



CITY OF NAPA

955 School Street
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www.cityofnapa.org

MEETING MINUTES - Draft

CITY COUNCIL

Mayor Jill Techel
Vice Mayor Peter Mott
Councilmember Doris Gentry
Councilmember Jim Krider
Councilmember Scott Sedgley

Tuesday, August 7, 2018

2:30 PM

City Hall Council Chambers

SPECIAL MEETING - 2:30 PM

1. CALL TO ORDER: 2:30 P.M.

1.A. Roll Call:

Present: 4 - Councilmember Gentry, Councilmember Krider, Vice Mayor Mott, and Mayor Techel

Absent: 1 - Councilmember Sedgley

2. AGENDA REVIEW AND SUPPLEMENTAL REPORTS:

City Clerk Roberts announced the following supplemental reports:

Item 4.A. Urban Land Institute Technical Assistance Panel - Oxbow District Place Branding Study.

- PowerPoint presentation by a panel assembled by the Urban Land Institute introduced by city staff.
- Summary of Oxbow Stakeholder Sounding Board Event July 19, 2018.

3. PUBLIC COMMENT:

Comments were limited to the subject matter on the agenda (Item 4A).

4. ADMINISTRATIVE REPORTS:

4.A. [1469-2018](#) Urban Land Institute Technical Assistance Panel - Oxbow District Place Branding Study

James Heid, the President and Founder of UrbanGreen, provided the introduction to the discussion regarding the Oxbow District Stakeholder Sounding Board event.

Sandra Kulli, President of Kulli Marketing, introduced several concepts such as city branding, hospitality, and similar components regarding what makes a gathering place. She referenced several books that provided information on the subject which included:

- *Setting the Table* by Danny Meyer
- *The Great Good Place* by Ray Oldenburg
- *The Participatory Museum* by Nina Simon
- *Listening is an Act of Love* by Dave Isay
- *Inventing Desire* by Karen Stabiner
- *Thunder at Twilight* by Frederic Morton

Mr. Heid then provided a PowerPoint presentation which included information regarding the Urban Land Institute, how the Technical Assistance Panel was formed, the details of their assignment, their task to help create a framework for place-branding in the Oxbow District, their responses as to what was special about the Oxbow District, and what the District could or should be in 2018 and in 2038. He also discussed what they determined what was working and what the potential risks were.

Elizabeth Shreeve, Principal, SWA Architects and Planners discussed the unique nature and geography of the Oxbow and how the river could be featured as a central point.

Blaine Mercer, Partner & Managing Director US, Gehl, Urban Design Consultants talked about the possibilities the area had for public life and engagement.

Ms. Kulli again came forward to discuss the Commons, suggested the City should "Name It, Sign It, and Use It" and gave examples and suggestions.

Edith Ramirez, Economic Development Director with the City of Morgan Hill provided ideas to make the bridge more pleasant by adding shade, public art, adding landscaping, and creating lighting and places to sit or rest.

Michael Lander, Owner of Lander Group, Urban Designers and Urban Infill Developers, talked how the City could work with future developers to achieve excellence.

David Israel, Principal with BAR Architects discussed how the City and County could leverage the land to strengthen the area and the brand.

James Heid discussed how the evolution of the area could be facilitated, immediate actions that could be taken to begin implementation.

Mayor Techel thanked the group for the information and expressed her excitement about many of the concepts, including the "Name It, Sign It" suggestion as well as the comment about leveraging space and the Flood Control Building.

Public Comments:

Beth (last name inaudible), resident, stated she was part of the Rail Arts District (RAD), and wanted assurances that the branding of the District would include RAD.

Aly Huffman, resident and employee of the Oxbow Market, noted there were no Oxbow employees in attendance, and discussed the challenges at the area, including parking, safety and overcrowding.

Mike, resident, asked what the percentage of tourists versus locals visited the Oxbow District. He stated more local businesses could be viable if there were smaller spaces available.

James Hinton, resident, discussed some of the comments, suggested more signage and cannabis offerings.

Jay Golik, resident, provided some comments about an Arts district or zone in the Oxbow area in order to provide an opportunity for artists to create and sell their artwork.

Mike Bell, resident, stated there were many seniors that live and visit and there should be shade and places to sit.

Dalton Piercy, resident, discussed the local history and the important aspect of artistic vision.

A resident stated she was watching online and wanted to emphasize the importance of the small buildings at the area, which provide charm, and that the the City should include the Oxbow School in creating the brand and artistic vision.

Mayor Techel thanked participants and stated she envisioned more public meetings and discussions on the issue.

Receive a presentation report regarding the Oxbow District place branding study
by the Urban Land Institute Technical Assistance Panel.

5. COMMENTS BY COUNCIL OR CITY MANAGER:

6. ADJOURNMENT: 3:43 P.M.

Submitted by:

Dorothy Roberts, City Clerk