

**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #637****Date Submitted: 8/14/2018****Profile****First Name\***

Stephen

**Last Name\***

Cuddy

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94558

**Phone Number\*****Alternate Phone****Employer**

Napa Design Partners LLP

**Job Title**

Architect / Partner

**Ethnicity**

Japanese American

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input checked="" type="checkbox"/> Napa County Resident  | <input type="checkbox"/> Other                          |
| <input checked="" type="checkbox"/> Napa Business Owner   |   |

**Experience****Community Service Experience\***

Napa County General Plan 2008; Napa County Landmarks Inc Board of Directors 2006 - 2016 served as President of the Board for four years 2010 - 2014; Napa Downtown Reach Steering Committee and Bridge Design Committee for the Flood Control Project; City of Napa High Performance Building Standards Committee with Steve Jensen and later Dan Kavarian; assisted with the Historic Preservation Community and the Napa Architects Exchange for the City of Napa Downtown Specific Plan; Board Member of the Napa Architects Exchange . . .

**Education\***

California Polytechnic State University, Architecture, 1976

**Other relevant experience or expertise**

Served on the board for the OEOC for SHRA (Sacramento Housing and Redevelopment Agency)

**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Word of Mouth ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |   |   |                              |
|---|---|------------------------------|
| <input type="checkbox"/> Urban Tech Talk (May 18) | <input checked="" type="checkbox"/> Urban Renaissance (June 22) | <input type="checkbox"/> N/A |
|---|---|------------------------------|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

Participate in a collaborative effort with the community and stakeholders to guide the future of the City of Napa; work with city staff - reviewing materials, take input from the community and our elected while offering input and guidance based upon experience and understanding of the current and potential growth and development patterns; commit time to participate in the process and make a positive impact on the future of the community.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

City of Napa is experiencing a renaissance which come and go in cycles; the City of Napa has poised itself as the center of the Napa Valley and has attracted the attention of the region and the world. To meet the demand and sustain a viable future a balance of work, play and housing needs to be offered and achieved for the community. California's high cost of construction creates road blocks to affordable housing and partnerships with non-profit housing corporations and future developers and business owners need to be established to help the community thrive and to sustain the future of the businesses already here and those yet to come to Napa. Every community has unique circumstances and Napa needs to find the best path to balance the needs of the community and the visitors who come to visit our beautiful valley.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

As an architect I have had an ongoing interest in community planning, the early part of my career path led me to assisting Robertson Homes, Federated properties, Sequoia Associates and others with community development plans that included single family, multi-family, commercial and community assets (parks, recreational areas, bike paths/trails); I was the lead designer for the South Davis Specific Plan which included housing, community park, bike paths and commercial areas. More recently I participated in the Windsor downtown planning process representing the Telfer Family and proposed a redevelopment of their lands in the downtown which included mixed use commercial and housing while recapturing a natural water course that had previously been piped. The project was referred to as Windsor Gateway which competed against several other development proposals and our project was selected as the number one alternative. We were cited for creative planning and use of the land - the development proposal included sustainable design principles, traffic calming (roundabout) and creative parking solutions (reverse angle parking with vertical height planned to allow car stacking in the future). The housing introduced a dense communal living environment in a community of traditional single family and apartment style living as the site was located within a 1/4 mile of the proposed rail transit stop. Napa has similar opportunities and the future may lend itself to rail and water travel. My very recent experience on Mare Island with WETA (Water Emergency Transportation Authority) and their \$20.0 million ferry terminal operations and maintenance facility as part of the bay area ferry authority has introduced me to the organization that would most likely bring ferry service to Napa one day. I believe all things are possible and look forward to the opportunity to assist in finding a future path for Napa.

**Letter of Recommendation\***

Stephen Cuddy Ref Ltr Harry Price.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

August 14, 2018

City of Napa  
Planning Department  
1600 1<sup>st</sup> Street  
Napa, CA 94559

RE: Committee for the General Plan Update 2020 to 2040.

Dear Sir or Madame,

This writing is in support of Stephen Cuddy's application to serve as a committee member for the 2020-2040 General Plan for the City of Napa.


As an architect, Stephen has had substantial positive impact on the way the City of Napa looks today. The Napa Mill Project, a mixed use project containing the Napa River Inn, four restaurants, a Music Club, bakery and retail, was the initial award winning project with Copia, Celadon and the Napa Valley Opera House's reopening that started the revitalization of downtown Napa. Then Stephen's work on the award winning Napa Square, a mixed use project, brought life to the west end of downtown. These projects only exist because of Stephen's skill as a listener who takes ideas and turns them into reality.

Stephen has a love for all things historic. He has volunteered to serve on Landmark's Board for many years, as well as serving as the lead architect for the award winning restoration of the Goodman Library, home to the Napa County Historic Society. Likewise, the Stonehouse Brewery building's opening revealed Stephen's abilities to transform and adapt older buildings to new uses.

Stephen has the ability to listen, perceive solutions and work as a team player, just the way his office works.

Napa will be a better place in 2040 if Stephen Cuddy plays a role in planning for its 2020-2040 future.

Respectfully Submitted,



Harry T. Price

RECEIVED

AUG 13 2018

COMMUNITY DEVELOPMENT  
DEPARTMENT

August 10, 2018

City of Napa  
955 School Street  
Napa, CA 94559

Re: 2040 General Plan Update

To Whom It May Concern:

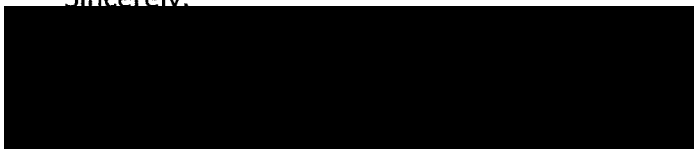
I would like to recommend Stephen Cuddy, AIA to be a member of the committee that is being selected to assist the City of Napa with the General Plan Update. Mr. Cuddy has experience with our local planning issues, our need for housing and the development process in general. He has a long history serving the community both in the City and the County.

Mr. Cuddy was a member of our board for over ten years and served as its President for four years while participating in the Preservation Action Committee prior to his term on the board. He currently serves as a resource to the organization and on our Advisory Committee as an ex-officer of the board. Under his leadership the organization created a solid financial foundation for the future.

During the time that I have known him he has been a community advocate and an advocate for historic preservation which is an important consideration when updating the general plan for the City of Napa.

Thank you for your consideration.

Sincerely,

  
Ernest Schlobohm  
Board President

JAMES KELLER

RECEIVED

AUG 28 2018

COMMUNITY DEVELOPMENT  
DEPARTMENT

August 14, 2018

City of Napa  
General Plan Advisory Committee (GPAC)  
955 School Street  
Napa, CA 94559

Re: 2040 General Plan Update

To Whom It May Concern:

As our City's General Plan Update gets underway I would like to recommend that local architect Stephen Cuddy be made a member of the General Plan Advisory Committee. Stephen has decades of experience with our local planning issues including a deep understanding of Napa's current housing needs. He also has a significant knowledge of our local historic resources and is part of the historic preservation community here in Napa.

I have worked with Stephen on multiple projects and value both his knowledge of the City of Napa planning and building process and his grounded perspective on the opportunities and constraints that face each unique undertaking. I appreciate his communication style both in the way he expresses his own thoughts and in his openness to hearing the concerns of others, and appreciate his ability to find common ground when sometimes there appears to be none.

Stephen is both a talented architect and an engaged member of our community who seeks out the opportunity to serve our collective interest. As our City looks to the future I am certain his perspective would be of great value to this committee.

Thank you for considering my recommendation.

Sincerely,



James Keller

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Napa, CA 94559

**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #749****Date Submitted: 9/7/2018****Profile****First Name\***

Tracy

**Last Name\***

Krumpen

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94558

**Phone Number\*****Alternate Phone****Employer**

State of California - Assemblymember Cecilia Aguilar-Curry

**Job Title**

District Director

**Ethnicity**

caucasian

**Interest(s) within the City of Napa\****Check all that apply.*☒ City of Napa Resident☒ City Property Owner☐ Napa County Resident☐ Other☐ Napa Business Owner

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**Experience****Community Service Experience\***

Friends of the Napa River, 2014 - present, Vice President

Community Action Napa Valley, 2016 - 2017, board member

City of Napa Civil Service Commission, 2014 - 2017, committee member

City of Napa Housing Element Steering Committee, 2014 - 2015

Queen of the Valley Community Benefits Committee, 2013 - 2015

City of Napa Community Block Grant Committee, 2009 - 2011, Committee Member

Leadership Napa Valley Board of Directors, 2009 - 2011

**Education\***

Leadership Napa Valley, 2007 - 2008

Brigham Young University, Political Science, 1988-1993

Vallejo Senior High School, 1986-1988

**Other relevant experience or expertise**

Because of my work for the state Legislature I'm able to provide insight on state government, bills and laws passed by the Legislature, as well as I have direct access to various state agencies.

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**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Social Media ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*☐ Urban Tech Talk (May 18)☐ Urban Renaissance (June 22)☒ N/A



**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

Role and responsibility of the GPAC is to assist the community, its elected leaders with the General Plan Update which is the blueprint for the future of the City of Napa. I believe my serving on several City of Napa committees, non profit committees and my day job of working for the state Legislature since 2010 is testament to my ability to work collaboratively with others and build strong, positive working relationships. In this instance, we all want what's best for the City of Napa and its residents. Start off finding and acknowledging common ground leads to acceptance and a level of trust. I take my volunteer commitments as serious as I take my job as District Director and that means always being prepared. While my job is demanding, the GPAC is certainly a commitment I can handle and it would be my honor to serve my community in this capacity.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

Napa is rich in opportunities for several reasons - the most obvious is that we have become a world renowned travel destination and produce world class wines. Even while our downtown undergoes a renaissance, is an incredibly welcoming downtown and we can capitalize and improve the walkable/bikable aspects that benefits residents and tourists alike. Our physical environment including our rolling hillsides, Napa River, and parks adds to the outdoor experience. As a community, we know how to collaborate. Yet while we are rich with opportunities, we face serious challenges such as housing for our workforce and low income residents with the problem further exasperated by the October fires. In addition we have severe traffic congestion and a workforce shortage because of the high cost of living. Retail is both an opportunity and a challenge. There is no one silver bullet to solve these challenges - but rather a number of tools in our tool box to help maintain and provide the quality of life Napa is known for. We can unfortunately expect to see more and more wildfires and we need to be prepared. On the climate flipside, we need to continue to advocate for the completion on the flood project. Kudos to Senator Dodd for authoring Senate Bill 1073 that would authorize state funding assistance. There is a vibrancy here in Napa and we need to be mindful that we need to be attractive to both tourists and residents.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

My planning philosophy could be categorized as smart growth infill with need for collaboration and input from the community, including public/private partnerships when and if possible. We also need to be extra smart with our growth because of the Ag Preserve. I was born and raised in Vallejo and I love my hometown but there doesn't seem to have been any well thought out planning, especially after the closure of Mare Island. We can't let anything like that happen in Napa. Our residents deserve thoughtful planning and land use.

**Letter of Recommendation\***

GPACTK.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.



Commitment to  
Community

## NAPA COUNTY OFFICE OF SHERIFF-CORONER

1535 AIRPORT BOULEVARD  
NAPA, CALIFORNIA 94558-6292  
(707) 253-4501

JOHN R. ROBERTSON  
Sheriff - Coroner

September 6, 2018

Mayor Jill Techel and Napa City Council

Dear Mayor Techel and Napa City Council:

I am writing in support of Tracy Krumpen's application to serve on the City of Napa's General Plan Advisory Committee (GPAC).

Tracy is a strong advocate for the City of Napa and its future. She has served on several boards and commissions that assist our community including Queen of the Valley Community Benefits Committee, City of Napa's Community Development Block Grant Committee and City of Napa's Housing Element Committee. This is in addition to her profession with the California State Assembly as District Director for Assemblymember Cecilia Aguiar-Curry where Tracy not only oversees District staff, but advocates in support of Napa to the Assemblymember. I believe this demonstrates her commitment to public service and the betterment of our amazing community.

I have known Tracy for several years through her work with our state legislators. Tracy possesses a blend of skills that would be valuable to Napa and the GPAC. She is thoughtful, passionate and determined to make Napa a better place for everyone. In her role as District Director, we stay in close constant contact regarding the community as a whole and how legislation impacts Napa. She is always willing to listen and takes all sides into consideration. I thoroughly enjoy working with her.

The City of Napa would be well-served by appointing Tracy Krumpen to the General Plan Advisory Committee. Please do not hesitate to contact me if you would like to further discuss her qualifications.

Sincerely,

A large black rectangular redaction box covers the signature of John R. Robertson.

John R. Robertson  
Napa County Sheriff

**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #744****Date Submitted: 9/7/2018****Profile****First Name\***

Michelle

**Last Name\***

Dahme

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94559

**Phone Number\*****Alternate Phone****Employer**

Town of Yountville

**Job Title**

Town Clerk

**Ethnicity**

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input type="checkbox"/> Napa County Resident             | <input type="checkbox"/> Other                          |
| <input type="checkbox"/> Napa Business Owner              |   |

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**Experience****Community Service Experience\***

Member of the City Clerk's Association of California (CCAC)  
Member of the International Institute of Municipal Clerks

**Education\***

Napa High School, Diploma, 1985  
Napa Valley College - A.S. in Legal Secretary Science  
Pacific Union College - B.S. in Management, 2004  
Certified Municipal Clerk - CMC, 2017

**Other relevant experience or expertise**

I was born in Napa and have been a life-long resident.

I have worked for private sector jobs and have work for County and City local governments for the past 21 years.

I recently completed the City of Napa Citizens Academy.

I attended the Urban Tech Talk and the Urban Renaissance General Plan Conversation Starters.

I recently attended the community Workshop held at the Senior Center regarding Accessory Dwelling Units (ADUs).

My husband and I have also participated in the County public workshops related to the Old Sonoma Road Campus.

I have served as Deputy Clerk to the Napa County Local Agency Formation Commission (LAFCO) while working for the County of Napa Board of Supervisors and am familiar with various aspects of LAFCO including, Sphere of Influences (SOI), Annexations, Municipal Service Reviews (MSR), pockets of County land located within the City of Napa that may need to be annexed, the creation and dissolution of Cities and Special Districts, and the purpose of the orderly growth of local government and services.

I have also served as Deputy Clerk to the Napa County Board of Supervisors for the Conservation, Development & Planning Commission for approximately 7 years where I learned about CEQA, EIRs, Mitigated Negative Declarations, Land Use, Traffic, the Winery Definition Ordinance (WDO) passed by Measure J and extended by Measure P, listened to numerous Public Hearings for Winery Development, Housing Element and was present for all hearings related to the Carneros Lodge project to provide a few examples.

I have also worked for the City of Napa City Manager's Office and was staff to the Dangerous Dog Hearing Panel and the Blue Ribbon Committee regarding the potential increase to the City Council's salary. Both of these opportunities gave me the experience of working with various stakeholder groups and to listen thoughtfully to all comments.

I currently work for the Town of Yountville as the Town Clerk and as the Town Clerk have been present for numerous Town Council Meetings which include, but are not limited to, Public Hearings regarding a variety of topics, including use permits for restaurants, wine tasting rooms, the Retail Diversity Ordinance, two Proposition 218 Public Hearings for Utility Rates, Housing Element, Cannabis Ordinance, Rental Registration Ordinance. The Town is currently in the process of updating its General Plan. The General Plan Update is at the stage now where the Town Advisory Group has completed its review and it will now transition to the purview of the Town Council.

In summary, I believe being a lifelong Napa resident, having worked in the private sector, and now having spent over 21 years in the public sector working for the County and City in roles that have given me a front row seat to public meetings and policy setting gives me a unique perspective and understanding of the importance of thoughtfully listening to various stakeholders throughout the democratic process.

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**Napa 2040 GPAC**

How did you learn of the Napa 2040 GPAC?

