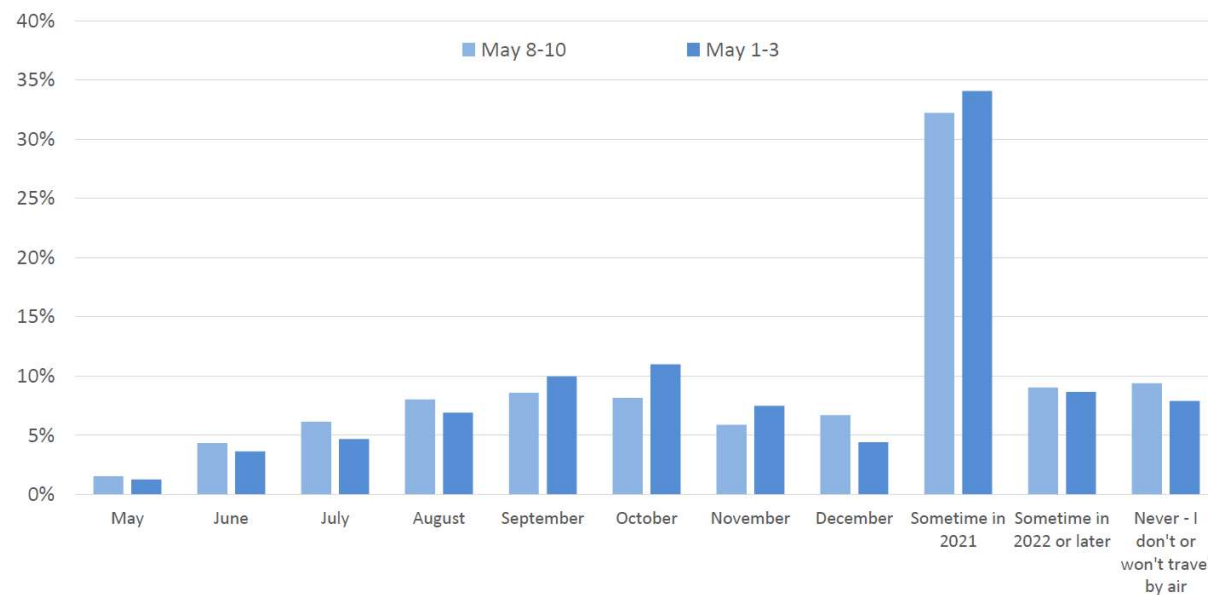
Month of Next Trip on a Commercial Airline

Most American travelers appear unlikely to take a trip by commercial air in 2020. Nearly a third (32.2%) said they expect to take their next commercial airline trip sometime next year.

Question: In what month do you expect you will take your NEXT TRIP on a commercial airline?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 8



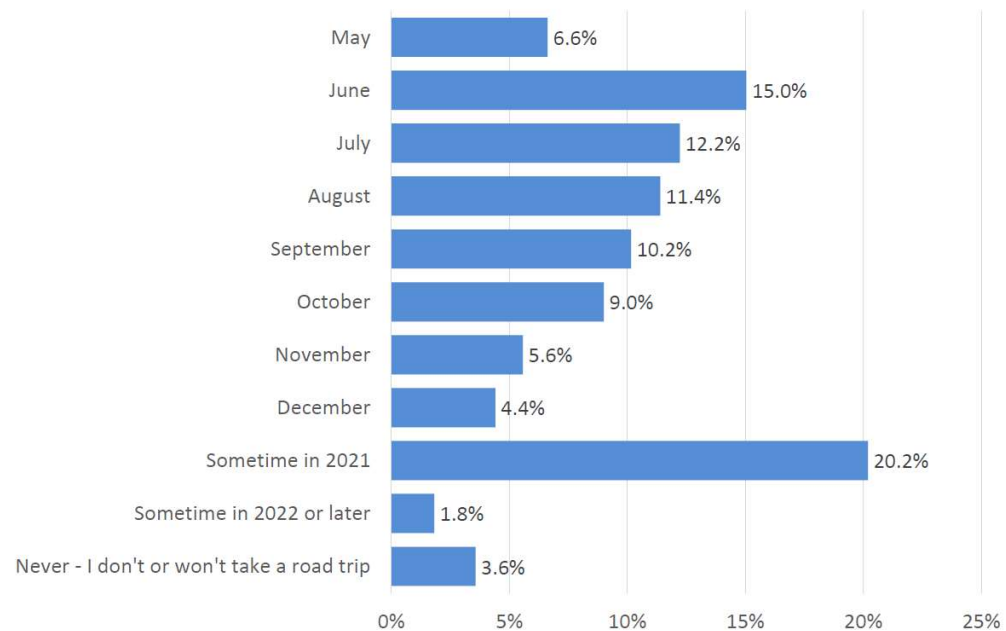
Month of Next Road Trip

While one-in-five travelers say they won't take their next road trip until 2021, over one-in-ten say they will take such a trip this summer.

Question: In what month do you expect you will take your NEXT ROAD TRIP (traveling in a personal automobile)?

(Base: All respondents, 1,200 completed surveys. Data collected May 8-10, 2020)

Question Added in Wave 9



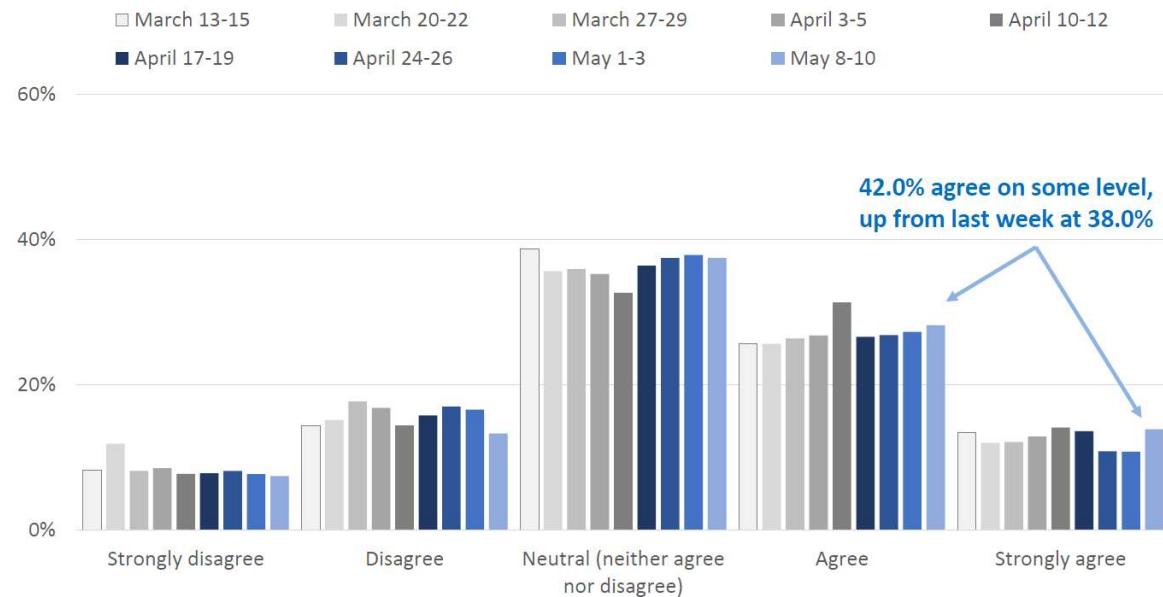
Replacing Air Travel With Road Trips

Up from last week, 42.0 percent of Americans now say car travel may displace some of their air travel this year.

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably be taking more road trips this year to avoid airline travel.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)



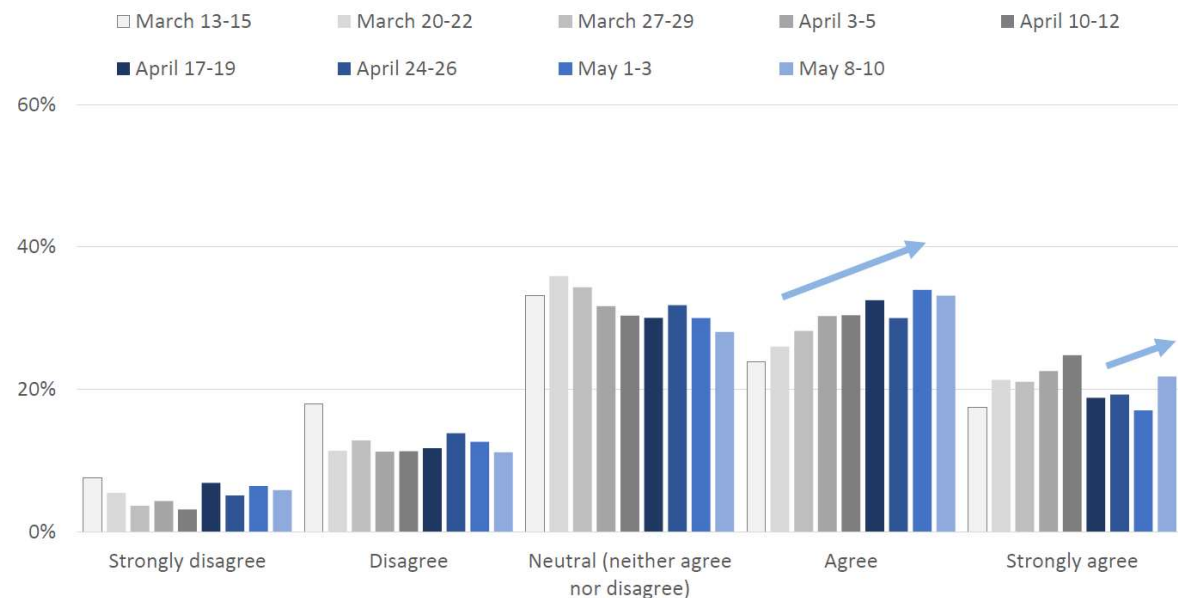
Staycations as a Replacement for Vacations

Opinions on staycations replacing vacations this summer has grown. This week, 55.0 percent of American travelers agree that staycations may end up replacing vacations this summer (55.0% vs. 51.0% last week).

How much do you agree with the following statement?

Statement: Because of the coronavirus, I'll probably take a staycation(s) this summer rather than a vacation(s).

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3 and 8-10, 2020)



Travelers in Community are Unwanted

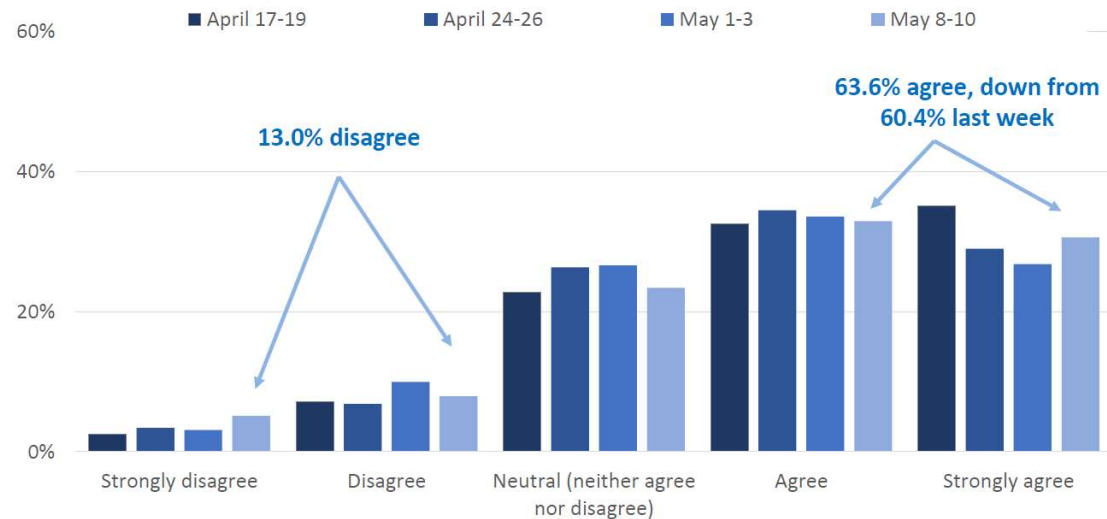
American travelers largely do not want other travelers visiting their communities in the current environment. Now, 63.5 percent agree with this sentiment (up from 60.4% last week). Only 13.0 percent disagree.

How much do you agree with the following statement?

Statement: I do not want travelers coming to visit my community right now.