Public Meeting/Event ▼

Did you attend any of the General Plan Conversation Starters?

*Check all that apply*

☒ Urban Tech Talk (May 18)

☒ Urban Renaissance (June 22)

☐ N/A

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

My understanding of the role and responsibility of the Napa 2040 GPAC is to assist City Planning Staff/Consultants in reviewing all General Plan Elements including the seven elements addressing land use, circulation, housing, conservation, open space, noise, and safety. Additional areas of concern can also be added (i.e. tourism). Part of this process will include receiving community comments to identify issues and opportunities to shape the policies for the General Plan with the General Plan Update ultimately being presented to the City Council for review and adoption.

It is also my understanding that the City Council is looking for individuals who can demonstrate a citywide perspective, work collaboratively with others, be able to commit the time to this important 2-year process and be willing to be an "Ambassador" to provide service to the community by attending events and workshops to gain a better understanding of the communities perspective.

I have worked collaboratively with various levels of staff over the years in order to successfully implement a variety of projects, and I hope my local government experience and knowledge will shorten the learning curve and ultimately be an asset to City staff and the Consultants involved in the General Plan Update.

As Town Clerk I read large amounts of amounts of information including staff reports in preparation for Town Council meetings, and am very sensitive and understanding of time commitments that must be adhered to in order to meet a variety of deadlines.

I am able to dedicate the time and have a strong interest in collaborating with others and participating in thoughtful discussion regarding the General Plan Update.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

My basic understanding of the opportunities and challenges facing the City of Napa include affordable housing, traffic, and the future of autonomous cars. Additional opportunities and challenges were presented during the Urban Tech Talk and Urban Renaissance Conversation Starters held earlier this year, and I am sure throughout the General Plan process more will be identified.

One comment was made during one of the Conversation Starters that really resonated with me and may be a challenge has to do with technology and to avoid unintentionally leaving a population behind, for example, our seniors. It will be important to provide the technology expected from the Millennial's while not leaving behind our seniors and making sure technology is accessible to all.

An upcoming opportunity that I think is important is the Transportation/Road Tax that transitioned from the Flood Control Tax approved by voters which will help the City repave and improve its roadways at a much faster pace than what is being accomplished currently.

Also considered an opportunity is the Countywide Ballot Measure for a 1% TOT tax to be used for affordable housing. Should this pass, it would provide much needed funding to support affordable housing needed for numerous workforce sectors.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

Over the past year or two, I have taken more of an interest in land use planning as it relates to projects surrounding my neighborhood and that participation has sparked an interest in me to pursue greater involvement in land use planning.

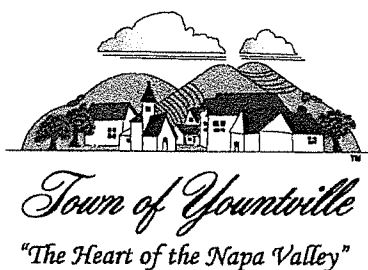
I have a strong desire and genuine interest in working with others to help shape our community (my lifelong home) and based on my work experience, personal interests, and respect for the public process, I believe I am well prepared to help staff develop a General Plan draft for City Council consideration. The General Plan will serve as a roadmap for the current Council and staff and those that follow over the course of the next 20 years.

Thank you for considering my application. I look forward to an interview and hope that I am selected so I can be part of this important process that will benefit the residents and help make the City of Napa the best it can be through 2040.

**Letter of Recommendation\***

GP 2040 Letter.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.



August 31, 2018

RE: Letter of Recommendation for Michelle Dahme  
Napa 2040 GPAC

It is my pleasure to offer this letter of recommendation for Michelle Dahme to serve on the Napa 2040 General Plan Advisory Committee. I have worked with Michelle for the last 10 years at the Town of Yountville, during which time I have observed many qualities that speak to Michelle's qualifications and attributes to serve as a GPAC member.

Serving as the Yountville Town Clerk, Michelle understands the intricacies of local government, the importance of community participation, and the role of the General Plan in shaping the community. For the last 20 months Yountville has been conducting a comprehensive General Plan update. Michelle has assisted in this effort by overseeing the recruitment process for the Envision Yountville Town Advisory Group and preparing agendas for and attending meetings of the Town Council – including Council Study Sessions for the General Plan Update.

This direct involvement in the Envision Yountville General Plan update process gives Michelle an insight into the vast scope of issues involved in a general plan update, the diversity of community viewpoints, and the importance of maintaining an open dialogue among interested parties.

Michelle seeks out information and has a demonstrated interest in ongoing learning. An example of this is her participation on the Napa Citizens Academy. Michelle used this opportunity to gain a greater understanding and appreciation for the aspects of local government that result in great cities. This involvement illustrates Michelle's interest in maintaining a high quality of life in Napa.

Michelle has become involved in issues facing her neighborhood, including the options for the Old Sonoma Road Campus. She believes in the importance of open dialogue where there are dissenting ideas and the necessity of collaboration in problem solving. She would bring an open mind to the GPAC and a willingness to work through difficult issues.

Michelle has years of experience in local government, an interest in the issues that shape our community, and an understanding of the importance of diverse opinions and open dialogue. It is based on these qualities that I would recommend Michelle as a member of the GPAC. She would be a valuable and contributing member.

[REDACTED]  
Sandra Liston  
Planning and Building Director  
City of Napa Resident

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Town of Yountville • [REDACTED] • Yountville • California • 94599  
Telephone [REDACTED] • FAX [REDACTED]



**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #710****Date Submitted: 9/1/2018****Profile****First Name\***

Danielle

**Last Name\***

Barreca

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94558

**Phone Number\*****Alternate Phone****Employer**

Coldwell Banker Brokers of the Valley

**Job Title**

Realtor

**Ethnicity**

Hispanic

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> City of Napa Resident | <input type="checkbox"/> City Property Owner |
| <input checked="" type="checkbox"/> Napa County Resident  | <input type="checkbox"/> Other               |
| <input type="checkbox"/> Napa Business Owner              |  |

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**Experience****Community Service Experience\***

Light the Night Walk/ Leukemia & Lymphoma Steering Committee 2014-15  
Junior Achievement in Class Volunteer 2016-18  
CERT (Community Emergency Response Team) Volunteer 2016-Present  
Rotary Club of North Napa Member 2014-Present  
Rotary Club of North Napa Board Member 2016- Present  
Rotary Club of North Napa President 2017-18  
Leadership Napa Valley Board Member 2018

**Education\***

Vintage High School Class of 1999, California State University, Sacramento B.A. in History  
2005

**Other relevant experience or expertise**

Leadership Napa Valley Class 29 Graduate, Realtor with local knowledge on housing issues.

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**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Word of Mouth ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |   |   |                              |
|---|---|------------------------------|
| <input type="checkbox"/> Urban Tech Talk (May 18) | <input checked="" type="checkbox"/> Urban Renaissance (June 22) | <input type="checkbox"/> N/A |
|---|---|------------------------------|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

I have enjoyed working as a part of a team in past in my volunteer, Board experience and as part of the leadership team in my Rotary club. Through participation in Leadership Napa Valley I learned how to work with different personality types toward a common goal.

As a History Major in college I needed to research a vast amount of materials on varying subjects. As a Realtor I am familiar with residential land use terminology and areas in Napa. I am confident in my ability to familiarize myself with new materials. As an Independent Contractor I am able to set my own schedule; I am familiar with organizing and balancing my volunteer commitments with my career. I have not had a problem committing 100% to my volunteer projects in the past. I believe that the 2040 General Plan is extremely important and I will make sure that I have the time needed if I should be chosen.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

As a Napa Native I have witnessed first hand the growth and development that Napa has gone through in the last 20+ years and I feel that because of our local leadership we have been able to maintain a balance between servicing residents and expanding commercial projects and tourism. One of my concerns is affordable housing for our residents and workforce, I believe that people who live and work in a community invest and care more about it. Currently we have too many of our workers commuting into Napa because they can't afford to live here. Many of my friends who I grew up with have moved to Solano County where housing prices are lower. I do think that Napa has an opportunity to grow and change with new commercial and residential developments while looking toward different approaches like mixed-use structures. I had the opportunity to tour the Napa Pipe Project site in 2014 and appreciated their early plans for mixed used buildings and open spaces for the public. I realize the financial backing needed for such projects is limited but I think similar projects should be considered in Napa. I think it is important that we "think outside the box" so that we can properly plan for the future while addressing the affordable housing crisis. I am extremely proud of the revitalization and development in Downtown Napa as I remember not too long ago when our Downtown was not a vital part of the community for entertainment and business. I think one of the challenges Napa faces is creating room for both local and national businesses. I think continuing the open dialogue created by the General Plan/Urban Talks is a necessity. While I think Napa faces many challenges in planning for 2040 I believe the opportunities for the City far outweigh those challenges.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

As a Realtor I have an understanding of the various zoning restrictions in Napa along with the experience of growing up in Napa and witnessing the changes that the City has gone through. I have seen how projects like the Oxbow Flood Bypass Project have improved and protected our community while providing new public open spaces. I understand that as a community we must continue to have a long-range vision for development and planning for our City while considering many different aspects like housing, tourism and environmental protection. I believe that we should continue to responsibly grow as a City while making sure that the needs of our community are served through new development projects.

**Letter of Recommendation\***

2018-08-31 GPAC Reference Letter - Barecca.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

August 31, 2018

City of Napa General Plan 2040 GPAC Selection Panel  
1600 First Street  
Napa, CA 94559

Subject: General Plan Advisory Committee  
Letter of Reference - Danielle Barecca

To Whom It May Concern:

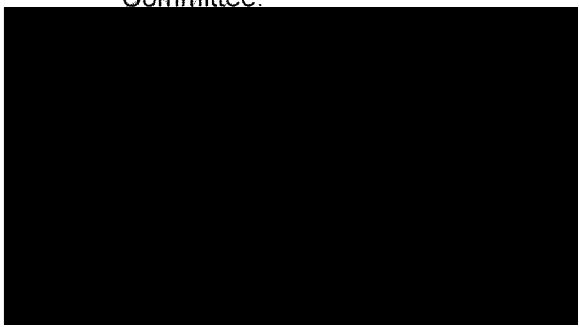
Please accept this letter as a recommendation to select Danielle Barecca as a member of the GPAC. I had the opportunity to connect with Danielle during her leadership preparation for the North Napa Rotary Club. As a past Board Member and President of a Rotary Club, I believe that Danielle has proven her leadership and relationship building abilities.

Danielle's multi-year dedication to community service through Rotary demonstrates a keen interest in thinking locally as well as globally. Her professional service as a realtor has also allowed her to develop a foundational understanding of land use and the long-term results of city planning.

If Danielle is selected as a member of the GPAC, I am confident she will offer the following benefits to the committee:

- A connection to a diverse cross-section of the Napa community.
- Strong advocacy of the planning effort and process.
- An open perspective with regards to evaluating alternatives and considering recommendations.
- A respectful and collegial approach when dealing with others with differing opinions and backgrounds.
- A keen mind in respect to reading and understanding studies, reports, and graphics.

In summary, we are very fortunate to have people of Danielle's caliber volunteering to dedicate their time and interest into the 2040 General Plan effort. I encourage the review panel to give her application thoughtful consideration and select her for a position on the General Plan Advisory Committee.



**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #752****Date Submitted: 9/7/2018****Profile****First Name\***

Anthony

**Last Name\***

Zand

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94558

**Phone Number\*****Alternate Phone****Employer**

Pacific Hospitality Group

**Job Title**

General Counsel

**Ethnicity**

---

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input checked="" type="checkbox"/> Napa County Resident  | <input type="checkbox"/> Other                          |
| <input checked="" type="checkbox"/> Napa Business Owner   |   |

**Experience****Community Service Experience\***

I am actively involved in working on solutions for affordable housing issues in Napa County. As counsel for and a minority owner of The Meritage Resort I was fortunate to work with the Napa Valley Union School District on the "Resorting to Opportunity" program. I was also honored to work with the COPE Family Foundation to host their fashion show fundraiser.

**Education\***

Santa Clara University School of Law, J.D., 2009  
Washington University in St. Louis, B.A., 2006

**Other relevant experience or expertise**

As General Counsel for Pacific Hospitality Group I oversee 2,500 employees including nearly 600 in Napa. I play an active role in our development process working with cities on hotel projects. I am also a member of the Board of the Napa Valley Commons Owners Association. I have experience working with the City of Napa and am a proud resident that wants to see my city grow in a positive and responsible manner.

**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Word of Mouth ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Urban Tech Talk (May 18) | <input type="checkbox"/> Urban Renaissance (June 22) | <input checked="" type="checkbox"/> N/A |
|---|--|---|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

My understanding is that the Napa 2014 GPAC will review proposals, studies, and other relevant documents in order to provide recommendations to City Officials. While I do not believe the GPAC will have any decision making authority, I do believe it is positive to engage the public to work collaboratively with the City on solutions to problems that affect us all. I am available to meet as much as needed and have experience reviewing large volumes of related materials.

**ATTACHMENT 1**

What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?

I believe the biggest challenge is finding a way to retain Napa's unique charm and appeal while maintaining the positive economic growth the City has enjoyed. This challenge also serves as the greatest opportunity to help shape the future of our City while making sure we work together to address critical issues such as housing and job creation.

What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

I have direct experience in development in Napa and led our efforts in obtaining City Council approval for the Trinitas Mixed Use Project. I live in Napa with my wife and two young children and am very interested in long-range planning for Napa. I am an attorney with land use experience and am passionate about finding creative solutions to complex problems.

Letter of Recommendation\*

Alfredo \_ Anthony Zand\_ General Plan Committee Reco.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.



A Tradition of Stewardship  
A Commitment to Service

**Office of Supervisor Alfredo Pedroza  
District 4**

1195 Third St.  
Suite 310  
Napa, CA 94559  
alfredo.pedroza@countyofnapa.org

(707) 253-4386  
(707) 225-2019  
Fax: (707) 253-4176

August 20, 2018

Anthony Zand, General Counsel  
Pacific Hospitality Group  
860 Napa Valley Corporate Way, Ste O  
Napa CA 94558

**RE: City of Napa General Plan Advisory Committee**

Dear Anthony:

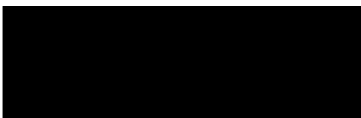
I write in full support of your application to serve on the City of Napa General Plan Advisory Committee.

The City has started its process to update its General Plan, which was last adopted in 1998. The General Plan is critical in guiding policies and decision-making about public and private land use and development that shape Napa. Your experience as General Counsel of The Busch Group provides you a unique experience to serve on this Committee.

Your experience in sustainable development, land-use, coupled with raising a family in Napa all attribute to your qualifications to serve on this Committee. As a young professional doing business in Napa, you have a pulse on our local community and at the same time you bring a regional professional and land-use experience from working in other communities and throughout the United States.

If you or anyone have any questions about this letter, please don't hesitate to contact me.

Sincerely,



Alfredo Pedroza  
Supervisor, District 4  
County of Napa



**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #626****Date Submitted: 8/13/2018****Profile****First Name\***

Charles

**Last Name\***

Shinnamon

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94558

**Phone Number\*****Alternate Phone****Employer**

Retired

**Job Title**

Civil Engineer

**Ethnicity**

Caucasian

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input type="checkbox"/> Napa County Resident             | <input type="checkbox"/> Other                          |
| <input checked="" type="checkbox"/> Napa Business Owner   |   |

**Experience****Community Service Experience\***

Treasurer, Friends of the Napa River  
Co-Founder, Renaissance Napa  
Former Napa Chamber of Commerce Vice President  
Housing Advocacy Coalition  
City of Napa Housing Element Steering Committee  
Leadership Napa Valley, Class 1  
Napa River Project; Living River Design Co-Leader

**Education\***

U.C. Davis, Bachelors Degree in Civil Engineering, 1972

**Other relevant experience or expertise****Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Word of Mouth ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |   |   |                              |
|---|---|------------------------------|
| <input type="checkbox"/> Urban Tech Talk (May 18) | <input checked="" type="checkbox"/> Urban Renaissance (June 22) | <input type="checkbox"/> N/A |
|---|---|------------------------------|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

Although it is a bit dated, I have attached a letter from Dave Dickson, former Community Partnership Manager & Project Financial Officer for the Napa River Project, in which he outlines my role in the Napa River project and my ability to work with others in a spirit of collaboration. The same spirit will be needed as we plan for the next twenty years of our master plan for Napa.

What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\*

Maintaining a wonderful quality of life while balancing the imperative of protecting our agricultural heritage, creating more opportunities for a variety of housing types and price ranges with a focus on our workforce, balancing the needs of our residents and our desire for visitors and visitor services. I want Napa to continue to be a place where our children and grandchildren can grow and thrive and, ultimately, choose to remain here due to our quality of life.

What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

As noted above, I was involved with the City's Housing Element Update a couple of cycles ago. This required many meetings, a great deal of reading, and a lot of collaboration. I spent much of my professional life as a civil engineer working in the field of land use and planning. I also understand the need and desire to work with the community to balance development that might impact a neighborhood.

Letter of Recommendation\*

Dickson Reference Ltr. 10-7-99.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

Thursday, October 07, 1999

**RE: Chuck Shinnamon**

Chuck has asked me to write a reference letter for him regarding his involvement in the Napa River Flood Management Plan development and implementation.

I am happy to do so.

Chuck and I initiated the Community Coalition for Napa River Flood Management in 1995 starting with a concept and structure literally drawn on the back of an envelope. I, working within County government, and Chuck, being a leader in the local community on many issues over the years, envisioned an extensive and open community planning process to respond to the crisis in Napa caused by the rejection of the third flood plan in 20 years by the community and the environmental resource agencies.

It was a crisis because of three major floods in Napa in the late 1980' and 1990's. The local politicians were under extreme criticism for spending many millions of dollars to develop an unacceptable plan involving river channelization, dredging, high flood walls and rock rip rap. The community was demanding action.

In this highly charged atmosphere, Chuck was instrumental in facilitating environmental agencies and groups, including the Friends of the Napa River and local Sierra Club, coming to the table for an in depth planning process with local government, the Corps of Engineers, and over 27 local stakeholder and opinion forming organizations , including the vintners, growers, and Chambers of Commerce.

Many of the early flood plan concepts modeled and selected by the Coalition were initiated by Chuck. His concepts were instrumental in agreeing on the "Living River" flood design. But Chuck always participated in a non-threatening, selfless way. His engineering insights combined with his community knowledge and feel for consensus building were instrumental in the ultimate success of the Plan and the passage of a local ½ cent sales tax increase to pay for the \$120 million local share.

Chuck was chairman of the Urban Design Committee of the Coalition, comprised of local architects, engineers, landscape architects, and government planners. He made regular and effective presentations of the Committees recommendations at Coalition Meetings attended by 150-200 persons.

Through this process and Chuck's other work, he has developed a thorough understanding of the complex, sensitive and highly charged issues surrounding the SF Bay Estuary and wetlands.

I am available to further discuss Chuck's skills if you wish by phoning me at [REDACTED]  
[REDACTED]

Yours truly,

David G. Dickson, Community Partnership Manager & Project Financial Officer  
Napa County Flood and Water Conservation District



**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #689****Date Submitted: 8/29/2018****Profile****First Name\***

Elizabeth

**Last Name\***

McKinne

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94559

**Phone Number\*****Alternate Phone****Employer**

self

**Job Title**

artist/color consultant

**Ethnicity**

Caucasian

**Interest(s) within the City of Napa\***

*Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input checked="" type="checkbox"/> Napa County Resident  | <input checked="" type="checkbox"/> Other               |
| <input type="checkbox"/> Napa Business Owner              |   |

---

**Experience****Community Service Experience\***

Homeowner Participant, Napa County Landmarks Candlelight Tour, 2004

Co-founder, Old Town Neighborhood Association, 2009

Downtown Neighbors "Transition Zone" committee member and "tour guide" for Downtown Napa Specific Plan Committee Members, 2010

Co-organizer of Downtown Neighbors Stakeholders meeting to the Downtown Napa Specific Plan, 2010

Downtown Coalition member - a citizen coalition to examine the County of Napa's plans for new downtown Adult Correctional Facility, 2011

PAC Member, Preservation Action Committee, Napa County Landmarks, 2010-2013

Lead (Moderator) Nextdoor Network, Napa, 2012-present

Host, Napa Porchfest, 2016, 2017

**Education\***

MFA, (Master of Fine Arts) University of Colorado, Boulder, 1980

BFA, (Bachelor of Fine Arts) University of North Carolina, Chapel Hill, 1975



**Other relevant experience or expertise**

Retail management experience: Buyer for Arch, an independent architecture and design specialty store in San Francisco, 1982-1999.

Retail Consultant to Copia, The American Center for Wine Food and the Arts, (planning stage) 1999-2003. I worked with the director, the interior architect, managers and staff in the early stages of the development of the center. This work included functional recommendations for the center's retail store layout and initial merchandise sourcing.

Trustee, The Oxbow School, Napa, CA for two 3-year terms, 2000-2006. I worked collaboratively with fellow trustees in the early stages of the Oxbow School and was Development Committee Chair for our first large fundraiser, an event honoring Robert Mondavi, one of the school's founders, for his 90th birthday.

My experience maintaining a working artist's studio for over 30 years in two repurposed military bases at the Hunter's Point Naval Shipyard and the Historic Benicia Arsenal, has given me direct knowledge of the value of adaptive reuse of older buildings and the value of creating affordable space for artists and "makers" of all kinds to strengthen and enhance community participation in the arts.

My experience and training as an artist with a strong interest in design contributes to my ability to visualize planning information.

I have renovated two 19th century houses in the Napa Abajo Historic District and am familiar with elements and requirements of the Secretary of the Interior Standards for Historic Preservation, and the responsibility of the city as Certified Local Government.

**Napa 2040 GPAC**

How did you learn of the Napa 2040 GPAC?

Public Meeting/Event ▼

Did you attend any of the General Plan Conversation Starters?

*Check all that apply*

☒ Urban Tech Talk (May 18) ☒ Urban Renaissance (June 22) ☐ N/A

What is your understanding of the role and responsibility of the Napa 2040 GPAC?\*

The members of the advisory committee will be chosen from among city business owners, property owners, residents and city officials. Advisory committee members must be able to attend regularly scheduled meetings over an approximate two-year period and work collaboratively to assist and advise the Napa City Council in all Council identified elements of the Napa 2040 General Plan. Committee members will help to shape the city's vision and define 20-year goals. It will review and analyze data, and participate in group decision-making. Committee members will be "ambassadors" for the General Plan and will listen to input from other community members through workshops and events, and represent these ideas as members of the committee. The committee will fulfill the State of California's minimum requirements for a General Plan, which must include the following elements: land use, housing, circulation, conservation, environmental justice, safety, noise, open space, and air quality, and sub-categories of all of these elements, including technology, links to regional transportation, public buildings, cultural and historic preservation elements, zoning, urban form and neighborhood design elements.

What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\*

Napa is a city in flux. The linked businesses of hospitality and world class wineries have created an opportunity for increased revenue for the city through TOT, as well as success for tourism related businesses – winery tasting rooms, hotels, entertainment venues, restaurants and gift stores. However, the increase in service industry hires has also created a disproportionate amount of pressure on housing needs and housing stock. Un-permitted Airbnb and other vacation rental models have also contributed to housing shortages. Napa must balance a commitment to high quality of life for its residents - their health, welfare, economic stability and housing needs, and that of local serving businesses – while also responding to, and creating a responsible plan for growth. Creating and maintaining a balance between tourism and other industries/job opportunities is essential to the future of the city and its ability to retain families and support the local school district as well as attract and retain workers for tourism, winery, retail, medical, and other industries.

Planning for future contingencies, including natural disasters and financial downturns, is critical to a sustainable city. In planning we must anticipate regional growth, increased traffic, increased housing needs, economic balance and climate change. Our building methods and standards must reflect a commitment to decrease waste and dependence on energy, and retention of open space and clean air and water. As a Tree City, Napa can create a long-range plan for its urban forest. Urban trees are an essential part of coping with climate change. They are not only important for the quality of life for residents, but are an essential component in creating a successful walkable city for residents and tourists alike. If we want to encourage people to leave their cars behind and walk, we must provide shade to make that an attractive activity.

Napa has a notably high percentage of older residents in relation to the rest of the state, and their special needs – healthcare, housing, community, caregiving, transportation and safety – must be planned and provided for. As innovations in transportation are projected for future use, we must plan not just for the young and able bodied when we create walkable, bikeable neighborhoods, but also those who are less mobile.

Napa is a city with more important and recognized historic resources than many other cities in California. Our historic districts and individual buildings are cultural treasures and must be protected and celebrated while we also respond to modern housing needs by creating appropriate infill housing. Cultural tourism is a vital contributor to our city, and has the potential to increase as our neighborhoods are restored and maintained for both residents and tourists alike. Economic incentives for restoration and preservation should be explored to insure the future of historic neighborhoods. Adaptive reuse should be explored and encouraged.

Napa is a diverse community both culturally and economically. Our city must commit to creating greater economic equality to all residents and providing opportunity to all. All neighborhoods must be honored when we think of appropriate infrastructure and healthy neighborhoods. Affordable housing must be created with attention paid to quality of life as well as units per acre.

What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

I became very interested in city planning prior to the development of Napa's Downtown Specific Plan. I have lived in Napa since 1990. I have been active in neighborhood issues in Old Town's Napa Abajo District and was a cofounder of the Old Town Neighborhood Association. I became interested in how the planning within the DSP's commercial district would affect not only downtown but the residential neighborhoods surrounding downtown as well. I attended all but two of the public meetings as an interested resident. Early in the process, I joined a group of other residents to create a "stakeholders" group for the area surrounding downtown. We provided walking tours for interested members of the DSP committee to show them what the edge of the DSP commercial district looked like from the street rather than on a planning map. We emphasized the need to create a "transition zone" where the commercial district meets the residential neighborhood, as there was no buffer zone plan in the Downtown Specific Plan. This special zone would provide an appropriately sensitive transition from the lower building heights of the adjacent neighborhood increasing to taller heights closer to the center of downtown. We pointed out visual aspects of the neighborhoods that were difficult to imagine from plans and maps alone. Our group and the city provided an additional stakeholders meeting for the residential neighbors of downtown. Out of the walking tour and the meeting, we were largely successful in creating zoning limits through the new Transition Zone that would provide some protections for the character of the surrounding historic district while also creating a plan for a visually coherent transition to the downtown – a "win-win" for the Downtown Specific Plan.

Since the completion of the DSP, I have attended countless City Council and Planning Commission hearings and have participated in neighborhood efforts, such as:

- Encouraging the County to examine and reconsider its original plans to rebuild the jail downtown. Outcome: Relocated jail will allow for greater capacity and flexibility.
- Encouraging the County to hold meetings regarding issues of the Hope Center and homelessness. Outcome: County HHS homelessness policy was reviewed and revised. The Hope Center has been relocated and is under new management.
- Encouraging the County to consider other locations for the HHS rather than rebuild on the existing campus. Outcome: The County purchased the Dey Center buildings and relocated its HHS campus there, freeing the valuable Old Sonoma Road property for a significant amount of infill housing.
- Advocating for better design for the "Register Square" project. Outcome: Advocacy led to a successful collaborative process between the developer and the preservation community and a better project endorsed by all.

My planning philosophy has been greatly influenced and inspired by the work of urban theorist and activist Jane Jacobs. Her book, *The Death and Life of Great American Cities*, which was published in 1961, is still more than relevant decades after it was written. Her legacy in planning battles in New York City and Toronto are legendary. Her observations and analysis of the patterns of human activity in urban settings were revolutionary and have influenced generations of planners. Her promotion of organic planning, walkable cities, mixed-use development, the integration of old and new buildings, shorter blocks, "eyes on the street" and a diverse, vibrant city alive with day and night activities are still influential concepts of a livable and safe city today.

#### Letter of Recommendation\*

Elizabeth McKinne GP Letter.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

Mayor and Members of the Napa City Council  
City of Napa  
P.O. Box 660  
Napa, CA 94559

August 27, 2018

Re: General Plan Advisory Committee Recommendation – Elizabeth McKinne

I came to know Elizabeth through the Downtown Specific Plan process. She was a strong advocate for the Napa Abajo neighborhood, downtown and the community. Elizabeth raised a number of insightful issues for us to consider about transition zones, view corridors, height and ensuring housing opportunities. She went to the trouble of arranging a walking tour of the transition areas between the downtown and historic district, showing us perspectives we could not see from a map or just walking around. Her involvement in the DSP process made it a better document.

I have met with Elizabeth on a number of occasions since then to discuss projects in downtown like the CineDome Master Plan, Register Block, and Civic Center. I have encouraged her to present her ideas and become involved in the process. As you know from her presentations she is informed, able to articulate her ideas clearly, and is thoughtful and respectful of the process. As the City embarks on the new General Plan, it is important and helpful to have citizen's involved who have engaged in the planning processes before, and have shown the ability to be creative and express ideas and solutions.

I believe Elizabeth has a keen insight into the Napa Community at large. She is a long term resident has experienced the revitalization changes, natural disasters, and challenges facing the community first hand. I think she understands the critical balance between tourism and the other businesses sectors needed to sustain our economic vitality, along with the current workforce housing issues. I hope you will select Elizabeth as a member of the General Plan Advisory Committee, I think she will make excellent contributions to the process and ultimate document.

Sincerely,



Cassandra Walker

**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #718****Date Submitted: 9/4/2018****Profile****First Name\***

Kara

**Last Name\***

Brunzell

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94559

**Phone Number\*****Alternate Phone****Employer**

Ms

**Job Title**

Architectural Historian

**Ethnicity**

Napa

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input checked="" type="checkbox"/> Napa County Resident  | <input type="checkbox"/> Other                          |
| <input checked="" type="checkbox"/> Napa Business Owner   |   |

**Experience****Community Service Experience\***

Napa County Library Adult Literacy Program, Tutor, 2017-present; Rock the Congress Napa, Steering Committee Technology Chair, 2018; Napa County Landmarks, Holiday Candlelight Tour Docent, 2017; California Preservation Foundation, Conference/Workshop Presenter, 2015-2016; Women's March Napa Valley, Organizing Committee, 2016-2017; California Preservation Foundation, Conference/Workshop Presenter, 2015-2016; River Middle School, Recess supervisor, 2009-2012; NVLA Elementary School, Volunteer After-School Enrichment Teacher, 2008-2009, Reading Tutor, 2006-2010, Classroom Volunteer, 2003-2010

**Education\***

CSU Sacramento, Public History, MA, 2008  
UCLA, History, 1988

**Other relevant experience or expertise**

I am very familiar with the City of Napa's history, local architecture, the landscape of Napa County, and the region's built environment.

**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Word of Mouth

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |   |   |                              |
|---|---|------------------------------|
| <input type="checkbox"/> Urban Tech Talk (May 18) | <input checked="" type="checkbox"/> Urban Renaissance (June 22) | <input type="checkbox"/> N/A |
|---|---|------------------------------|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

I will review all relevant materials in order to attend meetings prepared. I am looking forward to working collaboratively with community members with a variety of backgrounds and opinions and learning about diverse perspectives. I believe that working as a group will allow us to help create a much stronger general plan than any of us could craft alone.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

Housing is obviously a primary challenge in the City of Napa as economic and population growth continues. Traffic has become a serious problem that is intimately bound up with the housing shortage. The creation of new housing is essential, but we can't simply build our way out of the housing shortage. And we need to grow with care, making good decisions about what elements of our built environment and existing open space should be retained. We also have the challenge of figuring out how to balance a tourist economy with the needs of locals.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

Expertise in architectural history, historic preservation, and land-use planning. Frequently present results of technical studies to boards and commissions in municipalities throughout California. Familiarity with CEQA guidelines. EIR preparation, municipal governance practices.