(Base: All respondents, 1,238, 1,208, 1,204 and 1,200 completed surveys. Data collected April 17-19, 24-26, May 1-3 and 8-10, 2020)

Question Added in Wave 6



The feeling of safety will be “cost of entry” for consumers to resume travel behavior: trips, destinations and activities that feel more “safe” represent early opportunities.

Even while shelter in place orders are in place, consumers want to take actions to support their local communities.

Local communities and then regional destinations will feel safer for consumers in the short term.

California’s in-state market opportunity is a significant advantage that can be leveraged during the next phase of “new travel.”

COVID-19 Crisis Framework

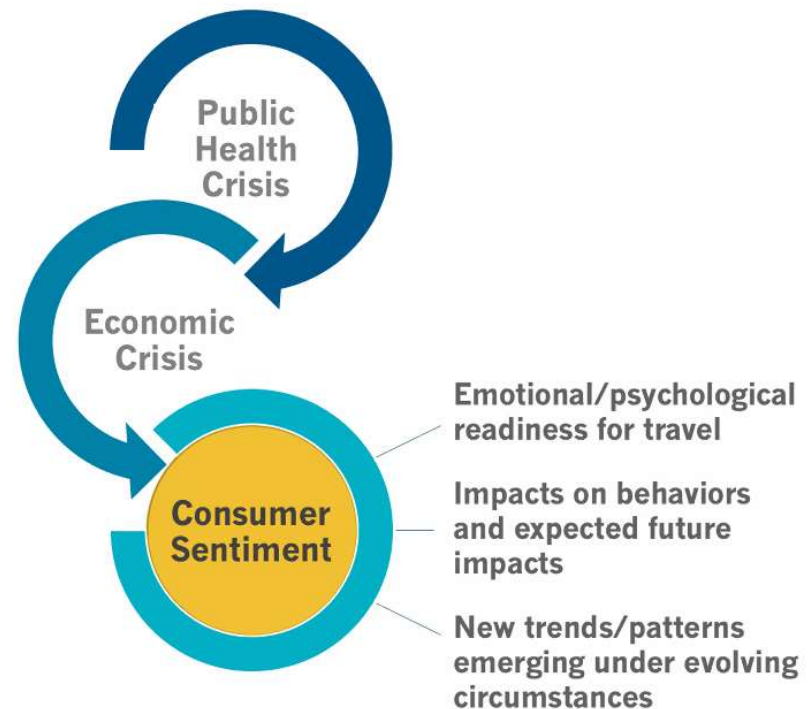


CALIFORNIA TOURISM
PRODUCT READINESS

- We will need to evaluate recovery through the multiple lenses of Public Health Crisis, the Economic Impact, and Consumer Sentiment;
- First and foremost, the **Public Health Crisis** will lead our decisions and actions as well as influence Economic and Consumer impacts;
- In addition to understanding how soon consumers will be emotionally/psychologically ready to travel again, we will also need to understand the readiness of our own destinations and industry partners to begin to receive visitors.

Consumer Sentiment

- What is consumers' emotional/psychological readiness for travel?
- What impact will consumer sentiment have on future travel behavior?
- What new trends/patterns are emerging under evolving circumstances?
- How do we translate these insights into marketing strategy?



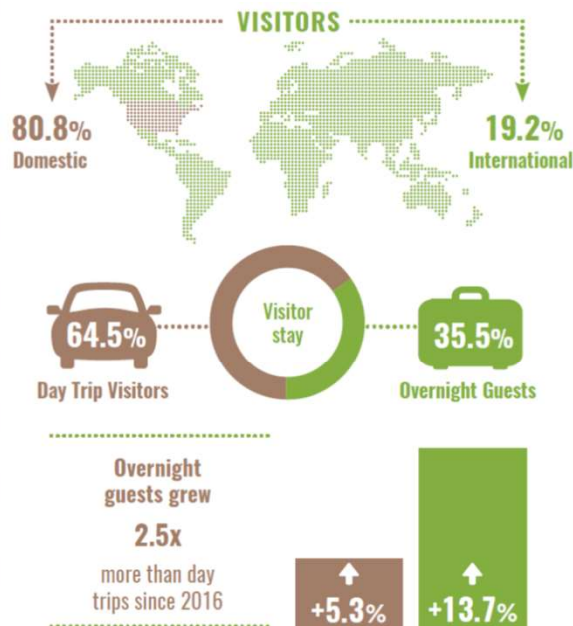
NAPA VALLEY TOURISM MATTERS



VISITORS TO NAPA VALLEY SPENT
\$2.23 billion
 SUPPORTING LOCAL BUSINESSES



THE NAPA VALLEY WELCOMED A TOTAL OF
3.85 million



NAPA VALLEY'S VISITOR INDUSTRY GENERATED
\$85.1 million
 IN TAX REVENUE FOR LOCAL SERVICES



The tourism industry supports jobs for an estimated
15,872 people
 in the community

With a combined payroll of
\$492 million

The 2nd largest employer in Napa County



LEGENDARY
NAPA
VALLEY

COVID-19 RECOVERY PLAN

5/19/20

Situational Analysis

The tourism industry is facing unprecedented times.

In the wake of uncertainty caused by the COVID-19 pandemic, Visit Napa Valley is prepared to support recovery efforts, in collaboration with our partners.

A phased approach will ensure we're responsible with our messaging & targeting in order to help our community bounce back as quickly as possible.

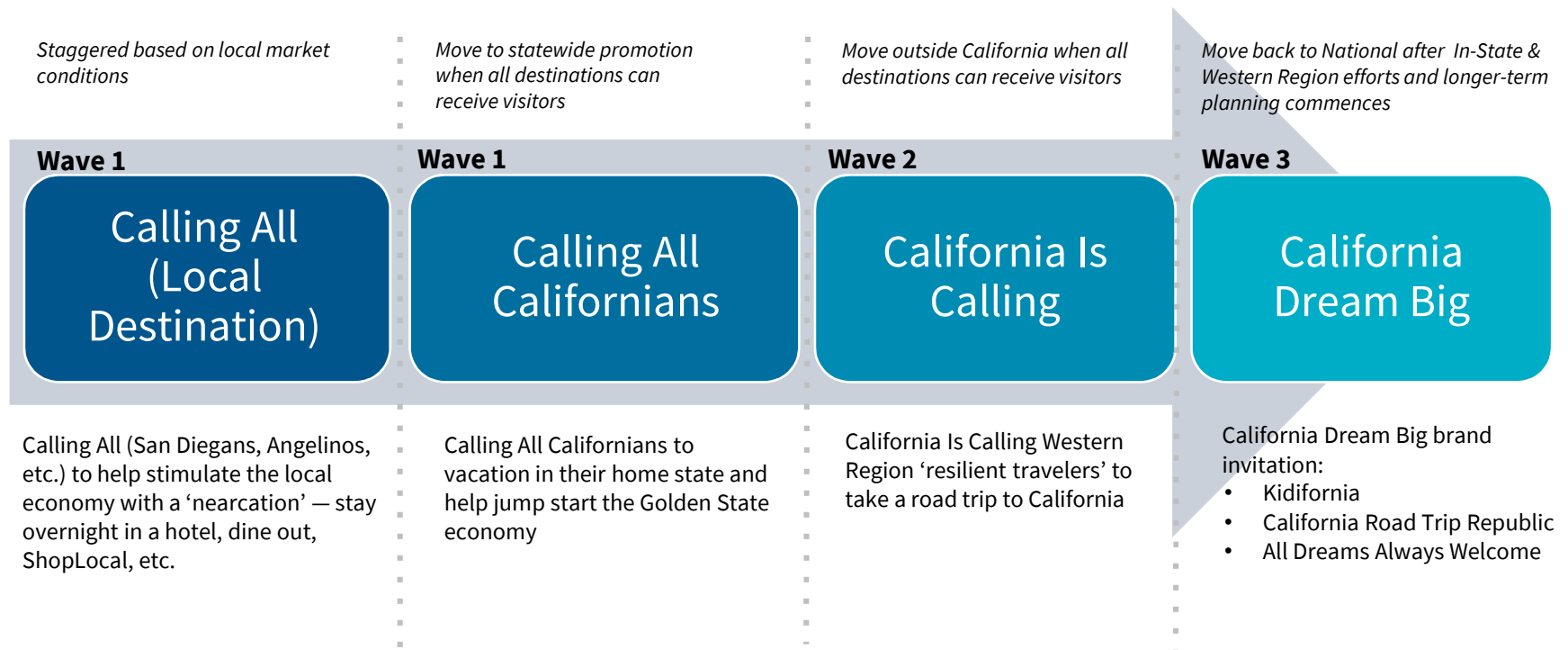
TID Revenue Assumptions

VNV Budget FY21
\$2.3M: down -70% YOY

Forecasted TID Revenue
over prior year revenue / month in 2019

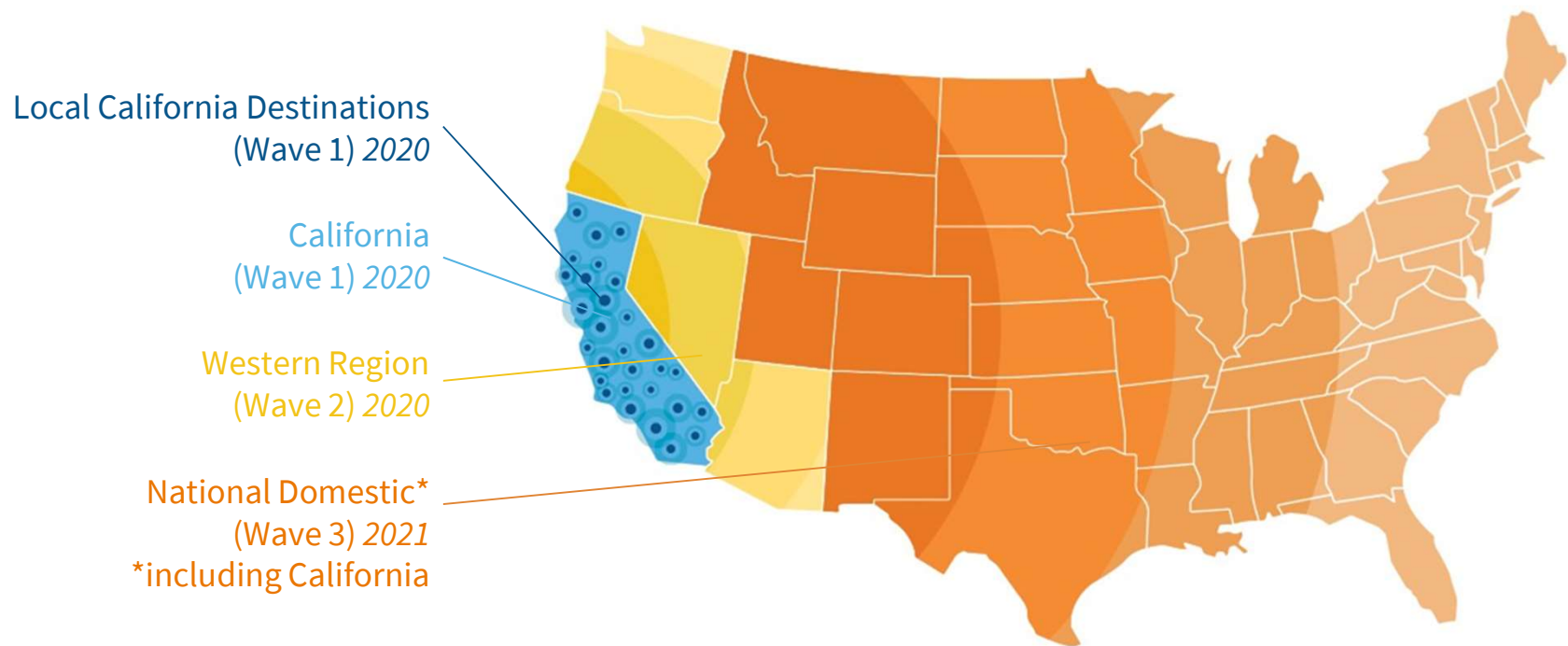
April, May, June - 0%
July, August, September - 10%
October, November, December - 20%
January 2021 - 30%
February - 40%
March - 50%
April - 60%
May - 70%
June - 75%