**Letter of Recommendation\***

Kara Brunzell letter of rec 9.4.18.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

[REDACTED]  
Napa, CA 94559  
September 4, 2018

City of Napa  
955 School Street  
Napa, CA 94559

To whom it may concern:

I am delighted to recommend Kara Brunzell for one of the positions on the General Plan Advisory Committee. She is supremely qualified for the position, as she has the knowledge base, the positive demeanor, and the willingness to serve our city.

I have known Kara for eight years. We met because she was my daughter's supervisor at Napa Landmarks from 2010 through 2011. As I got more involved with the group, Kara helped me with my research for the East Napa/Third Street walking tour that I led. Kara is remarkable well informed about Napa's history and architecture, and it was always fun working with her.

Kara's business, Brunzell Historical, has taken her up and down the state. Because of that, she brings a larger, less parochial vision of what Napa can be. She believes we can repurpose historic structures and make them more functional for today's needs. Last January, she led a brilliant workshop on the Health and Human Services complex, for example. It caused several people I know to rethink their attitudes. Kara believes we can have change and still respect the past.

Kara is also well aware of city/state codes and regulations, and she knows about construction. She follows the planning commissions and is familiar with the reasoning behind their decisions.

For Kara, her work is not just a career, but also an avocation. She loves what she does. Her enthusiasm and erudition make her a welcome addition to any discussion about the city's future. Even though she is passionate about her subject, she is a diplomatic person, a good listener, and has great humor. All that and she knows how to keep public meetings productive. Finally, she has raised four children in our town and she loves Napa.

I know other committee members would enjoy working with her as I have. Thank you for considering Kara Brunzell for this very important public service position. If you have any further questions, you may call me at [REDACTED]

Sincerely,

[REDACTED]



Print

**Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #745**

Date Submitted: 9/7/2018

**Profile**

First Name\*

John

Last Name\*

Glaser

Email Address\*

[REDACTED]

Address\*

[REDACTED]

City\*

Napa

State\*

CA

Zip Code\*

94558

Phone Number\*

[REDACTED]

Alternate Phone

[REDACTED]

Employer

Self

Job Title

Consulting

Ethnicity

Caucasion

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input checked="" type="checkbox"/> Napa County Resident  | <input type="checkbox"/> Other                          |
| <input type="checkbox"/> Napa Business Owner              |   |

**Experience****Community Service Experience\***

Retired Superintendent, Napa Valley Unified School District, Past member of the Napa Chamber of Commerce Board, Member of the Napa County Parks and Open Space District Citizens Advisory Committee, Facilitator, City of Napa Charter Review Committee, Past trainer in Negotiations and Problem solving for the City of Napa, The County of Napa, Napa Valley College, and annually for Leadership Napa Valley, Member of the Napa Housing Coalition.

**Education\***

Stanford University, BA 1971  
Harvard University, Ed M, 1974  
University of California, Berkeley, Ed D, 1988

**Other relevant experience or expertise**

As NUVSD Superintendent of Schools, I worked closely with the City of Napa, as well as American Canyon and the Town of Yountville to ensure that our common interests in planning, parks, and public safety were being well met. As an organizational consultant for 30 years I have had many clients that were cities and special districts who were looking for support in addressing problems related to planning, growth, labor issues, and more. My organizational consulting process skills serve me well in any collaborative group setting, and I have broad experience helping groups reach mutually satisfying outcomes.

**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Word of Mouth ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |   |  |                              |
|---|--|------------------------------|
| <input type="checkbox"/> Urban Tech Talk (May 18) | <input type="checkbox"/> Urban Renaissance (June 22) | <input type="checkbox"/> N/A |
|---|--|------------------------------|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

I believe that the primary responsibilities of the GPAC include ensuring that the "users" voice and perspective are well reflected in the final general plan, and to communicate the process used in creating the plan, as well as the final plan, to the various constituencies that the GPAC represents. The process should be iterative, and that communication responsibility should likely also include representing constituent interests in the planning process.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

The City of Napa has been quite successful in growing it's economic base to create attractive infrastructure to make it the hub for the tourism industry in the County. This creates an opportunity and a challenge to ensure that the livability of the city is compatible with the vibrant commercial character that is evolving. This means, for example, that environmental, housing and transportation infrastructures keep pace with economic growth that is occurring, so that it remains, attractive, affordable and livable for those who are needed to support and sustain the economic base. I think that we are truly perched at a crossroads in which planners must act as stewards to see that this precious resource that is so attractive as a place to visit is equally attractive as a place to live. We will either become the model community for the Bay Area and beyond, or just another great place that has lost control of it's future. I truly love this community, and would be honored to be part of proactively creating that future.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

My extensive experience as a facilitator and driver of strategic planning and effective group decision making both in my own organization and with numerous clients would be a big asset to the GPAC. I have training and experience in strategic planning, future search, and other large scale group intervention planning processes. I also taught for three years in an organizational leadership doctoral program at the University of La Verne that focused on creating capacity in organizational leaders to proactively manage change. My partner Carol and I were regular presenters for the California League of Cities on problems-solving and collaboration, both for staff and electeds.

**Letter of Recommendation\***

John Glaser GPAC letter.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

September 6, 2018

City of Napa  
955 School St.  
Napa, CA 94559

**Subject: Recommendation of John Glaser for the General Plan Advisory Committee (GPAC)**

To Whom It May Concern:

As a life-long resident of the City of Napa, former Napa County Agricultural Commissioner and Sealer of Weights and Measures and current Napa County Planning Commissioner, it is my distinct honor and privilege to recommend John Glaser for a position on the City's General Plan Advisory Committee.

John has been an integral part of our community since coming to Napa to become the Superintendent of the Napa Valley Unified School District. In this role, John displayed the qualities important for a person seeking a position on the City's General Plan Advisory Committee. He has the ability to see and understand the "big picture" for the City of Napa. Being an educator and coming with an in-depth understanding of our local educational system and the local politics inherent in these matters, has prepared John well for a role on the GPAC. He certainly understands wise planning and the importance of the City of Napa's General Plan to our community.

Recently, I have had the pleasure to work with John on the Napa Housing Coalition. I have found John to be committed and engaged, working collaboratively with our members on a number of housing issues. John has especially been instrumental in moving forward a process for the Napa Valley College and the Napa Valley Unified School District to consider workforce housing as both institutions wrestle with the significant issues of recruitment and retention of employees in this very challenging local housing market.

John is a good listener and I have witnessed, in our over 25 year relationship, a remarkable talent John has to listen carefully, define common ground and communicate a clear path forward that benefits all involved.

It is my humble opinion, that John Glaser would be an exceptional member of the City of Napa's General Plan Advisory Committee and therefore I ask your consideration of his application and his appointment to this important General Plan guiding body.

Sincerely,

[REDACTED]  
Dave Whitmer

[REDACTED]  
Napa, CA 94558  
[REDACTED]

Print

Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #736

Date Submitted: 9/6/2018

Profile

First Name*	Last Name*
Mickey W.	Mantle

Email Address\*

Address\*

City*	State*	Zip Code*
Napa	CA	94558

Phone Number*	Alternate Phone
<div></div>	<div></div>

Employer	Job Title
Wanderful, Inc.	CEO

Ethnicity

Las Vegas

**Interest(s) within the City of Napa\***

*Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input checked="" type="checkbox"/> Napa County Resident  | <input type="checkbox"/> Other                          |
| <input type="checkbox"/> Napa Business Owner              |   |

---

**Experience****Community Service Experience\***

National Science Foundation, Washington DC.

Review Panel Member for Small Business Innovation Research (SBIR) grants for Educational Technologies (2014 – present)  
<https://www.sbir.gov/node/1483333>

College of Marin, San Rafael, CA.

Former Board Member and Chairman of Digital Village Foundation (1993 – 1998)  
<http://www1.marin.edu/>

Lifeshouse, organization serving people with developmental disabilities.  
Former Board Member and 1996 Volunteer of the Year (1992-1996)  
<https://www.lifeshouseagency.org/>

Brioso Reserve, a Napa Community.

Chairman, Home Maintenance Association (2018 – present)  
<http://laffertycommunities.com/about-us/press/sales-are-open-at-brioso-reserve-a-new-community-in-napa-ca/>

**Education\***

University of Utah, BS Computer Science 1971

**Other relevant experience or expertise**

A Silicon Valley executive, I am interested in technology for public use and education. I am semi-retired, and willing to contribute my skills, expertise and time to the beautiful city of Napa.

I have 40 years of experience at such marquee companies as Pixar, Broderbund Software and SONY/Gracenote, performing various roles, including CEO, COO, CTO, and SVP of Development and Engineering.

I am also a co-author of a successful book on high-tech management "Managing the Unmanageable" published by Addison Wesley <https://www.amazon.com/Managing-Unmanageable-Insights-Software-People/dp/032182203X/>.

I am currently CEO of an Educational Software Company for early readers (ages 3-9 years) Wonderful, Inc. ([wonderfulstorybooks.com](http://wonderfulstorybooks.com)). Working in the Educational Market has given me unique insights into needs of the Public Education systems throughout the United States and world-wide.

As a Technical enthusiast, I regularly attend multiple conferences and trade shows and would like to share the information I learn with GPAC. At the Consumer Electronics Show in Las Vegas this year I was inspired by smart cities technologies being demonstrated from deployments in Japan and Northern Europe.

## Napa 2040 GPAC

### How did you learn of the Napa 2040 GPAC?

Social Media ▼

#### Did you attend any of the General Plan Conversation Starters?

*Check all that apply*

☒ Urban Tech Talk (May 18) ☐ Urban Renaissance (June 22) ☐ N/A

### What is your understanding of the role and responsibility of the Napa 2040 GPAC?\*

The primary responsibility is to assist in refining the community discussions and comments and help shape the policies of the General Plan, as well as be an Ambassador to help others within the community understand the issues and factors that are being evaluated in creating the 2040 General Plan.

With 40 years' experience developing business and technical proposals, I am a proven leader, able to deal with forceful personalities and competing requirements, to create rational, succinct, and balanced plans. Additionally, I have substantial experience in establishing measurable milestones and tracking progress towards successful implementation.

I have excellent Presentation and Computer skills and have been a part of creating and pitching many proposals and business plans.

As a Lifetime Member of IEEE (Institute of Electrical & Electronics Engineers) and a Senior Member of the ACM (Association for Computing Machinery), I remain current with existing and emerging technologies and practices and hope to bring them to bear in creating a meaningful and viable 2040 General Plan.

### What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\*

The opportunities and challenges facing the City of Napa mirror many of the opportunities and challenges for all of Napa Valley, so we must try to think beyond our city boundaries as we propose solutions and programs.

The City of Napa has some unique challenges because of the many tourists who come to visit and its high density of population, both of which contribute to increasing traffic congestion and demand for hotels/lodging and services. Another challenge is the push/pull of the Ag Preserve and the wineries, with concerns over constraining winery visits vs. improving traffic conditions. The General Plan must provide vision for transportation improvements, availability of affordable housing, balancing Ag/winery interests, and continuing upgrades to education. Additionally, managing the transition to a Smart City, and a new retail environment where brick and mortar retail must evolve, and be guided by city planning, to succeed. Walkable/bikeable/drivable areas, also serviced by public transportation, that encourage retail success and growth are essential.

Land use and growth constraints must be examined carefully; agricultural needs must be balanced with city needs. The recent YES/NO votes on C (and money spent on the campaigns) are illuminating.

Embracing technology, where it makes sense, but recognizing that Napa isn't Silicon Valley and need not be a leader in adopting unproven technologies. Much better to be a follower of proven technologies and applications than to waste time, money, and energy adopting technologies that may fade rapidly. Much vigilance and oversight regarding adoption of technologies and applications is important.

These are but a few opportunities and challenges that must be addressed in a 2040 General Plan.

What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

I was born and raised in Salt Lake City, in a house on 4-5 acres of rural land that was a family farm. As such I grew up literally living off the land that was planted with garden crops, fruit trees, and 2-3 acres of Concord grapes. I learned to dig potatoes and pick tomatoes, corn, apricots, peaches, apples, plums and grapes. Our family lived sustainably, with little or no pesticides used and constant attention to irrigation and harvesting. It didn't really make any money, but we did eat well.

After graduating from college I worked in UT, CA (San Diego and Mountain View), PA, and finally relocated to Marin County to work at Pixar. As an executive at several successful companies, including Pixar, Broderbund Software, and Sony/Gracenote, I have a lot of experience in strategic and long-range planning including SWOT analysis and producing product roadmaps, development plans, and project schedules with measurable milestones. Having managed teams world-wide (including teams in Russia, India, Japan, Korea, Canada, and throughout the United States) I understand the power and need for effective leadership and communication.

A North Bay resident now for over 32 years, my wife and I had planted and managed a small vineyard in Marin's Indian Valley situated on the edge of a wilderness preserve among 500 year old Oaks and Madrone Trees. The experience of land stewardship – balancing the needs of historic protected trees with personally planting, fertilizing, watering, pruning, spraying, harvesting the grapes, and bottling the wine – has given us valuable insights into the challenges faced by Napa's biggest industry.

Since moving to Napa, we have immersed ourselves into the history of Napa Valley. We visited every museum and have driven many of the back roads exploring Napa County. We are fascinated by the stories we have read about the Napa planning efforts in 1968, the 1998 General Plan, and the 2012 Downtown Specific Plan, with the controversies that have surrounded their adoption. Much can be learned from studying the personalities, compromises, and events surrounding the adoption of these plans. At the same time, the world has changed in many ways in the past 60/50 years so fresh ideas and points of view must be welcomed to the table for discussion. Technology has provided new solutions that must be examined and discussed – and perhaps even adopted.

One of my favorite Rules of Thumb: Change = Opportunity.

**Letter of Recommendation\***

Mantle\_GPAC\_2040\_Recommendation\_Letter\_Baldini\_0818.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.



August 30, 2018

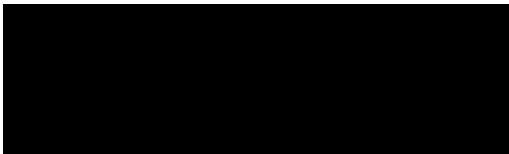
Dear GPAC Selection Committee:

Re: Letter of Recommendation for Mickey Mantle

I am writing to recommend Mickey to the General Plan Advisory Committee. I serve with Mickey on our neighborhood board and find him to be engaging with neighbors and deeply interested in the well-being of our community. He understands policies and the nuances of how policies are written and applied. As a neighbor and neighborhood leader, Mickey is proactive and responsive. I am confident he will apply these same qualities and energies to the General Plan. Finally, our neighborhood is in an area of transition between the urban and rural communities, and Mickey will bring first-hand perspective on the needs for both development and protection.

As a "Napkin" and wine business executive I ask you to appoint Mickey to the Committee.