Visit California Recovery Messaging Strategy



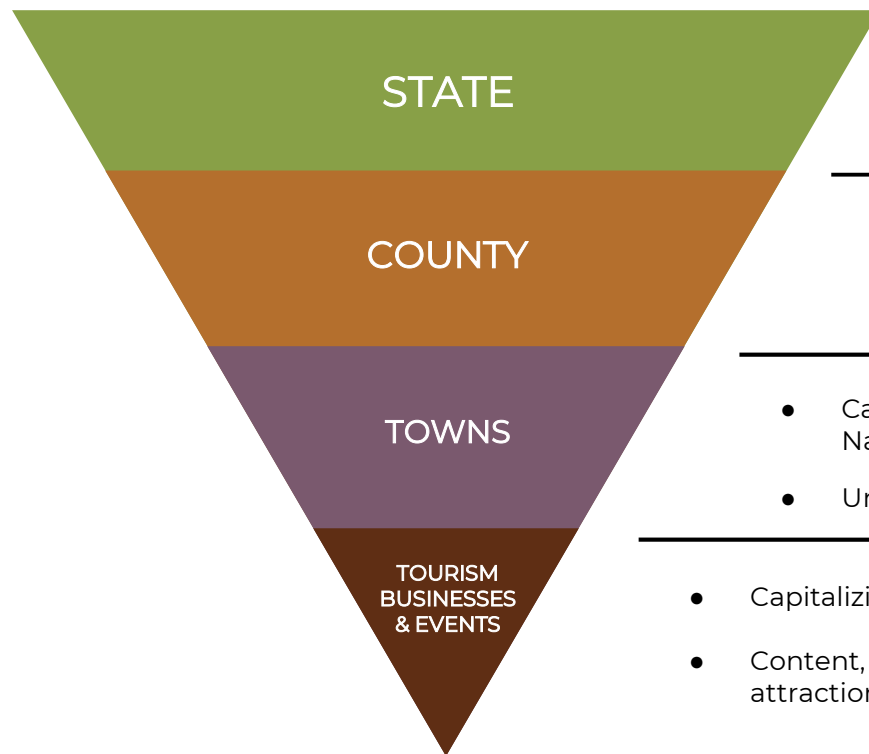
Source: Visit California COVID-19 Marketing Response Recovery Plan, April 2020

Visit California Recovery Phased Targeting



Source: Visit California COVID-19 Marketing Response Recovery Plan, April 2020

Collaborative Messaging Strategy



- Focus on in-state and drive market travel.
- California road trips.



- Promoting the overarching destination to locals and core drive markets.
- A respite; to share, savor, discover.



- Capitalizing on overarching Napa Valley brand.
- Unique personalities & offerings.



- Capitalizing on overarching Napa Valley brand & towns.
- Content, offers & deals from resorts, wineries, restaurants, shops, attractions, events, etc.

Visit Napa Valley Recovery Marketing Framework

	PHASE 1 PANDEMIC OUTBREAK	PHASE 2 IMPROVING SITUATION		PHASE 3 RECOVERY COMMENCEMENT
ANTICIPATED TIMING	March - May	May - August		August - December
TRIGGER	Quarantine and social distancing	Flattening of the curve in sight; still social distancing with hope to travel again soon		Social distancing reduced/lifted and travel resumes
CONSUMER MOTIVATION	Creating a new daily normal way of living and seeking outlets for the now	Initial shock has subsided; seeking positive and encouraging messaging		Returning to normal daily routines and travel plans with renewed caution
BRAND ROLE	Acknowledgement of circumstances (national); rallying around community (local)	Encouraging safety and connection		Connecting consumers with reasons to travel again
AUDIENCE	B2C (local residents and loyalists) & B2B	B2C (local residents)	B2C (drive markets) & B2B	B2C & B2B
MARKETING PURPOSE	Maintain top-of-mind awareness	Drive consideration and intent to support and staycation locally	Drive awareness and consideration for future visitation	Drive awareness with increased consideration and intent efforts
MESSAGING STRATEGY	Moments of joy and inspiration during this hard period; stories of humanity and ones that support local business	Provide sense of pride to jump start the economy; promote local destination exploration	Let consumers and groups know we'll be ready to welcome them back when it's safe to do so; continue to provide moments of joy and inspiration	Welcome consumers and groups back to visit when they feel ready
CREATIVE CAMPAIGN	Wine From Home	Napa Valley Spirit	Better With Time	Raise A Glass
MARKETING CHANNELS	Owned, Earned	Napa Valley Vintners, Owned, Earned, Paid (OOH, direct, social) Welcome Center?	Paid (Social Only), Owned, Earned	Paid, Owned, Earned
CONSUMER ACTION	Staying connected	Positive connection between brand, community and traveler; planning		Getting excited to travel again; actively planning and booking travel

A landscape photograph of a vineyard at sunset. The foreground shows rows of bare, dark vineyard trellises. In the middle ground, there's a small cluster of houses on a hillside. The background features rolling green mountains under a dramatic sky with orange, pink, and purple clouds. The entire scene is reflected in a body of water in the foreground. A semi-transparent white rectangular box with a thin yellow border is centered over the image, containing the text "PHASE 1: PANDEMIC OUTBREAK" in bold, dark brown capital letters.

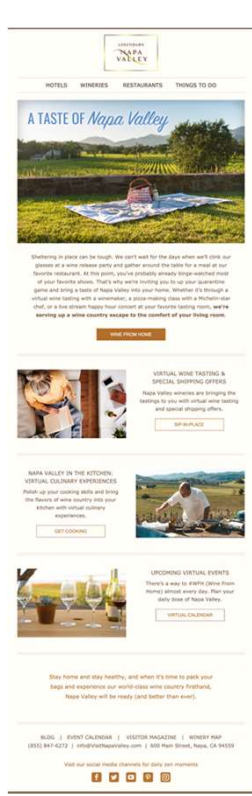
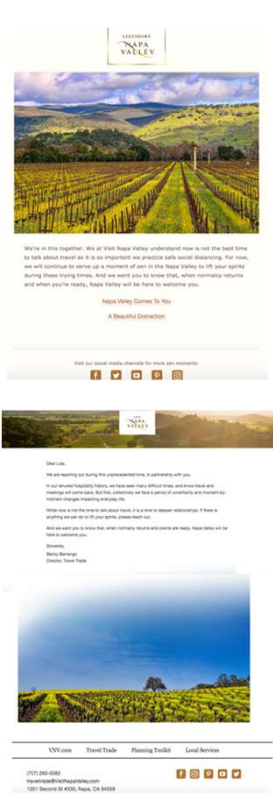
PHASE 1: PANDEMIC OUTBREAK

- Moments of joy and inspiration during this hard period.
- Stories of humanity and ones that support local business.

#WFH

(Wine From Home)

Content Programming





PHASE 2: IMPROVING SITUATION

Trends in Consumer Sentiment

Short-Term

- Inversion of city tourism
- Regionalism and roadtripping
- Small tourism - quality v. quantity
- Health and wellness
- Luxury audience

Long-Term

- Deglobalization
- Digitization of meetings & events
- Business travel
- Remote living



The Spirit of the Napa Valley is defined by its local community. People who are passionate for who they are, what they do and where they live.

And while this quarantine has kept us from fully celebrating this spirit, when the time is right, we'll gather once again and show our spirit by exploring our backyard.

Dine, Shop, Sip and Stay to support our community and help our neighbors get back to business as usual.

Napa Valley Spirit

Local Market

Napa Valley Spirit CAMPAIGN



Partner Offers - Locals

- June 1 - July 30
- at least 20% value
- rolling as biz opens

Partner Toolkit

- #NVSpirit
- Video
- Icon Bug
- Headline Graphics
- General Copy
- Image Samples
- NVV/VNV Landing Page

Promotions

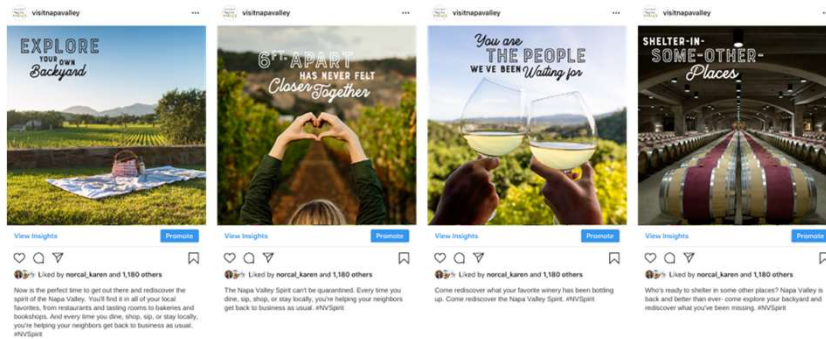
- Two Waves - Launch & Spirit Week in July
- Stickers, T-Shirts, etc.
- Pennants/Signage for businesses and towns
- Owned/Earned

Paid Advertising

- Billboard
- NV Register
- Marketplace
- Radio
- Paid Social

Napa Valley Spirit CREATIVE MESSAGING

HWY 29 Billboard



Social



Napa Life

Napa Valley Spirit



Signage



Sometimes, the best things in life take time. Wine is all about delayed gratification and patience. And with harvest yet to come, we are embracing this concept.

When the time is right, we'll have the time of our lives in Napa Valley.

Better With Time

Drive Market

Media Channels

Utilize social media channels where Americans* are spending longer amounts of time due to quarantine.



Facebook/Instagram

- Focus on Facebook and Instagram
- Video, single image and stories ads will be explored
- Leverage current Napa Valley targets from FY20 'Always On' layer
 - Top 30% of HHI
 - Interested in travel, wine, food
 - Retarget site visitors with additional messages to re-engage



YouTube

- Explore opportunities with YouTube
- Videos to drive awareness and engagement
- YouTube targeting: Affinity audiences and VNV target

Est. Impressions: 4 million | Budget: \$50,000

Better With Time CREATIVE MESSAGING



BETTER WITH TIME "HERE'S TO" — :30

We open on a lightly misted grape on a vine. There's a few seconds of silence.

vo: **Here's to patience. Because good things come to those who wait.**

We see a beautiful night sky full of stars in someone's backyard then cut to a chef setting down an exquisite plate of food.

vo: **Here's to seeing the stars in the sky, before you see them again on your plate.**

We see several hot air balloons taking off into the sky.

vo: **Here's to letting your mind wander, until you can wander into the clouds.**

We see a person or a hand toasting towards the camera.

vo: **Here's to the next time we see each other. Because it's sooner than you think.**

We see a group of people toasting with wine with the grapes in the background.

vo: **So, when the time is right, we'll see you in Napa Valley again.**

LOGO: **Napa Valley Logo + Better with Time Tag**

Better With Time

CREATIVE MESSAGING

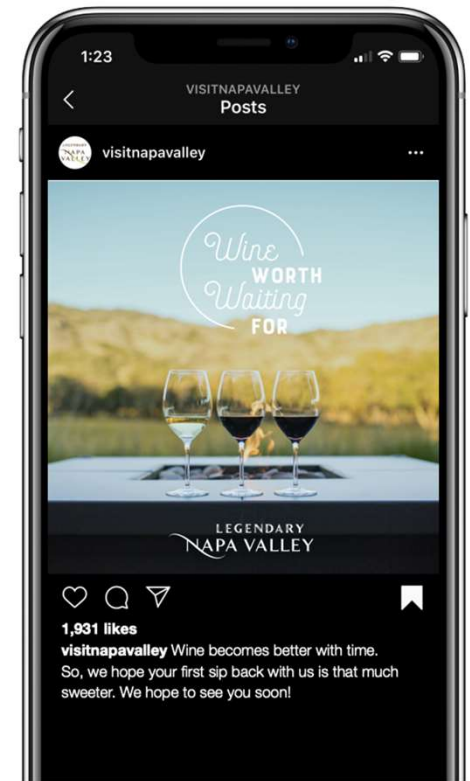
SOCIAL POST (GENERAL SUPPORT)

HEADLINE

We miss you.

POST COPY:

We surely hope to see you wandering around the Napa Valley again in the near future. Until then, cheers to your patience and we'll see you soon.





PHASE 3: RECOVERY COMMENCEMENT

- Drive awareness with increased consideration and intent efforts.
- Welcome consumers and groups back to visit when they feel ready.

Raise A Glass

Drive Market, expand to Los Angeles

Media Channels

Focus on a multimedia approach to connect core drive markets with multiple messaging touchpoints.