Yours truly,



Tony Baldini Jr.  
President, Hahn Family Wines

  
Napa CA 94558  




Print

Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #754

Date Submitted: 9/7/2018

Profile

First Name*	Last Name*
Patrick	Band

Email Address\*

Address\*

City*	State*	Zip Code*
Napa	CA	94559

Phone Number*	Alternate Phone
<div></div>	<div></div>

Employer	Job Title
Napa County Bicycle Coalition	Executive Director

Ethnicity

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> City of Napa Resident | <input type="checkbox"/> City Property Owner |
| <input checked="" type="checkbox"/> Napa County Resident  | <input type="checkbox"/> Other               |
| <input checked="" type="checkbox"/> Napa Business Owner   |  |

**Experience****Community Service Experience\***

Skyline Park Citizens Association - Member, 2015-2018  
California Democratic Party - Executive Board Member & Other Positions, 2009-2015  
Napa County Mental Health Board - Member, 2011-2012  
Sonoma County Human Services Commission - Vice Chair, 2009-2011  
ACLU of Northern California, Board of Directors 2005-2006

**Education\***

Montgomery High School - 1998-2000  
California High School Proficiency Exam - 2000  
Santa Rosa Junior College - 2000-2002

**Other relevant experience or expertise**

Fellow, Leadership Institute for Ecology & Economy - 2007  
Graduate, Training for Change, Social Action Trainer - 2005

**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?****Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |  |   |                              |
|--|---|------------------------------|
| <input checked="" type="checkbox"/> Urban Tech Talk (May 18) | <input checked="" type="checkbox"/> Urban Renaissance (June 22) | <input type="checkbox"/> N/A |
|--|---|------------------------------|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

The City has clearly outlined the role of the General Plan Advisory Committee as taking input from our diverse community, and working to identify key issues and opportunities that will help shape the policies of our next General Plan.

Within that scope, I see it as the job of each Committee Member to foster engagement of both their existing personal and professional networks, as well as the community at large, in a range of conversations about the future of our City. No single member of the Committee has all of the answers. Policies that may work for one segment of our community may fall short for others.

As a committee, our job will be both to bring those ideas to the table, to look beyond our own experiences and perceptions, and develop recommendations that build on the successes of our past while affirmatively addressing the challenges and opportunities we face today and in the future. In addition to committee meetings, it is important to understand the historic context of our current General Plan, where that Plan may come up short, as well as the day-to-day experiences of residents, business owners, and visitors.

Committee members, in order to best serve our community, will need to dedicate significant personal time to each aspect of the process. This is an obligation that I am committed to fulfilling, should I be selected for the committee.

As a nonprofit professional working in our community, I am keenly aware of the need to approach the General Plan process with an open mind, and a firm commitment to collaboration and problem-solving. I am also sensitive to the fact that the organization I lead is a key stakeholder in several of the policy areas addressed in the General Plan, and look forward to participating in a process where committee members can challenge each others assumptions, ultimately resulting in a better outcome for our community.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

This is an exciting and yet challenging time for our community. Emerging from the Great Recession and two natural disasters, the City has a strong balance sheet, a deeply engaged constituency of residents and businesses, and an increasingly vibrant downtown. The successful passage and now implementation of Measure T will provide much-needed funding for road rehabilitation for decades to come. And our elected officials are taking concrete steps, with the support of our visitor-serving industries, to increase funding for affordable housing through an increase in our TOT rate.

Yet many residents feel left behind. Some of the most visible construction projects in town are new hotels. Housing costs and lackluster wage growth have forced thousands of our workers to live outside our community. The Napa Valley Transportation Authority projects that by 2040, the target date for the General Plan, as many as 30,000 workers will be commuting in to Napa County each day. The issues of housing affordability, traffic, and the types of jobs created, reflected in part by development decisions made under our General Plan, are all interconnected, and must be addressed.

At the same time, it is important to recognize that the General Plan is not - nor should it be seen as - the only tool in addressing these and other challenges facing the City. Land use decisions can not be made in a vacuum. And all development, regardless of scale, is dependent on an array of factors outside the City's control.

Again, our City is fortunate to be in a strong financial position, and to have passionate residents making their voices heard about important issues. It is my hope that the General Plan update process, and particularly the Advisory Committee, can build on our past and current successes, while tackling challenges and advancing our community as a whole.

What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

If selected as a member of the General Plan Advisory Committee, I would bring to the table over 15 years of community-focused experience, including a strong understanding of planning and land use issues.

Both in my current position as Executive Director of the Napa County Bicycle Coalition, and in past positions working for nonprofits (Save The Bay, Laguna de Santa Rosa Foundation, Food & Water Watch), much of my work has focused on the intersection of land use, transportation, the environment, and funding. I regularly review, analyze, and draft comment letters on planning documents, and work closely on a near daily basis with staff from public agencies on long-term planning and land use decisions affecting our community.

Among my many volunteer roles not listed above, I am a reviewer for the Caltrans Active Transportation Program, analyzing over 20 public agency grant applications for consistency with statewide and regional priorities. This process has given me unique insights in to how communities across the state are approaching transportation and land use decisions.

On a personal level, I have a deep passion for local government, and specifically how land use decisions impact the day-to-day lives of those in our community. It is often said that while everyone can name the president, few can name their state Assemblymember, or members of City Council. And yet, if you dig in to their interaction with government, what often matters most is the congestion on their daily commute to work, whether there are affordable places for the family to eat out, and how much they are paying each month for rent or on their mortgage. Working to address those hyper-local issues is what excites me most about this process.

**Letter of Recommendation\***

Alfredo \_ Patrick Band \_ General Plan Committee Reco.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.



A Tradition of Stewardship  
A Commitment to Service

**Office of Supervisor Alfredo Pedroza  
District 4**

1195 Third St.  
Suite 310  
Napa, CA 94559  
alfredo.pedroza@countyofnapa.org

(707) 253-4386  
(707) 225-2019  
Fax: (707) 253-4176

September 6, 2018

Patrick Band, Executive Director  
Napa County Bicycle Coalition  
PO Box 5157  
Napa, CA 94581

**RE: City of Napa General Plan Advisory Committee**

Dear Patrick:

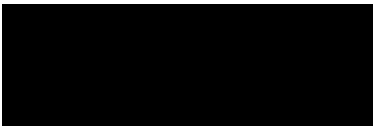
I write in full support of your application to serve on the City of Napa General Plan Advisory Committee.

The City has started its process to update its General Plan, which was last adopted in 1998. The General Plan is critical in guiding policies and decision-making about public and private land use and development that shape Napa. Your experience as Executive Director of the Napa County Bicycle Coalition and community engagement makes you uniquely qualified to represent the public well on the committee.

Have met and discussed this with you, I applaud your desire to build from our past and current successes and shape a community that continues to celebrate our past while moving into the future. In particular, as a younger member of our community, I look forward to your input and perspective as a professional living and working in Napa.

If you or anyone have any questions about this letter, please don't hesitate to contact me.

Sincerely,

  
Alfredo Pedroza  
Supervisor, District 4  
County of Napa





**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #703****Date Submitted: 8/30/2018****Profile**

First Name\*

Howard

Last Name\*

Siegel

Email Address\*



Address\*



City\*

Napa

State\*

CA

Zip Code\*

94558

Phone Number\*



Alternate Phone



Employer

Retired

Job Title

Ethnicity

Napa

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input type="checkbox"/> Napa County Resident             | <input type="checkbox"/> Other                          |
| <input type="checkbox"/> Napa Business Owner              |   |

**Experience****Community Service Experience\***

20 years working in local government (planning, housing, community development), including 14 years at the County of Napa, holding a variety of positions, including Director of Housing and Intergovernmental Affairs; served as Project Manager for County's General Plan Update (2004-08) along with multiple Housing Element Updates; was Project Planner for Napa River Flood Control Project. Have worked as semi-retired independent consultant for the past 10 years, primarily on affordable housing and public works projects (recycled water, for example). Now fully retired.

**Education\***

Northeastern University, Boston, MA - B.S. Industrial Engineering (1976), and Masters in Business Admin (1984); San Jose State University - Masters in Urban and Regional Planning (1994-5).

**Other relevant experience or expertise**

Community Action Napa Valley (CANV) Board of Directors 1995-2003 (Treasurer or President most of those years); Vice Chair of Napa County Parks and Open Space Advisory Committee (2014-2015); Member of Napa Advisory Board to the Solano-Napa Habitat for Humanity (since 2016); Member, Advisory Board to Our Town St. Helena (housing non-profit)

**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Newspaper ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Urban Tech Talk (May 18) | <input type="checkbox"/> Urban Renaissance (June 22) | <input checked="" type="checkbox"/> N/A |
|---|--|---|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

Both my experience and my basic nature have provided me with an affinity for and ability to work collaboratively. Have had much experience on both the staff and participant side of community service committees. Was Community Partnership Manager for County of Napa, during which time I worked collaboratively with City of Napa staff and elected and appointed officials. I have a broad base of knowledge, due to both my educational background and employment experience and am generally a "quick study". I have plenty of time on my hands and have no particular agenda, guided primarily by a strong sense of fairness and common sense, usually focusing in on finding the appropriate balance between conflicting goals.

What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\*

The dual issues of affordable housing and traffic are at the forefront of issues facing the local community, which are exacerbated by the service-based economy and its relatively low wage and salary structure; also by the limited supply of appropriate land and the lack of highway access points, both of which have contributed to make Napa the special place it is but, at the same time, provide additional challenges. Other issues are the trade-off between serving residents and tourists, connecting the Oxbow District with downtown, street and sidewalk conditions, water supply and plans for the new Civic Center.

What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

Described in the previous sections, primarily my experience managing the County's General Plan Update; my general sense of balance and fairness, lack of personal agenda or constituents; an understanding of the interrelationship of different issues and the law of unintended consequences.

Letter of Recommendation\*

Whitmer Letter.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

August 30, 2018

To Whom It May Concern,

My name is Dave Whitmer and I am writing on behalf of the candidacy of Howard Siegel for membership on the City of Napa's General Plan 2040 Advisory Committee.

I am a Napa native and spent 33 years working for the County of Napa, the last 20 years as the County of Napa's Agricultural Commissioner and Sealer of Weights and Measures. In retirement, I am currently serving as a Napa County Planning Commissioner, Chairman of the Sustainable Napa County Board of Directors and hold Board positions on the Napa Valley Community Foundation, Napa Valley Grapegrowers and Napa Valley Community Housing Boards of Directors.

During my time with the County, I had the pleasure of working with Howard, primarily in his capacity as the County's Director of Housing and Intergovernmental Affairs, although I was familiar with Howard and fine work ethic during his roles previous to that position as Community Partnership Manager and Flood Control Planner.

During the County's own General Plan Update (2004-08), Howard managed the work of a 21-person Steering Committee that met at least monthly and also kept County officials, both elected and appointed (such as myself), fully informed throughout the process, paying particular attention to items of personal interest.

In the several years since we both retired, Howard and I have also collaborated on some volunteer efforts, most recently working with the Napa Housing Coalition to encourage some local large employers (NVUSD, NV College and State Veterans Home) to consider the development of workforce housing on land that they own, in order to help recruit and retain employees, something that has been a community-wide issue for a number of years.

Through all these experiences over the many years I have known him, I have found Howard to be a thoughtful and objective participant, with excellent insight and a deep understanding of the comprehensive nature of planning issues, including their interrelationships.

Howard is a team player with a strong sense of collaboration and open-mindedness who has the interests of the larger community at heart. The combination of his personality and experience make him an ideal candidate for membership on the GP2040 Committee. I strongly support his application and am more than happy to answer any questions you may have.

Sincerely,

[REDACTED]  
Dave Whitmer

[REDACTED]  
Napa, CA 94558

**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #729****Date Submitted: 9/5/2018****Profile****First Name\***

Lauren

**Last Name\***

Ackerman

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94559

**Phone Number\*****Alternate Phone****Employer**

Ackerman Family Vineyards &amp; Ackerman Heritage House

**Job Title**

Owner/Proprietor

**Ethnicity**

caucasian

**Interest(s) within the City of Napa\****Check all that apply.*☒ City of Napa Resident☒ City Property Owner☐ Napa County Resident☐ Other☒ Napa Business Owner**Experience****Community Service Experience\***

Past Chairman of Copia, Past Chairman of The Napa Valley Community Foundation, Past Trustee on Blue Oak School board, Former Trustee of NapaLearns, current Trustee of SEE International, Former Trustee of NorthBay Bancorp, Former Trustee of Di Rosa, current Society of Fellows Member, Culinary Institute of America, former Trustee of Justin-Sienna High School; former Trustee Napa Valley Film Festival

**Education\***

Undergraduate degree from the University of Southern California in Public Relations with a minor in Business

Masters Degree of Business from Pepperdine university with a major in Strategic Marketing and Entrepreneurship

Certificate from Oxford University in the UK in history

Alumnus from The Rockefeller Foundation's The Philanthropy Workshop Program in New, NY with emphasis on strategic global philanthropy

**Other relevant experience or expertise**

Restored a 130-year-old historic building in downtown Napa over five years. Started a wine business in 2006 that currently produces over 1250 cases per year. Built and completed a downtown appointment-only tasting room behind the historic Victorian now known as The Ackerman Heritage House. Started an information technology business development company in the '80's and did global information technology consulting with major IT corporations throughout the 1990's. Have been a mentor/counselor for numerous small businesses and non-profits. Have been involved in many local events in Napa over the years.

**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Newspaper ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*☐ Urban Tech Talk (May 18)☐ Urban Renaissance (June 22)☒ N/A

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

I understand that this group will be meeting at a minimum of 10 meetings or so over the next two years and I would make sure my calendar would accommodate this schedule. I also understand that this committee is tasked with understanding and advising on the "big picture" for planning the future of downtown Napa - something that I am intimately involved with over the years in my various for-profit and non-profit roles. The responsibility of this group is to be a community sounding board for the ideas, concepts, plans and vision of Napa's downtown future looking years ahead as well as in the short term. My varied background would be put to good use in looking at this "Big Picture" plan as that is what I do best.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

I understand that Napa is facing issues both in terms of housing, commercial development, long-term economic stability, managing diversity in both business and social cultures and the ability to be a sustainable, manageable city for both locals and visitors alike. We are challenged with how best to accommodate the needs/wants of our local citizens while maintaining economic vibrancy with our visitors. I believe there are several key opportunities to make Napa a desirable place to both live, work and create vibrant community experiences in over the next several years. Policies need to be adapted to match the vision that Napa is creating to meet the stated goals of the General Plan. That, plus the growing needs of the Bay Area in general will have an impact on Napa's future growth and sustainability as a tourist destination, community and workplace. Additionally, the ups and downs of the luxury wine market that the entire County of Napa depends on, will create both opportunities and restrictions on Napa's long-range plans. Overall, the City needs to have a group of advisors who can provide sage counsel on how to balance the changing needs of its citizens and visitors against a backdrop of ever-changing economics of the Bay Area and the luxury wine world itself.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

My experience is based upon over 35 years of working with major corporations as well as entrepreneurial start-ups in long-term planning for balanced and sustainable growth. My former consulting practice worked with companies such as Motorola, Philips Semiconductors, Toshiba, and the like on how to manage global long-term growth. Locally, I have helped several non-profits with their own long-term visioning and strategic planning to ensure their sustainability. And, I have restored an historic structure in downtown Napa over a five year period that taught me so much on building, restoration, city policies in re-using a valuable historic icon in a new way. I also have experience in commercial real estate development through an active management role with my family's real estate investments in Southern California over the past several years as manager of an investment trust. I know how to "think outside the box" on big picture issues and know that having Napa's best interest at heart would always be my contribution if part of this Committee.

**Letter of Recommendation\***

Lauren Ackerman Napa 2040 Reference.docx

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

**5T Wealth, LLC**

TIME | TEMPERAMENT | TALENT | TECHNOLOGY | TEAM

Michael Walker, Senior Planner  
Community Development Department  
City of Napa  
1600 First Street  
Napa, CA, 94559

Dear Mr. Walker:

Please let this letter serve as a recommendation to accept Lauren Ackerman's application to join the team to update the Napa 2040 General Plan.

During all of the time I have known Lauren she has been dedicated to caring for and improving both the City and County of Napa. For example, Ackerman Heritage House is a living museum that preserves and show cases the City of Napa's past for all of us in the present. Ackerman Family Vineyards connects her to the land and the heritage of our County.

Lauren has been involved in local philanthropy since 1999 and has already made a significant impact on Napa through her service and generous contributions.

She is a member of the Society of Fellows at the Culinary Institute of America, a Trustee of Surgical Eye Expeditions International, a Board Member of 3Strands Global, a Member of the Napa Valley Vintners, and a former Trustee of the Napa Valley Film Festival.

I have had many conversations with Lauren about Napa's future. She has a deep love of the City and a significant interest in seeing it develop well over the next 20 years. I have never known Lauren to have an agenda other than seeing Napa flourish and thrive for all of us who love the City and those that come from everywhere to experience it.

Lauren holds a BA in Public Relations and Business from USC. She holds an MBA in Strategic Marketing and Entrepreneurship from Pepperdine University.

She is an accomplished business owner and an accomplished philanthropist. She knows how to work with teams, lead teams, find consensus and get things done. We strongly recommend her as a member of the team for the Napa 2040 General Plan.

Sincerely,

Paul Krsek  
CEO  
5T Wealth, LLC  
[REDACTED] Napa, CA, 94559



Harry T. Price  
[REDACTED]  
Napa, California 94558  
[REDACTED]

RECEIVED

AUG 28 2018

COMMUNITY DEVELOPMENT  
DEPARTMENT

August 23, 2018

Mr. Michael Allen, Senior Planner  
City of Napa Planning Department  
1600 First Street  
Napa, CA 94559

RE: Formation of General Plan Update Committee

Dear Michael,

This is a letter of support for Ms. Lauren Ackerman to serve on the Committee formed to update the City's General Plan for the 2020-2040 timeframe.

Lauren has played major roles in the City's development over the last 15 years as a Board Member and Chairwoman of both "Copia" and the "Napa Valley Community Foundation". Lauren's hard work and leadership benefitted both organizations as well as the City and County of Napa.

Lauren then took on the challenge of restoring a historic relic home on the corner of 5<sup>th</sup> and Randolph Streets, and with patience, extended effort and with substantial financial commitment, restored the home now known as the "Ackerman House" to its most beautiful condition. Lauren then dedicated the building for non-profit uses and the garage to a wonderful tasting room.

Lauren's vision, commitment and hard work will well serve the City's General Plan Update Committee. If chosen, Lauren will make a difference in the City's future.

Respectfully Submitted,

[REDACTED]  
Harry T. Price /



**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #686****Date Submitted: 8/28/2018****Profile****First Name\***

Deborah

**Last Name\***

Macdonald

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94558

**Phone Number\*****Alternate Phone****Employer**

self

**Job Title****Ethnicity**

---

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input checked="" type="checkbox"/> Napa County Resident  | <input checked="" type="checkbox"/> Other               |
| <input checked="" type="checkbox"/> Napa Business Owner   |   |

**Experience****Community Service Experience\***

- Leadership Napa Valley Class 27 (2013-2014); Member of Practicum Group organizing Napa Valley Nonprofit Board PICK
- Commissioner, Cultural Heritage Commission, City of Napa 2015-Present
- Chair of Board of Directors, (2018), Director, Governance Chair, Executive Committee, Collabria Care, (f/k/a Napa Valley Hospice & Adult Day Services) (2013-2018)
- Associate Member, Napa Valley Coalitin of Nonprofit Agencies (2011-2015)
- Presenter, Greater Cincinnati Health Council, Solutions 2009 Senior Executive Breakfast, "The Strategic Advantage to Community Benefit"
- Lecturer, Northern Kentucky Chamber University, "Corporate Social Responsibility: Circle Of CSR Competitive Advantage" (2009)
- Medical Group Management Association (MGMA), "Connexions" August 2008, "Doing Well By Doing Good", by Deborah Macdonald, Esq., Founder, Core Corporate Consulting
- President, Greater Cincinnati Breast Cancer Registry Advisory Board (2008-2009)
- Lecturer, Northern Kentucky Chamber of Commerce Top Tier Leadership, "Crafting And Articulating A Vision" (Spring and Fall Sessions, 2007)
- Presenter, Health Foundation, Skills Building for Non Profits in Strategic Planning and Succession Planning (July 2007)
- Presenter, Leadership Council of Human Service Executives, Executive Toolbox, Succession Planning (2006)
- Board Member, St. Elizabeth Foundation, Northern Kentucky (2002-2004)
- Member of Communities Joined in Action (2007-2011)
- Northern Kentucky Chamber of Commerce Health Policy Committee (2007)
- President, Ovation Theatre Company, Cincinnati, OH (2004 – 2007)
- Fine Arts Fund Cincinnati, Arts Resource Council, Cincinnati, OH (2009)
- Business Volunteers for the Arts Advisor, Cincinnati OH 2002-2004
- Xavier University Women of Excellence Mentor Committee, Cincinnati, OH (2009)
- Director, Treasurer, head of Finance Committee, Neponset Valley Nursing Association, Inc. and Neponset Valley Hospice (1993-1998), Canton, MA

**Education\***

- Juris Doctor: New England School of Law
- BA History, Rutgers University – High Distinction
- MIT Sloan School of Management Greater Boston Executive Program in Business Management
- Kellogg Graduate School of Management, Northwestern University - Merger Week: Finance for Executives
- Harvard Law School, Program on Negotiation for Senior Executives
- Napa Valley College, Fundamentals of Computer Aided Design; Introduction to Photoshop

Other relevant experience or expertise

## Napa 2040 GPAC

How did you learn of the Napa 2040 GPAC?

Newspaper ▼

Did you attend any of the General Plan Conversation Starters?

*Check all that apply*

☐ Urban Tech Talk (May 18)

☐ Urban Renaissance (June 22)

☒ N/A

What is your understanding of the role and responsibility of the Napa 2040 GPAC?\*

My understanding of the role and responsibility of the Napa 2040 GPAC is to create a collaborative committee of community members to identify and refine the community's issues, risks, and opportunities in order to help to inform the development of the 2040 General Plan. I understand that as a member of the committee, I will bring my city-wide perspective to the process and devote all the time and effort that is necessary over a two year period to enable the City to develop a long-term vision for Napa. Committee members are expected to be ambassadors for the work of the committee, and to bring a sincere interest in serving the entire community to the process.

What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\*

My understanding of the opportunities and challenges facing Napa as we plan for 2040 are to balance the needs of all the constituencies of Napa now and in the next 20 years, while anticipating the risks and leveraging the opportunities brought by changes in technology, climate change, housing, transportation, traffic, and retail to improve the quality of life of our citizens and visitors.

The areas of concern and opportunity are complex and interconnected. For example, while it is acknowledged by everyone that housing is a serious concern for our city, the ways in which we chose to address this concern will impact transportation (e.g. is new housing accessible to the city, by what means—public transportation, autonomous vehicles, walkable or bikable paths), and therefore traffic flows, parking needs, and the creation of or conversion to buildable mixed use space that takes advantage of sustainable products to reduce our carbon footprint. Leveraging the use of technology to tackle these complex issues could lead to some challenging byproduct issues such as data privacy, attraction of the right kind of talent and business incentives. Nurturing and improving our world class reputation for wine and hospitality must be balanced with making sure that the lives of our residents are enhanced and we create a broad based retail community to serve it.

One thing not directly addressed in the community forums so far is that the percentage and numbers of our senior population will continue to grow and meeting their needs and challenges must be anticipated. Here, again, this issue is connected to housing, transportation, infrastructure, and medical services. Ensuring our seniors' ability to participate in and contribute to our community will benefit all of us.

What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

My experience and interest in long range planning and land use would be useful on the Napa 2040 GPAC.

I have been an attorney since 1982; this experience has enabled me to be studious, dedicated, thoughtful, analytical and even-handed.

I founded and led two for profit businesses, one nonprofit affiliate, and was instrumental in the startup of clients' nonprofit startups. This experience provides me with business and nonprofit perspectives.

I currently serve as a Commissioner on the Napa Cultural Heritage Commission, a role which contributes to my interest and understanding in long range planning and land use.

During my years as a consultant with my own consulting company, my work involved leading strategic planning, (including at a tech incubator), and corporate social responsibility advice, both of which are relevant to the work of GPAC. The process of strategic planning involves a similar process to what we are doing here: identifying what matters to us and our constituents, achievements, both present and desired, plan goals, analyzing whether the ideas further the goal and are both measurable and achievable, and whether additional resources are required.

In addition, I have acted as counsel to two technology companies. My technology experience would assist understanding and appreciation of technology in the plan.

Finally, my experience allows me to see the interconnectedness of public and private efforts, and the far-reaching impacts and downstream consequences of decisions made.

**Letter of Recommendation\***

City of Napa.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.



Collabria Care

Formerly: Napa Valley Hospice & Adult Day Services

Napa, California 94559

August 27, 2018

City of Napa 2040 General Plan

Dear Sir or Madam,

I am the CEO of Collabria Care, a nonprofit agency serving Napa and surrounding communities with compassionate and quality hospice, adult day, and palliative care, and many other community services designed with a look towards the future needs of our aging community.

I write to wholeheartedly recommend Deborah Macdonald, (currently the Chair of our Board of Directors), as an ideal candidate for the Napa General Plan Advisory Committee (GPAC) to assist with the General Plan update.

I have known Deborah for over six years, both as an attorney and consultant helping nonprofits, and as a dedicated community volunteer. She is a forward thinking leader and has many skills that would be of benefit to GPAC, not the least of which would be her balanced perspective and judgment, her thoughtful analytical skills, her collaborative work style, and her dedication and commitment to the community. She has owned her own businesses, practiced law, and always finds creative solutions to vexing issues, while maintaining the respect and admiration of those she serves.

I have every confidence that Deborah would be an asset to the work of GPAC and bring the needed expertise to the group.

I would be happy to entertain any questions that you may have.

Linda Gibson,  
President & CEO  
Collabria Care





[Print](#)**Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #746**

Date Submitted: 9/7/2018

**Profile**

First Name\*

Sandina

Last Name\*

Bailo

Email Address\*



Address\*



City\*

Napa

State\*

CALIFORNIA

Zip Code\*

94558

Phone Number\*



Alternate Phone

Employer

Self

Job Title

Presentation and event consulting, Real Estate investor

Ethnicity

caucasian

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input type="checkbox"/> Napa County Resident             | <input type="checkbox"/> Other                          |
| <input checked="" type="checkbox"/> Napa Business Owner   |   |

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**Experience****Community Service Experience\***

Class room help, PTA : Brown's Valley Elementary, Redwood Middle School and New Tech High 1993 - 2008  
Accreditation team: New Technology High 2008  
Co-Curator TEDxNapaValley, 2010-2016

**Education\***

Brooks Institute of Photography 1975  
SFSU BA Film 1978

**Other relevant experience or expertise**

Leadership Napa Valley, class 24  
Former retail business owner downtown Napa - 6 years  
Former restaurant owner - 7years  
Napa Valley Speaks, event and presentation consultant - current

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**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Public Meeting/Event ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |  |   |                              |
|--|---|------------------------------|
| <input checked="" type="checkbox"/> Urban Tech Talk (May 18) | <input checked="" type="checkbox"/> Urban Renaissance (June 22) | <input type="checkbox"/> N/A |
|--|---|------------------------------|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

The GPAC will be responsible for identifying community values and also our challenges as we look forward. The finished plan will be a guide to Napa's future growth, reinvestment and addressing our communities concerns. Professionally, I have spent most of my career working as a member of a team where we: identified goals, assigned tasks and were personally responsible for fulfilling our portion of the project. This has been the case for my motion picture work (<https://www.imdb.com/name/nm0047653/>), business owner and as the Co-Curator of TEDxNapaValley.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

Our world-famous home has attracted a talented pool of residents. We are in the unique position of tackling challenges both unique and common to other communities in the Bay Area and state wide.

Land use, agriculturally/commercially and housing is of paramount importance moving forward. Our quality of life here entails many moving parts that need to be addressed and balanced to maintain or even improved, to include the whole of the community.

We are not an isolated community. As we look forward, how are we being a responsible steward of our resources? The term "resources" referring to underground aquifers as well as our children's educations. I don't think any of us want one of our major exports to be our children leaving the community.

Looking at both tax money expenditures and zoning to shape a city and resources that enhance the community. While still having some flexibility to address future, as yet unknown, concerns and projects.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

Locally, my involvement in land use issues have included attendance at City Council and Planning Commission meetings and letter writing. On an active note, the build out of a commercial space downtown and many renovations on my residence, have created a need for me to learn more about the minutia of zoning and construction rules.

I and my family also have commercial and residential property, where I have bought, sold and developed projects.

Meeting with wine makers, vineyard owners and tourist boards in several countries have greatly broadened my perspectives on both common challenges and approaches to land use.

**Letter of Recommendation\***

Sandina Bailo letter.docx

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

August 30, 2018

Napa 2040 General Plan Advisory Committee

Via email submission

Re: Sandina Bailo

To Whom It May Concern:

I have known Sandina Bailo for eight years and have had the good fortune to deal with her on many different levels. When we participated in Leadership Napa Valley, I found her to be collaborative, retrospective, sensible, progressive in thinking and intuitive. She was always able to listen to everyone's arguments and comments. What I found most impressive was her innate courtesy and concern for others. If someone suggested something that was not well thought out, she was able to ask questions that enable the speaker to follow through to reach a clearer conclusion, making their point clearer. She never withheld her assistance because an opinion did not correspond with her own. She generously made sure all points of a discussion were equally on the table.

Sandina is also a very organized person. She does not buckle under if the task gets too big, but evaluates what needs to be done to bring the project back to center. She rolled out TEDxNapaValley and kept it alive and thriving, increasing attendance, over a six-year period.

Other evidence of this pride in accomplishments shows in her successful running of a business on 1<sup>st</sup> Street, Sala Salon. She employed people who knew how to represent her in the utmost professional and personable manner. She did not hover, making sure that her clients were treated as she wanted them to be, but trusted her staff to keep the standards high. She was able to maintain employees and motivate them without the large turnover usually found in styling salons. She was fair, and tough. As a patron of her business, I know her employees respected her and were loyal.

Sandina is also able to face challenges head on, and recover from adversity. In the earthquake of 2014, her shop was totally flooded. She was unable to open for business at her location for a month. Repairs started the very day of the earthquake, but her employees were unable to work. Immediately placing stylists in other Napa salons while she obtained a Hollywood hair styling trailer and kept her employees working. The repairs took over five months. Though business was down, she did not lay anyone off, and paid employees additional pay to compensate for lost work. I find that very commendable.

Sandina is a long-time resident and has a deep affinity for the community of this city. She has raised her family here, owned a retail business in our downtown, and been involved in many facets of our community. The future is not an abstract to her. Sandina and I have had many discussions about the future of Napa. We agree on most things, but she respects my opinion

on the things we disagree on. I know she will be a valuable member of the committee. I would feel fortunate to place the future of the community I love in her hands.

Please do not hesitate to contact me if you have any questions. I can be reached anytime at my cell number, [REDACTED]

Sincerely,

Sandra Re Sims

Board Chair, Aldea, Inc.

Board Vice President, NEWS

[REDACTED]  
Napa, Ca. 94558



**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #630****Date Submitted: 8/13/2018****Profile****First Name\***

Heather

**Last Name\***

McCollister

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94559

**Phone Number\*****Alternate Phone****Employer**

US Forest Service

**Job Title**

Supervisor Realty Specialists

**Ethnicity**

Caucasian

**Interest(s) within the City of Napa\****Check all that apply.*☒ City of Napa Resident☒ City Property Owner☐ Napa County Resident☒ Other☐ Napa Business Owner

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**Experience****Community Service Experience\***

Civil servant 25+ yrs, 5+ yrs City of Napa CHC, Napa City Citizen's Advisory Committee,

**Education\***

BA Environmental Studies & Land Use Planning-Sonoma State, MPA-Management  
CALSTATE Eastbay

**Other relevant experience or expertise**

25+ yrs in city/cnty planning, current land use consultant business Napa/Sonoma, very good at facilitating, group engagement.