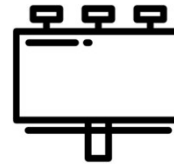
Television

- Timing: 6-weeks
- Target: A35+
- Markets: San Francisco DMA
- Balance of reach and frequency



Audio Streaming

- Timing: 6-weeks
- Target: Luxury + Aspirational/value
- Markets: San Francisco DMA
- Data targeting, cross-device reach



Out Of Home

- Timing: 8-weeks
- Target: Luxury + Aspirational/value
- Market: Sacramento area
- Units: Billboards and LEDs



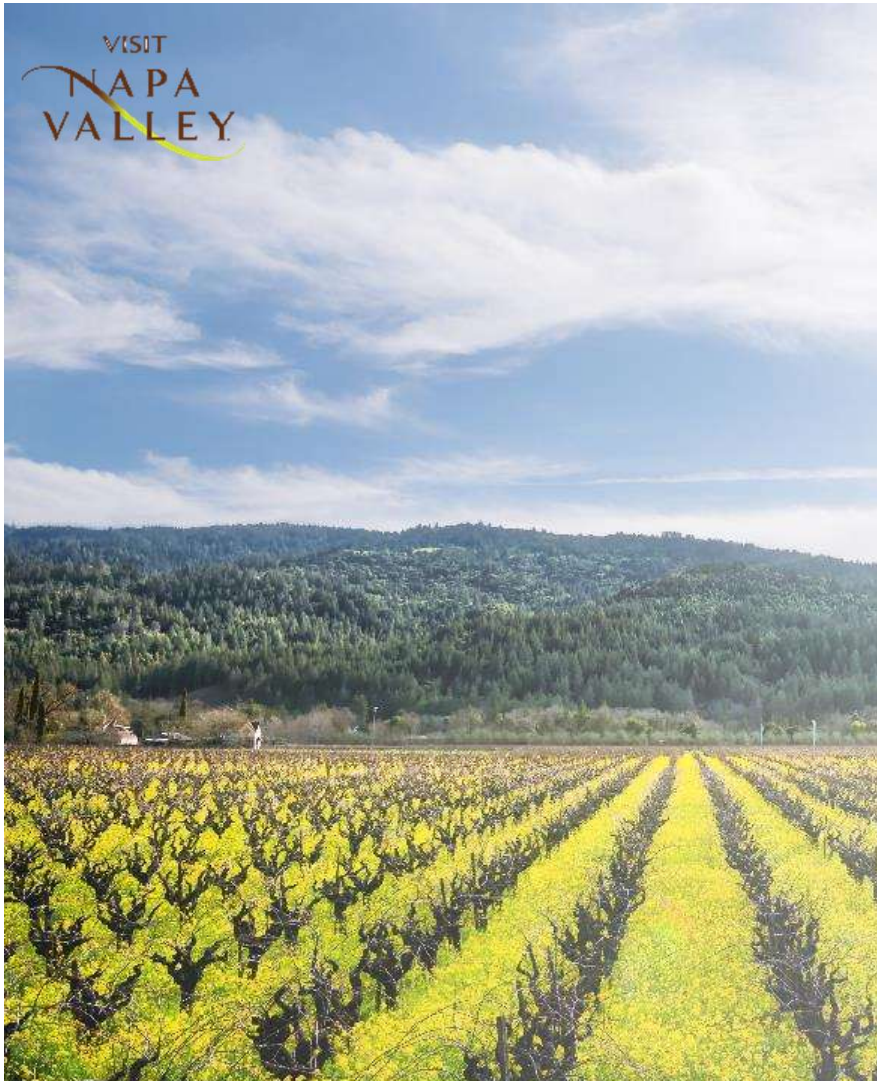
Digital

- Timing: 8-weeks
- Target: Luxury + Aspirational/value
- Market: San Francisco + Sacramento area
- 'Always On' activity

Est. Impressions: 23,619,333 | Budget: \$300,000

Flowchart

					MAY				JUNE				JULY (Q3)				AUGUST				SEPTEMBER				OCTOBER (Q4)				NOVEMBER				DECEMBER						
					27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21
MEDIA FLIGHTING																																							
PUBLISHER	MARKETS	MEDIUM	EST. IMPRESSIONS	COST																																			
FACEBOOK / INSTAGRAM / YOUTUBE	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	5,000,000	\$50,000					PHASE 2																														
					VNV MEDIA PLAN - OPTION 1																																		
TELEVISION (A35+)	SAN FRANCISCO DMA	TV	10,373,000	\$125,000									PHASE 3																										
AUDIO STREAMING	SAN FRANCISCO DMA	DIGITAL	5,408,590	\$75,000									PHASE 3																										
OUT-OF-HOME	SACRAMENTO METRO	OOH	7,558,020	\$25,000									PHASE 3																										
FACEBOOK / INSTAGRAM / YOUTUBE / SEARCH	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	8,909,366	\$75,000									PHASE 3																										
VNV CAMPAIGN TOTALS																																							
					VNV MEDIA PLAN - OPTION 2																																		
TELEVISION (A35+)	SAN FRANCISCO DMA	TV	26,846,000	\$200,000									PHASE 3																										
AUDIO STREAMING	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	7,302,409	\$100,000									PHASE 3																										
OUT-OF-HOME	SACRAMENTO METRO	OOH	15,116,951	\$60,000									PHASE 3																										
FACEBOOK / INSTAGRAM / YOUTUBE / GDN / SEARCH	SAN FRANCISCO DMA SACRAMENTO DMA	DIGITAL	15,162,940	\$140,000									PHASE 3																										
VNV CAMPAIGN TOTALS																																							
					VNV MEDIA PLAN - OPTION 3																																		
TELEVISION (A35+)	SAN FRANCISCO DMA SACRAMENTO DMA	TV	42,788,028	\$310,000									PHASE 3																										
AUDIO STREAMING	SAN FRANCISCO DMA SACRAMENTO DMA LOS ANGELES DMA	DIGITAL	13,015,184	\$180,000									PHASE 3																										
OUT-OF-HOME	SACRAMENTO METRO	OOH	15,116,951	\$60,000									PHASE 3																										
FACEBOOK / INSTAGRAM / YOUTUBE / GDN / SEARCH	SAN FRANCISCO DMA SACRAMENTO DMA LOS ANGELES DMA	DIGITAL	21,095,465	\$200,000									PHASE 3																										
VNV CAMPAIGN TOTALS																																							
					CO-OP PLAN OPTIONS																																		
FACEBOOK / INSTAGRAM		DIGITAL	1,050,000	\$15,000									PHASE 3																										
GOOGLE DISPLAY NETWORK		DIGITAL	1,700,000	\$10,000									PHASE 3																										
CO-OP TOTALS																																							



Napa Valley Safety & Wellness Practices

- **VNV Developing Guidelines & Minimum Standards with County**
 - Napa Valley must over-deliver; go above & beyond
 - Use creativity and to restore and build trust
 - Need meticulous consistency across hotels
- **Maintain Highest Standards**
 - Napa Valley Brand Strength
 - The very best of service, luxury accommodation & hospitality, world-class wines, and aspirational/iconic lifestyle
 - Approachable luxury, casual elegance, understated indulgence, warm & welcoming
 - Priorities = staff, guests & residents
 - Highest and best standards for pristine service, cleanliness, etc.
- **Managing Expectations with Visitors**
 - Visitor experience will not be identical to past
 - Safety, security, service & trust are paramount, within a luxury destination context
- **Visit Napa Valley**
 - **VISION:** Elevate the Napa Valley as the world's premier wine country experience
 - **MISSION:** Promote, protect & enhance the Napa Valley destination



COVID-19

CLEAN + SAFE GUIDANCE

For the Hotel Industry

PUBLISHED
April 29, 2020



THANK YOU.



TID

(TOURISM IMPROVEMENT DISTRICT)

The TID was put in place by those who pay the assessment to provide a funding source for tourism promotion.



Visitors stay in lodging properties



Marketing is funded by a 2% assessment on gross hotel room revenue



This generates more visitation and spending and economic benefit



More jobs are created year-round

The Napa County TID was formed in 2010 and renewed in 2015 for a ten-year period, through 2025.

25% of the assessment remains in each jurisdiction for local tourism promotion.

TID assessments now fund destination marketing budgets of more than \$8 million a year, up from the pre-TID level of less than \$1 million.

VS.

TOT

(TRANSIENT OCCUPANCY TAX)

Visitors stay in lodging properties



12% of gross room revenue goes into the jurisdiction's general fund



The General Fund pays for local community improvements and services



TID + TOT ECOSYSTEM

Visitors pay for both – Residents pay for neither


Your Community Thrives

VISIT
NAPA
VALLEY

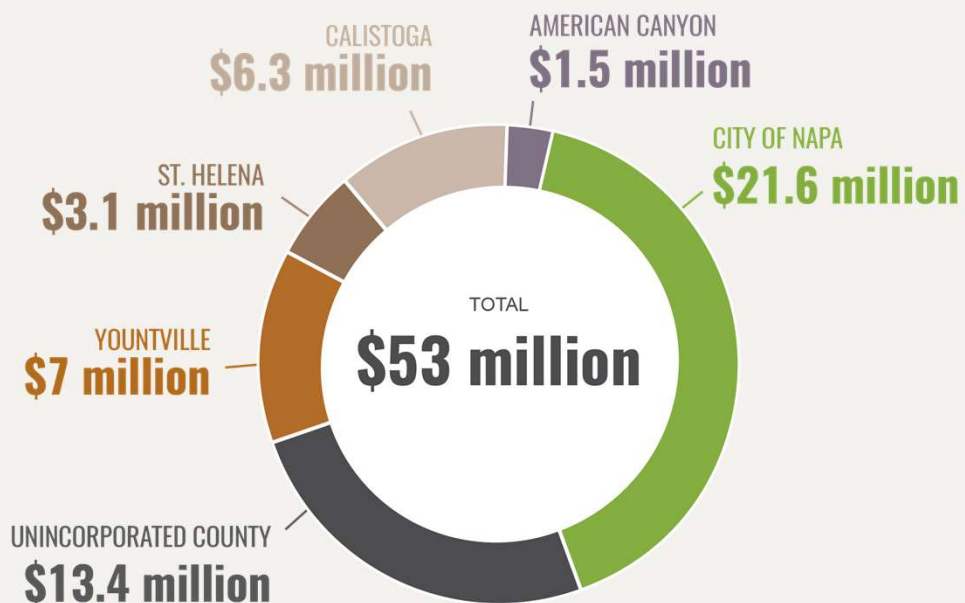


TOT COLLECTED BY JURISDICTION

Revenue from tourism allows local government to invest in services and programs that benefit all residents, including infrastructure improvements, civic amenities, and public safety. Additionally, tourism creates demand for a diverse range of goods, services, and cultural programs that are available for both residents and visitors to enjoy, enhancing our quality of life.

Transient Occupancy Tax

(TOT/hotel tax) revenue received in 2018 by each jurisdiction in Napa County

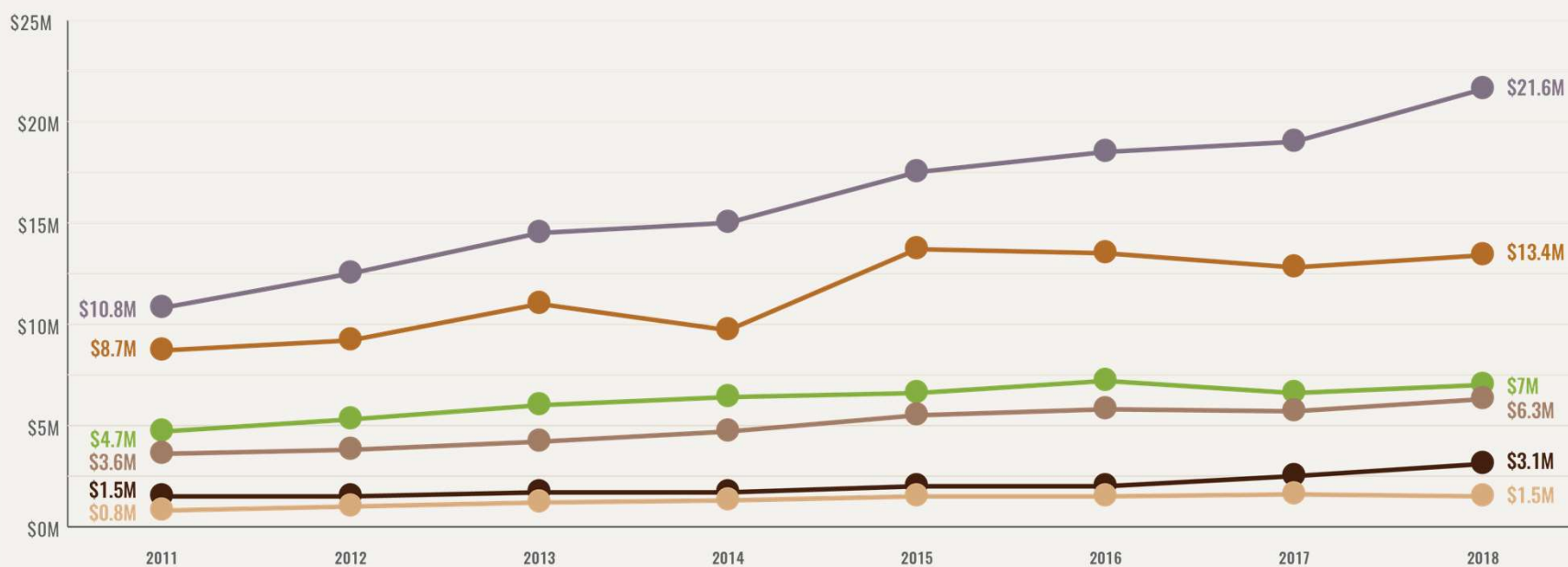




TOT GROWTH BY JURISDICTION CALENDAR YEAR

JURISDICTIONS CITY OF NAPA UNINCORPORATED COUNTY YOUNTVILLE CALISTOGA ST. HELENA AMERICAN CANYON

SOURCE: 2018 VISITOR PROFILE
STUDY & ECONOMIC IMPACT REPORT





TOT DETAILS BY JURISDICTION

Tourism continues to provide a significant positive economic impact to local jurisdictions across the Napa County.