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**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Social Media ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*☐ Urban Tech Talk (May 18)☐ Urban Renaissance (June 22)☒ N/A**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

Work with appointed members to provide recommendations to policy makers to make sound decisions on GP update.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

Jobs/housing balance/affordable housing, traffic, balance tourism while maintaining small town, urban growth, water & sewer capacities, renewal energy/global warming, budget,



What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

25+ years in city/county planning, and current land use consultant business. Most current resume is attached for reference.

**Letter of Recommendation\***

Resume HM SUP PM-Office of the Chief Human Capital Officer.doc

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

Napa, CA 94559

- Objective** Seeking career opportunities which provide the utilization of my diverse skills to serve as a visionary civil servant to further enhance the mission of the Agency.
- Education** Advance Supervisor Course-USAF  
 GSA/Real Property-Real Estate Transaction, Inventory & Accountability Training-USAF  
 Facility Management Software System (Maximo/FBMS/RS Means) and related applications  
 COTR (Contractor Officer's Technical Representative) Level 1-Current  
 Operational Leadership-2013  
 GOAL Leadership Academy-2014: Framework for future leaders in the National Park Service. Focusing on soft skills and leadership development. (Curriculum attached)
- August 2006-August 2008 California State East Bay  
 Concord, CA  
 Masters in Public Administration with an emphasis in Leadership. Course work included human resources, governmental budgeting, policy analysis, ethics, social and politics practices, leadership strategies while working with the various stakeholders to lead change as the new civil servant.
- September 1991-January 1994 Sonoma State University Rohnert  
 Park, CA  
 B.A., Environmental Studies and Land Use Planning. Study of the human, biological and physical environment as they relate to mankind and our interactions with each and how to reduce the environmental effects to preserve resources.
- Experience** **August 2016-Present (40+hrs/week) USDA-USFS**  
**Vallejo, CA Region 5**  
**Supervisor Realty Specialists-Leasing & Support Services, GS-13**
  - Successfully supervise a team of 5 professionals in leasing management and support services team for Region 5 office.
  - Lead the regional support functions for printing shop functions for entire region and mail/supply services for R5 office.
  - Leasing oversight and management of USFS leases for per policies and goals of Forest Service, execution of Forest Management Plans (for those completed) for all leased space, from telecommunication facilities to office space and larger leases.
  - Responsible for oversight and administration of regional space allocations requirements, seeking reduction in footprints for owned and leased facilities and reduction in office footprints. Seek shared space opportunities with other agencies.
  - Lead team member on Regional and Washington level Asset Management and Capital Investment strategy to work towards asset optimization to GAO other audit requirements.

**January 2015-August 2016 (40+hrs/week) USAF/DoD**  
**Marysville, CA**  
**Beale Air Force Base- 9<sup>th</sup> Civil Engineer Squadron**  
**Installation Management Flight Chief, GS-13**
  - Successfully supervise a team of 32-40 professionals both civilian and military in environmental programs NEPA/(natural and cultural resources management, HazMat, Air/Noise/Dust programs, water and wastewater systems), privatized housing and dorm management, budget, human resources, IT support, base-space facility planning and real property, disposal, easements, grants, support agreements and other land use permits.
  - ENV team lead to provide construction/engineering program team input for environmental compliance, base wide support needs, mission critical requirements for all new, repair/rehab or preventative maintenance action to ensure compliance.
  - Review for base wide planning related issues, review all construction projects for compliance with environmental policies, and make revisions to construction drawings to avoid impacts to habitats, review of comprehensive plan for policy consistency, and attend local city/county meetings.
  - Management and oversight of data input to various Air Force programs for HazMat inspections,

storage, some regulatory agency tracking programs listed above, training and reporting management. QA/QC of permitting input to other Federal agencies databases for required reporting such as EPA, RWQCB, and ARB.

- Assist in development of and review of resource management plans and other executable documents to ensure measurable implementations, resources requirements and compliance with other existing regulatory policies, including applicable AFI's (Air Force Instructions) and Federal, State, local policies/guidelines. Work with various surrounding base stakeholders.
- Ensure recreational permitting for hunting, fishing, boating and other outdoor uses comply with applicable Air Force and base policy guidelines.
- Assist in development of, execution and program management for INRMP (Integrated Natural Resource Management Plan).
- Review of Squadron manning document for future manning of additional base mission to show need for additional housing and other mission support needs.
- Real property, fleet and equipment management including validation of assets per Air Force and GSA reporting requirements, conducting base wide space allocation/utilization/all support needs for existing and new missions, 100% validation of data sets/parameters of RP records prior to "go-live" for new web based software execution, execute new land grants, leases, easements, various tenant use support/lease agreements, working directly with our legal support team. Update of DD 1354's. All review to ensure compliance with applicable Air Force Policy, EO's, and other binding policy documents.
- Successful execution of budget, obligation rate of 92% or higher for various funding sources.
- Administer various service contracts to required deliverables, including privatized housing, tenants and utility providers.
- Oversee contract close items for housing privatization.
- Work with first line supervisor team for required program needs, staffing and prioritization of work programs, based on reduction in force. Set expectation to leadership and other internal/external customers.
- Daily responsibilities vary to ensure we are meeting the high priority of the Air Force Mission to support the needs of the Airmen, reporting to the base leadership.
- Work with Federal regulatory agencies for permitting, compliance with applicable regulatory policies. Collaborate with teams to create win win solutions.
- Team lead on new space allocation for new mission(s).
- Base POC for REPI (Readiness and Environmental Protection Integration) program which places lands in the vicinity of the AF base in conservation easements in perpetuity to aid in preservation of base mission. Work directly with local land trust and other special interest groups.

**July 2009-January 2015 (40+hrs/week) National Park Service  
Golden Gate National Recreational Area  
Supervisory Facility Management Specialist, GS-12/5**

**San Francisco, CA**

- Successfully supervised a team of 6.5 FTE's, which includes two regional network team members for implementation and execution of Park Asset Management Plan (PAMP) using FMSS (Facility Management Software System) and other software programs.
- Responsible to Division Chief for implementation of PAMP, using FMSS and associated software, while working with members of the maintenance team, other divisions, park partners and inholdings. Facilities included ~1732 units, comprised of offices, housing, abandoned fort structures (such as garrisons and bunkers) roads, and trails. Work line item budget appropriations and expenditures, working to comply with optimization plan for \$8.2M.
- Supervisor and validate execution of all real property, fleet and equipment programs.
- Work projects packages to create work orders, PMIS statements, IGE's, SOW for various facility projects from conception to project close out. Update FMSS data for accuracy to comply with Appendix G/CIP/FMSS policy requirements from conception to close out. Examples of projects: ARRA program documents, Correct Accessibility Deficiencies Parkwide, Repair & Replace Boilers HVAC Systems Parkwide, Demolish Four Abandoned Structures in Camino Del Canyon, Replace Boiler in Historic park Headquarters Building, Fort Mason/MUWO Transpiration Plan project development, MUWO Trail Cyclic program, Calvary Stables Rehab, Rodeo Valley Habitat restoration project, MUWO Visitor/parking rehab, and Ft Mason Historic Landscape rehab.
- Work various maintenance packages for recurring, cyclic, capital construction, determining priorities of work based on asset management plan.
- Track required maintenance, capital improvements and tenant use as listed in applicable documents, support agreements, special use permits, lease agreements and/or supporting contract documents for compliance of such. Ensure maintenance actions meet applicable regulatory

## ATTACHMENT 1

- requirements, such as SHPO (State Historic Preservation Office) for historic preservation.
- Directly support GGRNA's concession's franchise division and business office division in all project and facility needs. Including tracking of all maintenance activities, programmatic maintenance functions based on life cycle of assets/systems/equipment per lease/tenant support agreements provisions.
- Assist maintenance supervisors in the development of annual work plans for park facility staff based asset optimization plan.
- Assist other divisions as needed for project management and reporting for all concessions/partners and natural resources, cultural program and Interpretation division programs for all facility related needs.
- Maintenance Division representative on GGNRA's "Green Team."
- Member of Solid waste Management Workgroup.
- COR/project management duties required development of Scope of Work, cost estimates and other contracting documents, presentation of projects to park's project review team and cultural resources review team, reporting accountability to regional office.
- Detail assignment for 6 months on Alcatraz Island as facility maintenance lead: responsible for operational functions on island, workings with partner/concessioners to ensure visitor needs were met. Duties included contract administration of \$1.2 M for Alcatraz Cruises for various island service support needs.
- Facilitate other parks work for 5 year update of API's, Eastbay and Pinnacles.

### **July 2009-Dec 2014 (1-5hrs/month) City of Napa** **Cultural Heritage Commissioner**

**Napa, CA**

Appointment to serve as a City of Napa's Cultural Heritage Commission Chairperson to review proposed construction projects for compliance with applicable local regulations, including Secretary of Interior Standards for Rehabilitation of Structures.

### **July 2006-Current (1-10hrs/week)**

**Napa, CA**

#### **Sole Proprietor: Land Use/Environmental Consultant Business**

Provide professional consultation services for various land use, environmental and construction/permitting needs for development to clients/property owners. Work with clients to create sustainable land use practices from building design to xeriscaping, reducing reliance on fossil fuels. Most recent development applications are: (1) redesign entire 5 acre landscaping plan to reduce water usage, (2) new winery development, (3) exterior and interior redesign for industrial winery facility to meet reduced emissions for greenhouse gas mandates. Advisory member of Napa County's Citizen Advisory Committee for process improvement. Research due diligence on properties for clients, land use, easements, existing conditions, schedule B for recorded documents and verify with applicable local agencies.

### **December 2006-June 2009 (40-60hrs/week) Suisun City** **Community Development Director**

**Suisun City, CA**

Directly manage a team of 5 full time employees and an additional 2-6 contract staff with an annual budget of \$3.5M. Responsible for current and long range planning functions including:

- Project development coordination with the various stakeholders, including review of all development projects for compliance with National Environmental Protection Act/California Environmental Quality Act (NEPA/CEQA). Project review included, but not limited to verification of GHG reduction, potential impacts to cultural resources, economic and housing impacts, traffic, noise and other potential impacts to surrounding area. Projects included, but not limited to a Super Wal-Mart, 18 acre mixed use development (commercial/retail/housing), affordable housing project(s), subdivisions, annexations, airport land use overlay compliance and general plan updates. Review of development applications for legal easements, property encumbrances, including access, utilities and property boundaries.
- Work with various stakeholder groups for and against future development projects, to generally gain a win win outcome. Groups include but not limited to Duck Unlimited, Citizen's For Suisun, Wildland Inc., Land Trust, and various unions.
- Division Budget oversight of ~\$1.2M, not including Section 8 Housing funds.
- Administration of Section 8 Housing Choice Voucher program for 318 units, including contract administration, ensure work for preventative maintenance actions, capital investment program, and compliance with US Department of Housing and Urban Development reporting requirements.
- Oversight of Property Management Company of 80 City owned units, contract administration, maintenance agreements/requirements and all agency reporting needs.
- Lead on General Plan Update of the Housing Element, including adoption of a Transit Orientated

## ATTACHMENT 1

Development (TOD) provision, allowing for mixed-use with affordable housing allocations to meet required state affordable mandates.

- Review of special assessment districts/CSA's (community service assessment), impact fees and fair share proportionality.
- Lead to representative for City on various city, county and local boards and commissions.
- Present legislative updates to Planning Commission and City Council.
- Assist in developing a draft Solano County Habitat Conservation Plan.

**October 2001-December 2006 (40-45hrs/week) Napa County**

**Napa, CA**

### **Principal Planner**

Project manager for review and processing of development applications for compliance with federal, state and county regulations, including CEQA/NEPA as applicable. Projects included but not limited to wineries, industrial/commercial development in airport industrial zone, large single family residential subdivision on the west side of Lake Berryessa, 80-bed Farm Worker Housing complex, and legal conforming/non-conforming review (uses on property, prescriptive rights, grandfathering). Review projects including compliance with Conservation regulations pertaining to impacts to watershed, sensitive habitats and review of projects for compliance with applicable wildfire mitigations. Assist in the County's update on the General Plan including assisting in Air Quality and Noise Element reports, staff assistance in public meeting facilitation and presentations to the General Plan Steering committee. Manage the environmental impact report/statement EIR/EIS under contract for development project(s). Review parcel legality claims, property transaction documents for easements, legality, rights and incumbrances. Team lead on new software real property/permit systems for end user input to ensure ease of use, correct data/parameter sets and schedule migration for minimal disruptions to customers.

**April 2000-September 2001 (40-50hrs/week) Summit County**

**Frisco, CO**

### **Planner II**

Project manager for the review and processing of development applications for compliance with federal, state and county regulations, including CEQA/NEPA as applicable. Assigned as project lead for all Subdivision Map Act requests, aggregate mining operations and mining rights (per legal documents for surface and underlying mineral rights). Review parcel legality claims, property transaction documents for easements, legality, rights and incumbrances. Worked directly with US Forest Service, Bureau of Reclamation, Colorado Division of Wildlife, Colorado Division of Mines and local agencies as required for potential project impacts to develop appropriate mitigation(s). Key mitigations included requirement to construct "wildlife tunnels/bridges" to ensure safety to cross major traffic corridors, installation of bird nesting platforms, and use of disturbed habitat areas for restoration/enhancement for T & E species. Facilitation of ski resort operators, US Forest Service and meeting common goals. Assigned numerous projects for ski resort housing, including condominiums, lock off units and meeting maximum density provisions.

**September 1994-April 2000 (40-45hrs/week) Jefferson County**

**Golden, CO**

### **Planner I**

Project manager for the review and processing of development applications for compliance with federal, state and county regulations, including CEQA/NEPA as applicable. Review parcel legality claims, property transaction documents for easements, legality, rights and incumbrances. Worked directly with US Forest Service in creating Wildland Fire Ordinance and administration of requirements. Also worked with Bureau of Reclamation, Colorado Division of Mines, Colorado Division of Wildlife and local agencies as required for potential project impacts to develop appropriate mitigation. Team lead on new permit tracking real estate software system, provide end user guidance on functionality and needs. Code compliance officer 0.5 FTE.

**September 1994-April 2000 (40-45hrs/week) Lake Sonoma**

**Healdsburg, CA**

### **Resort Staff Lead**

Assigned as shift lead for seasonal employees at Lake Sonoma Resort. Responsible for boat slip rentals, compliance with waste disposal/spill prevention/habitat restoration, reporting requirements to BOR, various other permit provisions, hazmat, fuels delivery/fuel pump testing, daily rentals, retail store stocking, vendor supplies, and employee schedules. Work with owner for annual budgeting needs.

**March 1981-July 2000 (0-60hrs/week) U.S. Navy (Active/Reserves)****Various Locations****Aviation Electronics Technician**

Successfully managed a staff of up to 60 sailors, on a 24/7 work programs, with an annual budget of up to 3.2 million dollars. Duties included aircraft maintenance and repair of electronics. Supervising position of 8 years involved managing the production in the repair of aircraft electronic systems, managing the procurement of necessary equipment on stock for equipment repair/preventative maintenance program, accounting of expenditures, HAZMAT, noise and radiation compliance monitoring and reporting and the scheduling, training and of personnel. Ensure all maintenance repair equipment is maintained to for routine servicing, inspections and operations per manufacturing specifications.