	Population <small>Rounded to nearest thousand</small>	2018 # of Rooms	TOT Collected Per Resident	TOT Collected Per Room	TOT as a % of General Fund <small>Based on budget, not actual</small>	TOT Growth since 2011
American Canyon	20,000	313	\$ 77	\$ 4,952	7%	114%
City of Napa	80,000	2,905	\$ 270	\$ 7,431	26%	120%
Yountville	3,000	444	\$ 2,321	\$ 15,680	65%	73%
St. Helena	6,000	288	\$ 512	\$ 10,671	22%	121%
Calistoga	5,000	753	\$ 1,260	\$ 8,364	54%	85%
Unincorporated County	27,000	852	\$ 498	\$ 15,878	7%	54%
Total Napa Valley	141,000	5,555	\$ 376	\$ 9,541		76%

From: [James Hudak](#)
To: [Clerk](#)
Subject: COMMENT TO COUNCIL FOR MAY 19, 2020 MEETING - PLEASE READ
Date: Monday, May 18, 2020 5:17:27 PM

[EXTERNAL]

To the Mayor and City Council of the City of Napa,

I am writing to offer a perspective on the difficult budget choices that the City is faced with in this very trying time.

You might ask what perspective I bring to this issue. From January of 2019 through March of 2020, I was the Treasurer-Tax Collector of Napa County and am very familiar with the revenue sources for the government entities in the County. All these entities are very dependent on travel and leisure activities which have been the hardest hit by the current crisis.

In the late 70's I was the CFO for the Chief Administrative Officer of the City and County of San Francisco and had to develop plans to deal with the revenue impact of Prop 13. In between these government positions I spent 40 years in the private sector in major management positions including CEO of several companies. During the 2008/09 fiscal crisis I was the CAO of a large addiction company and had to reduce their \$300 million budget by \$40 million to avoid receivership. Cutting costs and particularly reducing staff is always an exceedingly difficult and unpleasant task.

In these positions, however, I have learned that it was best to make the cuts sooner and avoid waiting and then having to make more drastic cuts. I believe that this is the path that your City Manager and Finance Director are recommending, and I believe that is the best way to deal with the major uncertainty facing the City.

One other perspective that I want to add. I had the pleasure of working with Bret Prebula as my Assistant Treasurer -Tax Collector. I found Bret to be one of the most talented financial executives I have ever worked with both in my public and private sector experience. He combines this financial acumen with great care and concern for the employees who work with him. While at the TTC office he greatly improved the morale and the capabilities of the staff.

I hope this perspective is helpful as you face these most difficult decisions.

James B Hudak

City Council Meeting

5/19/2020

Supplemental I - 11. Public Comment

From: Joelle Gallagher

From: [Joelle Gallagher](#)

To: [Clerk](#)

Cc: [Steve Potter](#); [Jill Techel](#)

Subject: COMMENT TO COUNCIL FOR MAY 19, 2020 MEETING – PLEASE READ

Date: Monday, May 18, 2020 7:03:20 PM

Attachments: [Parks and Rec letter to CC.pdf](#)

[EXTERNAL]

Please accept the attached for the City Council 6:30 session, #11 public comment.

Thank you!

Joelle

Joelle Gallagher
Executive Director
First 5 Napa County
1040 Main Street, #206
Napa, CA 94559
www.first5napa.org



1040 Main Street, Suite 206
Napa, California 94559
Voice 707/257-1410
Fax 707/257-1417
Email info@first5napa.org
www.first5napa.org

May 18, 2020

Mayor Jill Techel
City of Napa
955 School Street
Napa, CA 94559

Dear Mayor Techel and Councilmembers:

For many families in Napa, the services offered by the Parks and Recreation Department (Parks and Rec) are not “nice-to-haves” they are necessities. On weekends you will see families celebrating birthdays, wedding parties and anniversaries in Fuller Park. Children play in pocket parks, scattered throughout the City, especially those who cannot access adequate outdoor space at their own homes. Families use parks and trails to exercise and introduce their children to the beauty of nature and the outdoors. Everyone who uses our parks and trails (OUR community assets), depends on the hard work of the Parks and Rec department to keep the parks clean, safe and functional.

Parks and Rec also offers a preschool program, enrichment and sports camps. Because the United States continues to resist universal childcare, and few school districts (including our own) have not progressed to year-round school, parents struggle to cobble together summer activities for their children, frequently relying on programs offered by the Parks and Rec department. Most families cannot afford the pricier private preschools or camps, and depend on the City’s offerings to provide safe, supervised activities for their children, while they work.

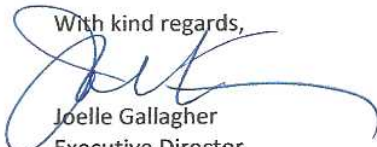
It is understandable that the City, facing a financial crisis, must look to “trim” those departments funded by general fund dollars. However, the Napa Parks and Rec department is bearing a disproportionate share of the cuts that have been proposed. Our question is, exactly which programs and services will continue after this “restructuring?” How will this be determined? Will the residents of the City of Napa participate in these discussions? If the public (whose tax dollars fund these programs and services) determines that these services are critical, then the City can decide to utilize a larger portion of our reserve funds.

Perhaps the City could look for opportunities to build creative partnerships. Many residents would be willing to participate in a volunteer program that allows them to care for their neighborhood parks. The City could remove unnecessary bureaucracy and work collaboratively with volunteers to assure our parks remain open. As we have seen over the last several months, our common outdoor spaces are essential to our mental and physical health and sense of “normalcy.” Rather than scaling back on these services, the City must maintain them with additional vigilance, so they remain healthy, safe spaces for everyone’s enjoyment.

Going forward, the City could work with the County (and other cities) to develop a regional approach to parks and recreation. This would reduce the need to duplicate larger administrative salaries, and provide the opportunity to develop a comprehensive parks and recreation system that better serves everyone who lives in Napa county.

Please work with your staff to engage the community in a full and open discussion that provides clarity, transparency, before making any decisions that directly impact the quality of life of our residents.

With kind regards,



Joelle Gallagher
Executive Director
First 5 Napa County

Cc: Steve Potter, City Manager



City Council Meeting

5/19/2020

Supplemental I - 11. Public Comment

From: Rosa Montanez

From: rosa.montanez1

To: [Clerk](#)

Subject: COMMENT TO COUNCIL FOR MAY 19, 2020 MEETING- EVENING- please read

Date: Tuesday, May 19, 2020 12:03:02 AM

[EXTERNAL]

Dear City of Napa Council,

My name is Rosa Montanez and I am a long time City of Napa resident. I would like to take a moment to express my concerns during these critical times. I understand these are hard times and tough decisions need to be made so that our city continues to run adequately. Therefore, it is extremely important balanced adjustments are made so that we do not end up short sided by using reserves for everything and cutting too much, to where it can create issues for service delivery down the road. I strongly believe Management needs to do what it takes to ensure the cities reserves are healthy as this Covid-19 pandemic continues.

I have worked for Bret Prebula in recent years and strongly believe you have the best person possible assisting in making these challenging decisions. I trust that Mr. Prebula will make correct choices that would best balance the impact to the people and the finances of the city.

Sincerely,

Rosa Montanez

[REDACTED]

City Council Meeting

5/19/2020

Supplemental I - 11. Public Comment

From: Luis Rodriguez

From: [LUIS RODRIGUEZ](#)

To: [Clerk](#)

Subject: Fwd: Please read public comment evening session

Date: Tuesday, May 19, 2020 9:42:01 AM

[EXTERNAL]

May 19 - City Council

When I initially read the headlines about the city and the layoffs, my first reaction was what I'm sure many people think...."why don't the top officials take a pay cut". I quickly realized those leaders did exactly that- as I saw the top executives taking an 8% pay cut and the City Manager taking a 10% reduction in pay. These are difficult times and difficult decisions that not only affect us, the residents of the City of Napa, but residents nationwide. Tough decisions are being made with the need to try not to cut way deep into reserves as that can create multiple problems in the years to come. As a resident of the city of Napa, we need that "cushion". This Pandemic has brought on many new challenges for residents, business owners, schools, cities, and counties. We don't know what lies ahead. I trust that the decisions that are being proposed, are done with careful consideration and with the best interest for the city of Napa residents. I worked for Bret Prebula. I trust his ability to make the right choices with as little impact as possible to the people and finances of the city. I know he will take everything he needs/can into consideration. He is a family man and truly cares for the welfare of the residents.

Maria Rodriguez

Please Read - 11 - 12.A.

Dear Mayor & Council

City Council Meeting

5/19/2020

Supplemental I - 11. Public Comment

From: Loriann Adoline

My name is Loriann Adoline and I'm a 14 year employee of the Public Works department. I grew up in the Midwest and came from a family that didn't have much and sometimes worked 3 jobs to survive. I was raised to be honest, hard-working and always lend a helping hand. I worked hard to get the opportunity to work for the City of Napa and have always wore that as a badge of honor. The proposed cuts will not only affect me, but also my brothers and sisters I work alongside.

In this time of crisis and sacrifice myself and my fellow employees have endured great stress, uncertainty, and the feeling of abandonment.

Everything we learned in E3 is gone by the wayside. We are in survival mode. Any decision to take away the livelihood and access to healthcare for the employee and their family at such a crucial time should be done with conscious awareness and with full disclosure of the City's true financial standing City Council... our lives are at stake.

The consequences of your decision will be life changing. We are the city's biggest asset... you told us that in E3, and we believed you. We believed you would invest in us. Please protect the people who make this city what it is... your employees. Invest in us, we have never let you down, please don't let us down.

Thank You.

**City Council Meeting
5/19/2020**

**Supplemental I - 12.A.
From: City Staff**



Fund Balances

May 19, 2020



Fund Balance

What is Fund Balance?

Fund balance is the difference between assets and liabilities in Governmental Funds.



GASB 54

IMPLEMENTATION OF GASB 54 BALANCE SHEET METHOD



General Fund Balances

Fund Balance	Balance	Comments
PEG Reserve	67,913	Legally restricted per Franchise Fee agmt
Other Reserved	37,731	Non-spendable - Prepaid expenses
Advances to other funds	2,543,693	Advance to Fire Impact Fund for FS#5
SB1186 Program	179,431	Legally restricted per State Bill 1186
Rsvd for Encumbrances	976,060	Assigned
Contingency Reserve	932,414	1% of budget
Operating Reserve	4,662,070	5% of budget
Emergency Reserve	13,053,796	14% of budget
<i>Undesignated</i>	1,400,265	
<i>Budgeted Revenues</i>	99,463,200	
<i>Budgeted Expenditures</i>	(101,723,813)	
TOTAL	21,592,760	



Non-recurring General Fund

Fund Balance	Balance	Comments
Other Reserved	2,616	Prepaid expenses
Rsvd for Encumbrances	1,139,231	Assigned
Housing Grant Match	500,000	Committed
TOTAL	1,641,847	
Undesignated	10,485,443	
Budgeted Revenues	5,384,114	
Budgeted Expenditures	-12,635,134	
Projected Ending Undesig FB	3,234,423	Promised to General Fund to cover any FY20 deficit



CIP Operating Fund

Fund Balance	Balance	Comments
Advances to Other Funds	1,346,100	Advance to Fire Impact Fee Fund for FS#5
Undesignated – Beg Balance	6,378,943	
Budgeted Revenues	43,542,169	
Budgeted Expenditures	-47,234,866	
Cancellation of Dwight Murray	-1,600,000	Transferred to General Fund to cover FY20 shortfall
Projected Ending Undesig FB	1,086,246	

Fund Balance	Balance	
Streets Program	1,173,820	budgeted Rev less exp=(949,018)
Projected Ending Undesig FB	224,802	Restricted by Prop 218 for MDF contribution and by law for Gas Tax contribution
Sidewalk Program	1,022,404	Budgeted Rev less exp=(568,195)
Projected Ending Undesig FB	454,209	Restricted by law for Gas Tax contribution



CIP Reserve Fund

Fund Balance	Balance	Comments
Reserved for General CIP Projects	7,063,393	Committed to FY20 projects in 5 yr CIP
Reserved for Building CIP Projects	5,756,955	Committed to FY20 projects in 5 yr CIP
	-3,000,000	Cancellation of Civic Center project
CIP General Project Reserve	3,072,185	Committed to future CIP projects- including 2.6M for parking garage 100K for General Plan
CIP Building Project Reserve	231,776	Committed to future CIP projects
Advances to Other Funds	675,000	Advance to Golf Fund
Federal Urban Aid Reserve	270,173	Restricted
Low Flow Channel Reserve	181,270	Project complete, rsv released
Corp Yard Improvement Reserve	30,636	Project complete, rsv released
Reserve Designated by JL	140,384	Project complete, rsv released
Undesignated	-1,075,986	
Total Fund Balance	13,345,786	



Internal Service Funds

Fleet Fund	Balance	Budgeted Revenues	Budgeted Expenses	Ending Balance
<i>Reserves for fleet fuel expenses over budgeted amount, and for replacement of fleet vehicles.</i>				
Rate Stabilization Reserve	250,000			250,000
Fleet Replacement Reserve	2,781,893			2,781,893
Undesignated	117,351	2,405,200	-2,414,580	107,971

Fire Apparatus Fund	Balance	Budgeted Revenues	Budgeted Expenses	Ending Balance
<i>To replace 9 fire engines & squad trucks before 2030, \$0.25 - \$1.3M each</i>				
Undesignated	1,379,779	339,400	-1,000	1,718,179

Information Technology Fund	Balance	Budgeted Revenues	Budgeted Expenses	Ending Balance
<i>Replacement of IT equipment, computers, servers, replacement of ERP (4.425M)</i>				
IT Undesignated	47,522	205,600	-205,600	47,522
ERP Project	2,000,000	2,425,000	-4,425,000	0



Internal Service Funds (cont'd)

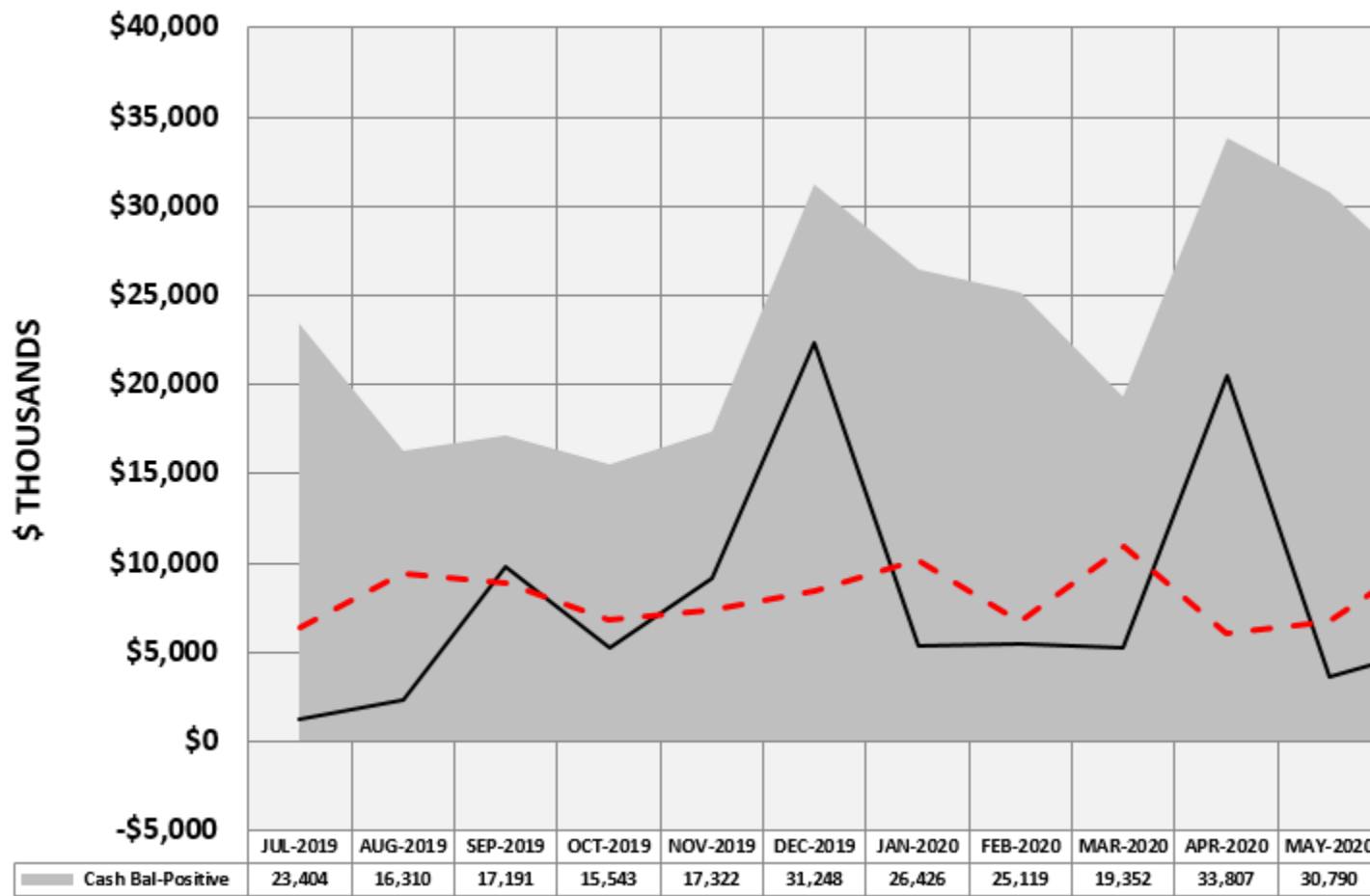
Risk Fund	Balance	Budgeted Revenues	Budgeted Expenses	Ending Balance
<i>For payments of claims against the City.</i>				
Self-insured liability reserve	107,000			107,000
Workers Comp Reserve	613,000			613,000
Undesignated	949,075	7,847,900	-6,683,234	2,113,741

Equipment Replacement Fund	Balance	Budgeted Revenues	Budgeted Expenses	Ending Balance
<i>For replacement of capital equipment</i>				
Undesignated	414,993	154,000	-90,500	478,493

OPEB Fund	Balance	Budgeted Revenues	Budgeted Expenses	Ending Balance
<i>For pension and OPEB, funds are held in a section 115 trust</i>				
Undesignated	1,099,275	1,243,590	-2,362,181	(19,316)



Cash



- Every time the balance dips below 18.6M we are using our reserves
- PERS prepayment \$11.1M in FY20 – savings of over \$300,000. Reserves allow us to make this prepayment

End of Presentation



**City Council Meeting
5/19/2020
Supplemental I - 12.A.
From: Kevin Pool**

From: [Kevin Pool](#)
To: [Clerk](#)
Subject: COMMENT TO COUNCIL FOR MAY 19, 2020 MEETING – PLEASE READ
Date: Monday, May 18, 2020 12:47:43 PM

[EXTERNAL]

The following comment is in reference to agenda item 12.A.

Napa City Council:

My name is Kevin Pool and I am writing to express my support for the city's Parks and Recreation Department and maintaining a stand-alone department. I am a city of Napa resident and also handle all event permitting for the Napa Valley Marathon, Half Marathon, and 5K, a non-profit organization that donates race proceeds to many local organizations and groups. Promoting health and wellness in our community is a core tenant of the marathon's mission, and I believe that the elimination of the Parks and Recreation Department would be a major setback to this mission.

In the past two years, our event has added a Half Marathon distance, and the number of Napa County and City of Napa residents has dramatically increased. In 2018, 183 Napa County residents participated in the event, including 143 City of Napa residents. The 2020 event took place less than two weeks prior to the pandemic shutdown, and 395 Napa County residents participated, including 320 from the City of Napa. This works out to a 115% increase in local participation in the past two years.

During the pandemic shutdown, the number of residents utilizing park areas for exercise has noticeably increased, and it is imperative that we continue to support our Parks and Recreation Department so that residents can take advantage of the many great open spaces that we are blessed to have in our community. Furthermore, the Marathon's local participation trend indicates that there is a growing desire for health and fitness activities in Napa. Access to well-maintained park space and fitness activities is essential to promoting a healthy lifestyle within our community, and I fear an adverse impact on the city's ability to fulfill this need if the Parks and Recreation Department is eliminated.

Thank you for your consideration.

--

Kevin Pool
Director of Operations
Blistering Pace Race Management
Cell: [REDACTED]



City Council Meeting
5/19/2020
Supplemental I - 12A.
From: James Martin

From: [James Martin](#)
To: [Clerk](#)
Subject: Comment to council for May 19 2020 meeting - Please read - 12.A
Date: Tuesday, May 19, 2020 9:06:46 AM

[EXTERNAL]

Thank-you Mayor and council members,

My name is James Martin I am a life long resident of Napa and for the last 13 years a City of Napa Employee. I work for the Public Works Electrical department . Until recently the electrical shop had a crew of 6 employees we are currently down to just 4 and are lacking a shop supervisor. The shop supervisor was taken in order to create one of the corpyard superintendent positions and we lost a electrician to the engineering dept. This has made are normal functions with day to day operations and maintenance difficult , However we are all very dedicated to the city and doing the best we can . The electrical shop is responsible for the maintenance of 50 traffic signal , 4500 street lights ,32 alert sites (early flood warning system), the city facilities electrical and panic alarms, and the 12 emergency generators for PD , fire stations , radio transmission sites and other city facilities. With just 3 people left to maintain all these things we will fall behind and things will start to break down. Traffic signals in flash , fire station generators not working , that panic button under your desk not working. Who knows what will fall apart with this low of staffing. That is just the electrical division short falls . What about all the parks and Garages ? How can the paving crew pave with only 3 employees ? These cuts are to much. I ask you please use emergency reserves keep Napa great. Don't let this bring Napa down. Thank you for your time.

**City Council Meeting
5/19/2020
Supplemental I - 12A.
From: Heather Strong**

From: [Heather Strong](#)
To: [Clerk](#)
Subject: May 19, 2020 City Council Meeting - Agenda Item #12A
Date: Tuesday, May 19, 2020 12:54:54 PM

[EXTERNAL]

Good Evening the Mayor and Council Members

My name is Heather Strong, and I have been a member of this community for over 25 years. We have weathered many storms together; Floods, Droughts, Earthquakes, and Fires, but this latest storm labeled as the "Corona Virus" has most definitely dealt our community a significant blow.

I am writing on behalf of myself, my children (who have and still enjoy what the Parks and Recreation Dept provide), and the community group recently created called "Save City of Napa Parks and Recreation". At this juncture, there is currently a petition with over 6,300 signatures and comments from our community urging you not to dismantle the Napa Parks and Recreation Department. Additionally, there is a very active and dedicated Facebook group/page working hard to help save this invaluable community resource.

We have seen over the last several weeks a growing movement from our community to stand up and stand behind the Parks and Recreation Department that provides so many wonderful services to the residents of our communities. I would even hazard to say that many of our tourist friends have enjoyed some of these services as well.

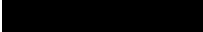
We have heard countless stories of how important the work of the employees of the Parks and Recreation department are for our community, from cleaning up after our homeless population, fixing a down tree on our city streets, all the wonderful camps/activities that are enjoyed by all ages and including all the other annual events hosted by the Recreation Staff.

I/We believe that the proposal to "dismantle and downsize" the Park and Recreation Department will be far more than "just a bit uncomfortable" for all our residents. Our community services will be hugely impacted, and I/We feel that this is completely unnecessary.

I/We are advocating the Council to reject this proposed budget plan, look further into the budgets of our community to share the burden of the shortfall evenly among all areas, instead of targeting a single department. In this instance, I believe we should think about the welfare and well-being of our residents, not the tourists.

Thank you,

Heather Strong



From: [Camilleri, Chrissy](#)
To: [Clerk](#)
Subject: COMMENT TO COUNCIL FOR MAY 19, 2020 MEETING – PLEASE READ
Date: Tuesday, May 19, 2020 12:57:42 PM
Attachments: [image005.png](#)
[Napa Junior Giants Advocacy.pdf](#)
Importance: High

[EXTERNAL]

Dear City Council,

On behalf of the Giants Community Fund, I would like to submit a public comment in regards to agenda item 12A for this evening's session. Please see attached.

Kind Regards,



Chrissy Camilleri

Junior Giants Coordinator

Giants Community Fund

Phone – [REDACTED]

Email – ccamilleri@sfgiants.com

24 Willie Mays Plaza

San Francisco, CA 94107





Dear Council Members,

My name is Chrissy Camilleri and I am writing to you on behalf of the Giants Community Fund in regards to agenda item 12A, a follow up to agenda item 13A from the May 5, 2020 meeting. I reach out to you today to advocate for adequate staff funding, field usage and insurance to keep the Junior Giants program active in the City of Napa, California.

Since 2017, the Giants Community Fund has had the pleasure of partnering with the City of Napa to bring the Junior Giants to life in your community. Junior Giants, the flagship program of the Fund, is a free, noncompetitive, 8-week program for youth ages 5-13. Using baseball and softball as the vehicle, players not only have the opportunity to be introduced to the fundamentals of the game, but also have the chance to learn important lessons in health, education, bullying prevention and character development along the way.

Through our partnership, the Giants Community Fund has provided nearly \$40,000 in the form of equipment, prizes, shirts, hats, tickets, curriculum and other items to ensure the City of Napa has what it needs to host the program free of charge.

However, this program would not be possible without the dedicated City staff that work year-round to ensure Junior Giants is implemented to the highest standard. It is through the hard work of Dan Opperman and his team of seasonal staff members that has helped the program nearly triple in size since its inception. Beginning with just over 60 players, the program now annually serves over 180 kids in Napa—a total of nearly 400 boys and girls over the years. Of those players, an average of 54% come from households with a cumulative income of under \$61,000 annually and 42% qualify for the free and reduced lunch program.

Your vote to provide adequate staff funding, field usage and insurance for the 2021 season and beyond will allow your city to continue making an impact in the lives of youth who truly need it the most. To bring this to life, please see the feedback we have received from parents of past participants:

- “We truly appreciate this opportunity and the fact that it was free made it possible for my two children to participate. Thank you!”
- “This is my son's first experience with playing baseball. He is enjoying it SO much. I love that it is non-competitive, as my son has a sensitive demeanor. He is drinking more water throughout the day because of this program! I'm a happy and proud mom.”
- “Very positive impact on the community for Napa youth from diverse backgrounds!”

A vote to support your City staff and your Parks and Recreation Department is a vote to support Napa youth becoming Giants on the field, in the classroom & in the community. Thank you for your consideration!

Together, we remain Giant.

Chrissy Camilleri

Chrissy Camilleri
Giants Community Fund
Junior Giants Coordinator
ccamilleri@sfgiants.com
415-972-2424

From: CINDY BANNISTER <[REDACTED]>
Sent: Tuesday, May 19, 2020 1:07 PM
To: Clerk
Subject: COMMENT TO COUNCIL FOR MAY 19, 2020 MEETING – PLEASE READ
Attachments: 05-19-2020 Council Public Comment.docx

Categories: Unverified Contact

[EXTERNAL]

Council item 12A.

My name is Cindy Bannister. I am a retired City of Napa Employee and a resident of Napa for over 33 years. I am very concerned about my community.

The world as we knew it was turned upside down by the spread of Covid-19. Everyone is impacted. Our children have been impacted. They can't see their grandparents or their friends. They can't go to school, participate in their well-deserved year-end parties and graduation activities. Their normal organized recreational activities have been halted.

We need to provide a healthy community environment that includes exercise, outdoor time, and socialization for our children and families. The City of Napa has embraced the philosophy that recreation is a required element of our Napa quality of life. Decisions over the years proves that the City Council believes in the importance of recreational activities. Entrance to all of our parks is free and open to the community and visitors alike. These parks need to be clean, safe, and well maintained.

This is not the first time that the City of Napa has been faced with a down turn in the economy and tough decisions on spending reduced tax payer dollars is required. In past economic challenging times, the public has had the opportunity to provide the City Council input on the decisions of cost cutting measures. Written documentation had been provided to the public via the City Council agendas that outlined proposed cuts and the impacts to those cuts.

The Council would listen to input from the public and the staff. They would review the detailed documents with consequences of the cuts, and make the tough decisions. If the decision is made to dismantle the Parks and Recreation Department, the community should have a say in this decision. There has not been full transparency of the proposed cuts. While verbal discussion is always important, written documentation for back-up of the proposals should be widely available to the community. The Council seems to be rushing into making decisions without allowing full community participation on the topic of budget cuts.

The City of Napa's General Fund is funded by taxes. Taxes paid by both our residents and visitors. Sales Tax. Property Tax. Transit Occupancy Tax. Business License Tax. Utility User Tax. The community should have a say in how their tax money is being spent, or in the case of reserve balances, not being spent.

I urge you to provide more transparency to the community on the proposed budget cuts by department, their impacts to community services, and alternative solutions. The residents should have more input on what they want their community to look like in this post COVID-19 world.

**City Council Meeting
5/19/2020
Supplemental I - 12A.
From: City of Napa Employee**

From: [fi.li](#)
To: [Clerk](#)
Subject: Public comment to May 19, 2020 City Council agenda Item 12A
Date: Tuesday, May 19, 2020 2:55:56 PM

[EXTERNAL]

I hope this time my email gets read...

Dear City Council members,

I am a City of Napa employee and I write this to you to express my frustration and disappointment with the City Managers office and Finance Director for the decision to issue layoff notices. Two weeks ago the City Managers office and the Finance Director brought to you a "budget workshop" where financial information was presented to you, City Council, showing the financial crisis that the city is in due to the COVID-19 pandemic. We all have seen and feel the effects of the pandemic, economic, mental, health, etc. The City Managers office and the Finance Director have completely failed to present clear numbers on why the City has to layoff so many employees. The bargaining units have been negotiating with the executive team for weeks now about concessions but the City Managers office and Finance Director did not take into account in their presentation 2 weeks ago what is the financial scenario if bargaining units provide concessions. We the City of Napa employees and the rest of the City of Napa residents deserve answers to questions such as: 1) if concessions are granted, how many jobs will be saved? 2) Two weeks ago it was brought up that there are \$60M plus dollars sitting in undesignated funds, what are those funds? and since they are undesignated funds those can be transferred to the general fund? No clear answer has been provided to date 3) It appears to me that even if the employees bargaining units give concessions, layoffs are eminent and the decision to layoff personnel has been made by the City Manager regardless of what the employee units do.

Getting layoff is not an easy pill to swallow and it just adds stress to an already stressful situation but not unless you are in that situation will you know. I hope you sit back and ask the tough questions and not just take the information that is presented to you as the only choice and at face value.

Lastly, I would like to express my complete disappointment with City Councilmember Gentry for her poor taste on her Facebook posting regarding the dismantling of the Parks and Recreation Department. Where were you two weeks ago when the City Manager and Finance Director stated that the remainder of the Parks & Recreation Department staff was going to be divided between Community Development and Public Works Departments? They are not getting "smooch in" they are getting layoff.

From: Jimmy Kawalek <jimmy@jimmykawalek.com>

Date: May 19, 2020 at 3:57:50 PM PDT

To: Doris Gentry <dgentry@cityofnapa.org>, Scott Sedgley <ssedgley@cityofnapa.org>, Mary Luros <mluros@cityofnapa.org>, Liz Alessio <lalessio@cityofnapa.org>, Jill Techel <jtechel@cityofnapa.org>

Cc: Patrick Band <pband@napabike.org>

Subject: Napa "Slow Streets" proposal

[EXTERNAL]

To all,

As a Commissioner of the City of Napa BaTC, I fully endorse the proposal for the adoption of Slow Streets laid out by Patrick Band of the Napa County Bicycle Coalition.

As an avid cyclist, there has been a very obvious uptick in bicycle and pedestrian traffic during the Covid19 SIP event.

City after City is realizing that alternative transportation modes MUST be implemented immediately as current mass transit does not provide for proper social distancing.

Also, the health benefits found through cycling, running and walking addresses the obesity crisis that exists in America (40%) and has been a leading contributory factor in the Covid19 death rate.

With the ongoing threat to potentially eliminate the Napa Parks and Rec department (which I fully oppose) this is the time to act.

The Citizens of Napa need to be encouraged to and protected as they venture out of their homes for exercise and fellowship.

Thank you,

Jimmy Kawalek

Jimmy Kawalek, CS

[REDACTED]

www.jimmykawalek.com

Wine Sales & Marketing

jimmy@jimmykawalek.com

From: Gopal Shanker <gopal@recolteenergy.com>
Date: May 19, 2020 at 4:30:27 PM PDT
To: Mary Luros <MLuros@cityofnapa.org>
Subject: **Slow Streets - Support**

[EXTERNAL]

Dear Mary:

I hope you (and Jason) are well.

I am writing to express my support for Napa County Bicycle Coalition's Slow Streets program.

Thanks.

Gopal Shanker
President
[Récolte Energy](http://RecolteEnergy.com)
Napa Valley, California
(707) 480-1960

The background of the slide is a photograph of a historic street in Napa. It shows a row of brick buildings, including a prominent circular building with a white dome. The street is lined with trees and flowers, and the scene is captured in a warm, golden light.

Water Fund and Solid Waste/Recycling Fund Budget Workshop

May 19, 2020

Information and Direction

Today's presentation is provided to inform Council and receive direction and feedback.



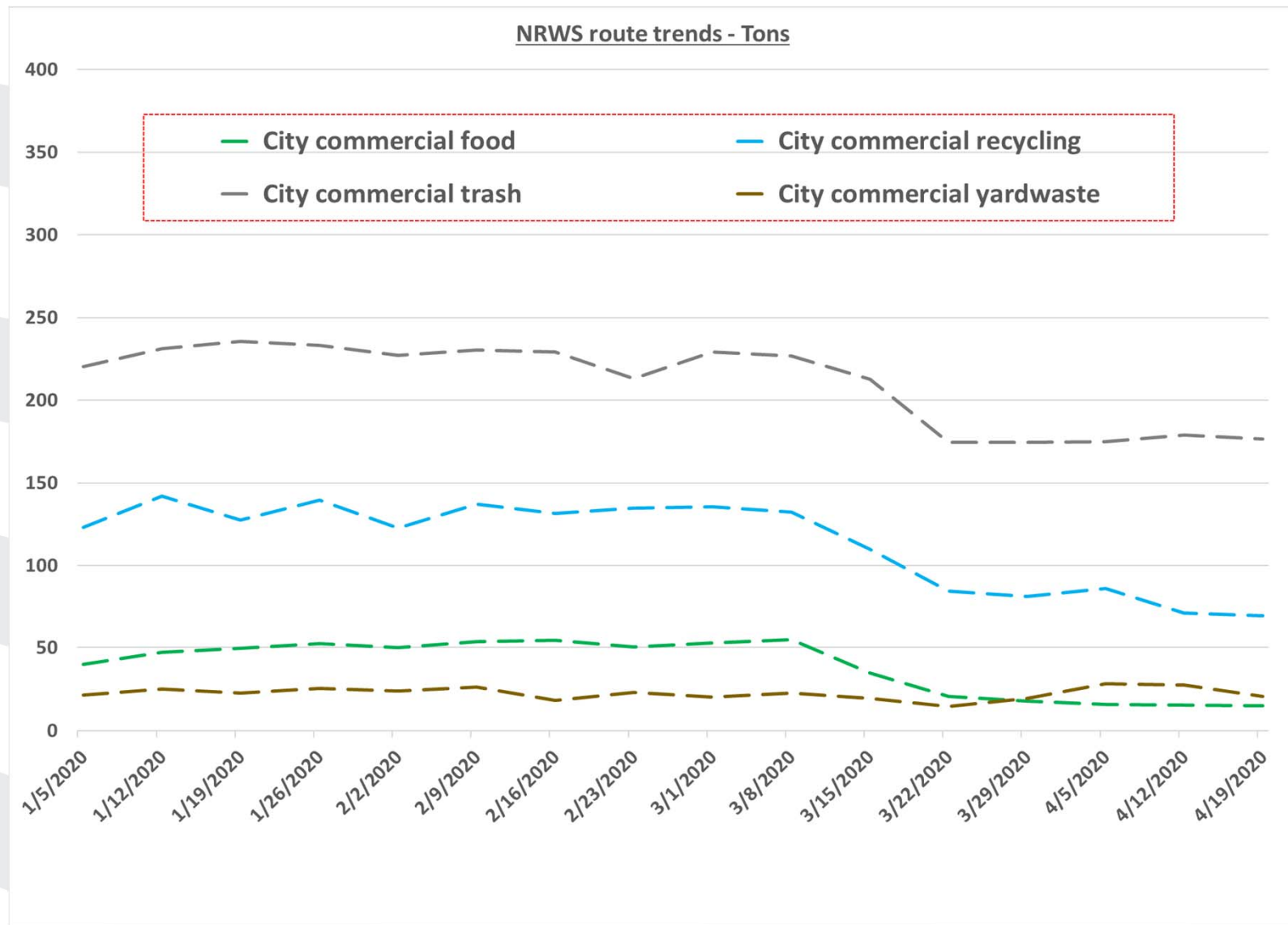
Enterprise Funds

Differences from General Fund:

- Revenue is predominately based on rates charged to customers based on cost to provide service – no taxes or TOT
- Revenue stays within Fund to support current and future Fund activities
- Revenue is received on a monthly/bi-monthly basis
- Labor costs are a small percentage of expenses



Solid Waste/Recycling Fund FY 2019/20 Impact



Solid Waste/Recycling Fund FY 2019/20 Impact

Factors to Consider:

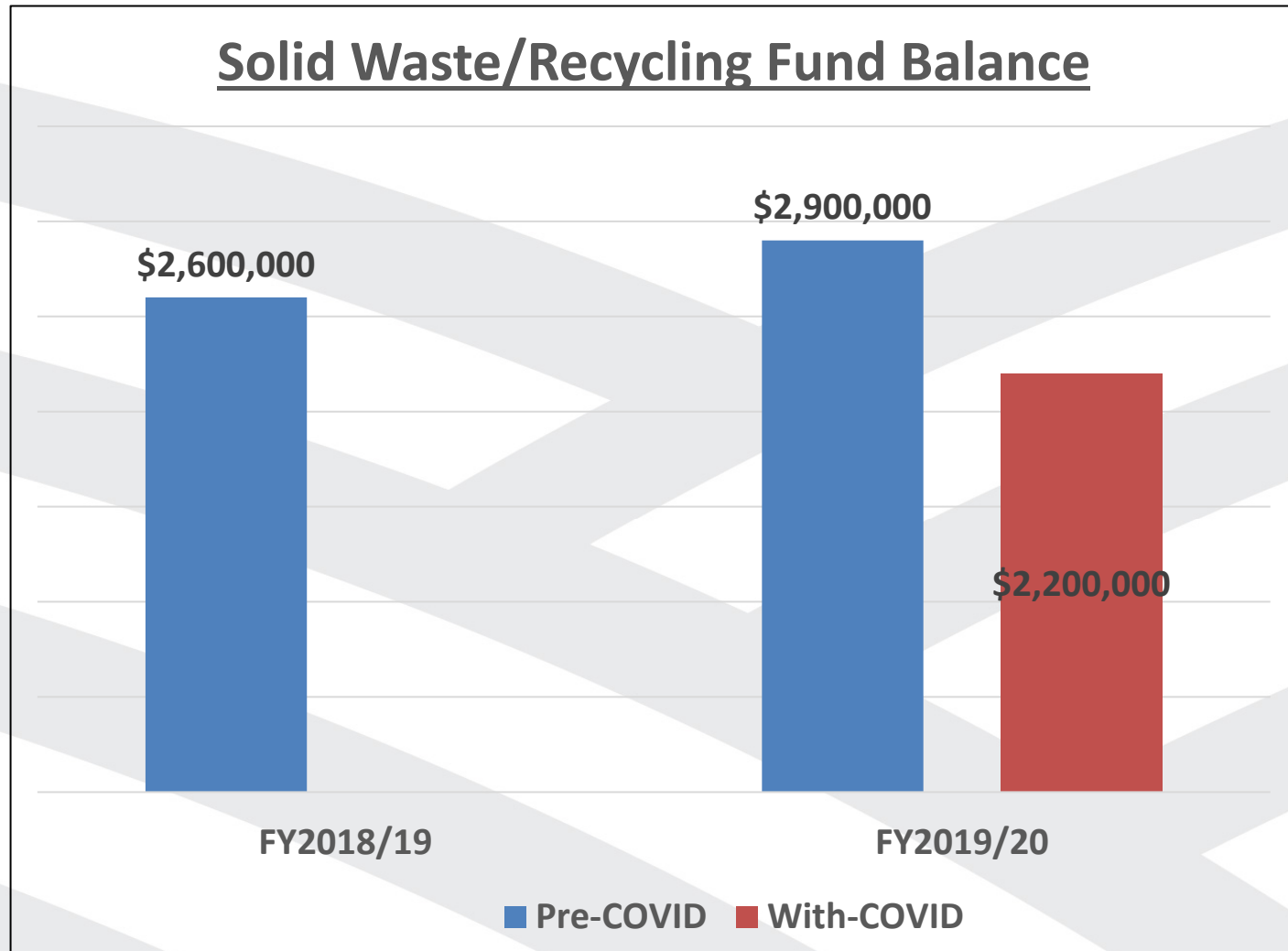
- Disposal Tons – down 26%
- Food Composting Tons – down 68%
- Actual Billing – down \$150k in April

Service	Adjustment
Grocery	-5%
Lodging	-85%
Construction	-10%
Restaurants	-60%
Senior Care	+30%
Multi Family	+20%

Total Impact = \$690k



Solid Waste/Recycling Fund FY 2019/20 Impact



Solid Waste/Recycling Fund FY 2020/21 Impact

Revenue Loss Assumptions = % of \$690k loss in Q4 of FY20:

Q1 - 90% (\$621k)

Q2 - 65% (\$449k)

Q3 - 33% (\$228k)

Q4 – 25% (\$173k)

\$1.5M

Delinquent Payments (5% of revenue)

\$1.2M

Total Impact = \$2.7M



Solid Waste/Recycling Fund FY 2020/21 Impact

\$0.8M
Projected
Gain

–

\$2.7M
Projected
COVID Impacts

=

\$1.9M
Adjustments
Needed

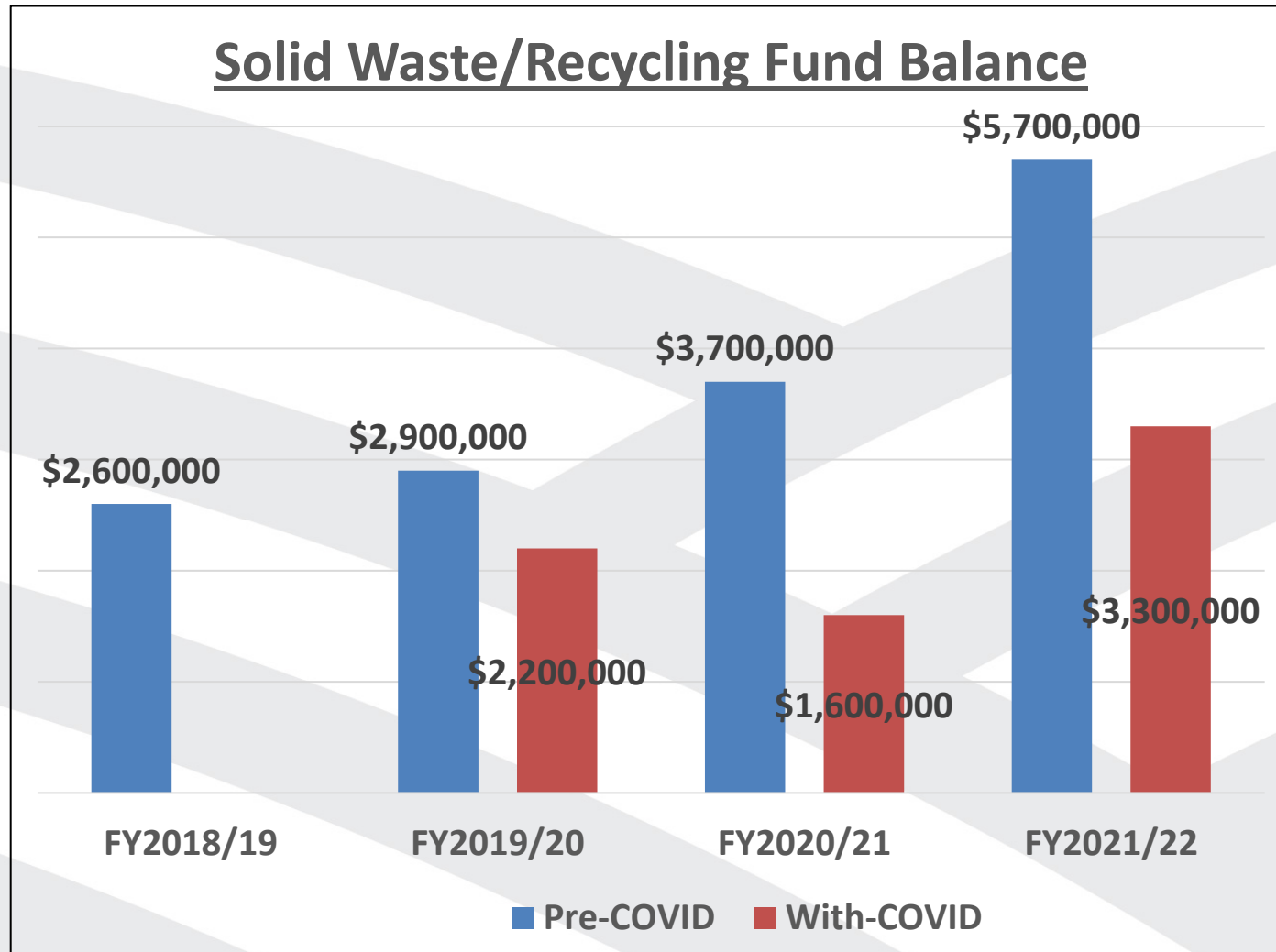
Options for reduced expenditures:

- Delete transfer to Street Resurfacing (\$1.1M)
- Contract changes with NRWS (\$100-\$700k)
- Freeze Transfer Station tip fees (\$50k)

➤ Potential Use of Fund Balance = \$600k



Solid Waste/Recycling Fund FY 2020/21 Impact



Water Fund FY 2019/20 Impact

Projected Revenue Impacts

- Hotels - \$200k
- Restaurants - \$40k

Total Impact = \$240k

Water Sales Revenue exceeds budget

\$1.0M

➤ No budget changes necessary



Water Fund FY 2020/21 Impact

Revenue Loss Assumptions = % of \$240k loss in Q4 of FY20:

	<u>Hotels (\$200k)</u>	<u>Restaurants (\$40k)</u>
Q1	90% (\$180k)	100% (\$40k)
Q2	65% (\$130k)	100% (\$40k)
Q3	33% (\$70k)	50% (\$20k)
Q4	25% (\$50k)	50% (\$20k)

\$550k

Development Fees

\$400k

Total Impact = \$950k



Water Fund

FY 2020/21 Impact

Options to address \$950k revenue loss:

- Sale of NBA Water (\$1.0 - \$1.4M)
- Labor Concessions (\$400k)
- 3 – 6 Vacant Positions (\$400 - \$900k)

Delinquent Payments (5% of revenue) **\$1.5M**

- Use Operating Reserves (\$2.6M) as needed



Next/Ongoing Steps

- Monitor Actuals – Billing and Delinquencies
- Closely monitor expenditures and other revenue
- Continue discussions with NRWS
- Proceed with NBA Water Sale
- Return to Council on June 8th for Budget Hearing



QUESTIONS?