<b>References</b>	Jerry Scheumann	Chief Facility Maintenance, NPS, GGNRA	[REDACTED]
	John McDowell	Deputy Planning Director, Napa County, CA	[REDACTED]
	Calvin Hendrix	Deputy Base Civil Eng. 9 CES Beale, AFB, CA	[REDACTED]

**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #677****Date Submitted: 8/26/2018****Profile**

First Name\*

Ted

Last Name\*

Ward

Email Address\*



Address\*



City\*

Napa

State\*

CA

Zip Code\*

94558

Phone Number\*



Alternate Phone

Employer

Napa Valley Unified School District

Job Title

Assistant Principal

Ethnicity

White

**Interest(s) within the City of Napa\****Check all that apply.*☒ City of Napa Resident☒ City Property Owner☐ Napa County Resident☐ Other☐ Napa Business Owner

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**Experience****Community Service Experience\***

Teacher, coach, volunteer for elected officials, youth mentoring volunteer

**Education\***

Masters Degree in Education, UC Davis, 2011

**Other relevant experience or expertise**

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**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Word of Mouth ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*☐ Urban Tech Talk (May 18)☐ Urban Renaissance (June 22)☒ N/A**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

To represent the citizens of Napa in evaluating the current plan for the city and to look forward at the needs of Napa over the next 20 years.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

Opportunities: provide more affordable housing for residents, improve local traffic concerns to accommodate growth

Challenges: cost of living and it's effect on families, environmental impact of increased tourist numbers on the city, maintaining safety



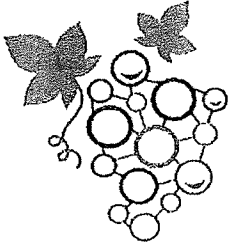
What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

I am from Napa. I have extensive background in youth services, social work, and education in Napa. I have been involved at the school district level in long range fiscal planning as well as facilities planning.

Letter of Recommendation\*

TedWardResume.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.



# NAPA VALLEY UNIFIED SCHOOL DISTRICT

Department of  
Maintenance & Operations

**Mr. Michael Pearson**

*Executive Director*  
School Planning and Construction  
Maintenance and Operations

September 6, 2018

To Whom It May Concern:

It is my pleasure to write this letter of recommendation for Mr. Ted Ward who is seeking a position on the General Plan Advisory Committee. Mr. Ward has been under my direct supervision from 2012 – 2018 where he teaches Psychology, Peer Support and coordinates a number of group and individual therapy programs for students at Vintage High School. Therefore I feel very comfortable offering the following assessment of his skills and abilities for the General Plan Advisory Committee position.

Mr. Ward's leadership and/or guidance in the aforementioned roles has allowed him to gain a wealth of school leadership knowledge and experience. For instance, Mr. Ward interfaces daily with students about extremely sensitive issues, coaches students to make appropriate decisions, consults with colleagues on student and school decisions, communicates closely with a variety of school and community support personnel and collaborates frequently with site administration on a multitude of programs and activities, which is not the norm.

Moreover, Mr. Ward is a visionary leader who is student and teacher centered. He is a confident coworker who carefully makes thoughtful, sound decisions based on evidence. Mr. Ward is an innovative problem solver and possesses a unique ability to see different perspectives. He is a lifelong learner, eager to take on new challenges as changes occur in education. He possesses excellent listening skills and has a passion for student success. Mr. Ward is even keeled, consistent, extremely articulate, able to meet deadlines, possesses a strong counseling background, is highly skilled in solving parent and student concerns in a humanistic manner and takes immense pride in his work.

Finally Mr. Ward has many important leadership characteristics and personality traits that would serve him well on the General Plan Advisory Committee. He is insightful and responsible. He can relate to a multitude of students, teachers and parents. He is articulate, driven and can always be counted on as a team player. Mr. Ward grew up in Napa, has seen many changes to the city(both positive and challenging), and would like to help move the community discussion forward.

In conclusion, I am very confident in Mr. Ted Ward's abilities to be in a leadership role with the General Plan Advisory Committee. He is very well prepared and I enthusiastically endorse his application for this position. I am certain you will not be disappointed with his intellect, work ethic, progressive thinking and expertise. If you have any further questions, please feel free to contact me at your convenience.

It is without a single reservation that I offer Mr. Ted Ward my strongest recommendation for a position on the General Plan Advisory Committee. I am quite certain you will not be disappointed.

Michael Pearson

**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #756****Date Submitted: 9/7/2018****Profile****First Name\***

Eric

**Last Name\***

Hagyard

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94559

**Phone Number\*****Alternate Phone****Employer**

Huis Clos Consulting LLC

**Job Title**

Assistant Winemaker

**Ethnicity**

---

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input checked="" type="checkbox"/> Napa County Resident  | <input type="checkbox"/> Other                          |
| <input checked="" type="checkbox"/> Napa Business Owner   |   |

**Experience****Community Service Experience\***

Active Transportation Advisory Commission to NVT, City of Napa representative, 2015-2017

**Education\***

Williams College, BA Mathematics, 2006  
Napa Valley College, Viticulture and Wine Science courses

**Other relevant experience or expertise**

Citizen's Academy, 2015

**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Website ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |  |  |                              |
|--|--|------------------------------|
| <input checked="" type="checkbox"/> Urban Tech Talk (May 18) | <input type="checkbox"/> Urban Renaissance (June 22) | <input type="checkbox"/> N/A |
|--|--|------------------------------|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

My understanding of the role and responsibility of the GPAC is to as a small group of 10-15 community members come together to distill down the thoughts, feelings, ideas, needs, and desires of the entire community for our continued development. We will need to work together to gather this information both from the community and from the materials presented to us by staff and consultants. There is no doubt it will be time consuming and we may reach certain sticking points of differing viewpoints and opinions that we will need to work through rationally to come to a consensus for our recommendations on the way forward. It will be important to remember our responsibility to think outside ourselves in order to see solutions that will work for the entire community.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

I think the opportunities that we have at this moment are tremendous. We have seen great interest and willingness to invest in Napa and can leverage that to guide development in a way that not only preserves quality of life for our residents but enhances it and makes a life in Napa possible for more people. The dominant challenges in Napa seem to be housing affordability, traffic, and finding the balance between the needs of visitors and residents. Another challenge is our commitment to maintaining the Rural Urban Limit, but I feel that this constraint ultimately will force us to come up with smarter solutions to our needs that will in the end make Napa all the stronger and resilient.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

I think it speaks volumes that my bedside stand is covered with books on planning, parking policy, bicycle and pedestrian infrastructure, adaptive reuse of suburban development, etc... long-range planning for development that creates vibrant, healthy, inclusive communities is something I am genuinely very interested in and read about and think about for fun.

**Letter of Recommendation\***

GPAC Recommendation - Eric Hagyard.docx

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

September 7, 2018

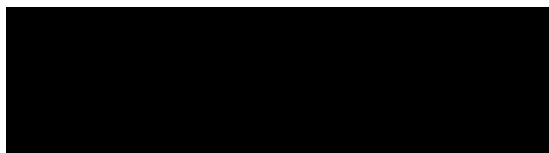
Honorable Mayor and members of the City Council:

It is with great pleasure that I write today in support of Eric Hagyard's application to serve on the General Plan Advisory Committee. Since first meeting Eric in 2013, I have seen in him someone who has a lot to offer the community in terms of his ideas and understanding of the big picture. I've encouraged him to become further involved in Napa and to share his perspective with the community in furtherance of the goal to help Napa continue to excel and improve. The GPAC will benefit greatly from Eric's inclusion.

A few years ago I told Eric about the Citizen's Academy program. He applied immediately. The experience deepened his understanding of the city departments and functions. After that, he volunteered to serve a term as one of the City of Napa representatives on the Active Transportation Advisory Commission to the NVT. Eric regularly attends Planning Commission and City Council meetings. He is clearly steeped in all the issues facing the city and always has an interesting perspective. He is passionate, informed, and deeply interested in the development and administration of Napa.

In the nine years he's lived in Napa, Eric has developed a broad perspective that will make him valuable in the development of a new general plan. Before purchasing a house in Alta Heights in 2011, he lived in multiple neighborhoods in the city and in the rural county. Five years ago, he and his wife founded Napa Bookmine, an independent bookstore on Pearl Street in downtown that now has a second location in the Oxbow Public Market. In addition, Eric has the perspective of the wine industry, where he works for a consultant winemaker in all aspects of wine production. That group has recently started working in a new production facility in the Napa Valley Commons business park.

Thank you,



Craig Smith  
Executive Director of the Downtown Napa Association

**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #739****Date Submitted: 9/6/2018****Profile****First Name\***

Roman

**Last Name\***

Block

**Email Address\*****Address\*****City\***

Napa

**State\***

CA

**Zip Code\***

94559

**Phone Number\*****Alternate Phone****Employer**

Block &amp; Block LLP

**Job Title**

Attorney

**Ethnicity**

W

**Interest(s) within the City of Napa\****Check all that apply.*☒ City of Napa Resident☐ City Property Owner☐ Napa County Resident☒ Other☒ Napa Business Owner

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**Experience****Community Service Experience\***

Block for City Council, 2003-2004, assistant

Napa Juvenile Justice Commission, 2002-2004, secretary

Napa County Bar Association, 2015-present, member

Citizen's Academy, 2016, graduate

Leadership Napa Valley Class 30, 2016-2017, graduate

**Education\***

UC Santa Cruz, BA Political Science, 2009

UC Los Angeles, Paralegal Certificate, 2009

Whittier Law School, JD, 2015

**Other relevant experience or expertise**

Currently work with former city-councilman Kevin Block with whom I practice land-use and business law.

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**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Word of Mouth ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*☒ Urban Tech Talk (May 18)☐ Urban Renaissance (June 22)☐ N/A



**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

I am very happy that the City of Napa is providing its residents with the opportunity to take part in shaping its general plan. Our new general plan will influence our community for decades to come and will affect each and every resident. I understand that our role as GPAC members will be to listen to the community, study issues facing our community, and help the City foresee and plan its future.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

I am a life-long resident of Napa. Although I am only 32-years old, I have seen Napa transform tremendously. I recall skateboarding in downtown as a kid and wondering why I our downtown felt deserted. It often resembled a ghost-town. Now, many locals and tourists stroll through downtown daily, downtown's businesses are lively and parking is surprisingly harder to find. Whenever I travel, I am surprised by how many people know of our City. These are all great signs. We have done a terrific job marketing and planning our formerly sleepy little town.

But, as always, too much of a good thing can be detrimental. Few in Napa will disagree that growth is both our number one opportunity and our number one challenge—especially tourism. Tourism brings money but risks alienating locals; new growth provides opportunities and housing but causes traffic, parking problems and additional wear on our City streets. We cannot stop market forces that make Napa's growth practically inevitable. But I believe we can manage that growth. The answer is to find an equilibrium. To gauge where that equilibrium lies we can engage, listen to and consider as many local voices as we can. As a member of GPAC, I hope to help Napa achieve this planning goal.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

I am a land-use and business attorney in downtown Napa. Our clients, however, are not all from Napa. As a result, I have seen communities outside our county make mistakes by rushing through the planning process. Elected officials in these cities now face backlash and city staff are forced to work long hours to try to quell the fervor.

I respect our City's slower and more deliberate approach to planning. As a resident and local business owner, my interest in long-range planning is Napa's stability. I believe that to achieve stability, the entire community must be involved in charting its future. Shutting out a single interest group can cause unwanted turmoil down the road. With an engaged community, and the help of GPAC members, I believe Napa will continue to avoid planning problems faced by less fastidious cities.

In conclusion, as a lawyer, I pride myself in my ability to stay objective. I understand that our City's main goal is to create a safe and inviting community for locals and visitors alike. I am glad to devote my time, effort and expertise to help our City continue to meet its goal.

**Letter of Recommendation\***

kb recommendation.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

# BLOCK & BLOCK

ATTORNEYS

To Whom It May Concern:

I strongly recommend Roman Block for the Napa 2040 General Plan Committee. Roman will make an ideal Committee member. He understands the opportunities and challenges facing our City because he has witnessed them firsthand as a lifelong Napa resident.

Roman attended Napa's public schools. He played in its parks and skateboarded at the downtown skate park. Just as importantly, he spent several years outside of Napa, living in metropolitan areas like Los Angeles which are the antithesis of what makes Napa unique. He has seen the results of poor land use planning, including sprawl, traffic congestion, the absence of greenery, and a lack of open space.

Roman has been involved in the community since he passed the bar exam in 2015. He is a graduate of Leadership Napa Valley Class 30 as well as Citizens Academy. He has attended our local General Plan workshops and has volunteered for local political campaigns. Roman has also benefited from numerous policy and land use planning discussions with me, which are informed by my experience serving on the City of Napa Planning Commission and City Council.

Roman is one of many next-generation leaders who are stepping forward to guide our City into the future. He understands the diverse interests at play in the community and will exercise sound judgment in seeking to balance them. He brings with him a unique combination of personal and professional knowledge and experience that will serve the General Plan process well. I am confident he will make a significant contribution to the work of the Committee.



Kevin P. Block

**Print**

**Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #741**

**Date Submitted: 9/7/2018**

**Profile**

**First Name\***

Jason

**Last Name\***

Priestley

**Email Address\***

[REDACTED]

**Address\***

[REDACTED]

**City\***

Napa

**State\***

CALIFORNIA

**Zip Code\***

94558

**Phone Number\***

[REDACTED]

**Alternate Phone**

**Employer**

Wright Contracting

**Job Title**

Project Engineer

**Ethnicity**

Napa

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> City of Napa Resident | <input type="checkbox"/> City Property Owner |
| <input type="checkbox"/> Napa County Resident             | <input type="checkbox"/> Other               |
| <input type="checkbox"/> Napa Business Owner              |  |

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**Experience****Community Service Experience\***

Assistant Youth Program Director at St. Apollinaris Church, Hope Center Sunday Food Distribution, Holiday Family Assistance Program, Relay for Life.

**Education\***

Silver Lining Pre-School, Browns Valley Elementary, Napa High School, Napa Valley College, California State University Chico.

**Other relevant experience or expertise**

Employee of Napa Valley Television. I am the control room operator for the Yountville Town Council. I attend all City Council Meetings, Zoning Design & Review Board Meetings, and the Envision Yountville (General Plan Advisory) meetings.

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**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Social Media ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |   |  |                              |
|---|--|------------------------------|
| <input type="checkbox"/> Urban Tech Talk (May 18) | <input type="checkbox"/> Urban Renaissance (June 22) | <input type="checkbox"/> N/A |
|---|--|------------------------------|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

I believe that the role and responsibility of the Napa GPAC is to guide the City in the direction that it should be headed. This direction takes into consideration the Residents, Businesses, as well as Visitors to the Napa Valley.

To be able to choose which direction that they City should go in, we must gather all of the positive and negative community issues and discussion over the past 10-20 years.

We will use all of these opinions to steer the City along a path that continues to progress Napa to be as best as it can be.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

To begin, I am able to identify on main challenge that they City will face as we plan for 2040. I believe that this challenge will be the speed and size of growth that Napa faces over the next 20 years.

There are many residents who believe Napa has been and continues to grow too fast. These residents may also believe that the City should not grow any larger, even to the extreme that they City was a better place 20 years ago.

In contrast, there are many residents who are inspired by the growth and enjoy and encourage Napa to expand and prosper. They believe and know that the growth is good for our City, bringing in tax revenue. It also brings new and exciting businesses and new residents.

I believe that it is crucial moving forward that we find a middle ground. This is the main opportunity that we can grab through this process. That we hear the voices of each side and come up with a plan that considers the opinion of every resident, ones that have lived here for 50 years and ones that have lived here for one year.

**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

I was born and raised in Napa. My dream is to raise a family of my own in this town. I want the town to continue to prosper for the sake of my family, all of the other residents who call and have called this place home. I would like to help assist this town continue to be great. I care and understand the interest and importance of all parties, which includes residents, businesses, wineries, and tourists.

I have also witnessed Yountville go through the same process while working for Napa Valley TV, while filming the General Plan Advisory board meetings. I enjoyed watching the process and would like to be involved in the similar process for Napa.

**Letter of Recommendation\***

Letter of Rec- JP.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

September 6, 2018

To Whom It May Concern,

It is with great pleasure that I recommend Jason Priestley to you. Jason is an extraordinary person to work with because he is both driven and diligent in all that he does.

I have been acquainted with Jason for many years now through our involvement at St. Apollinaris Church. As the Coordinator of Youth Ministry there, I worked very closely with Jason for almost a decade: first as his Youth Minister and then as his boss. What impressed me most, initially, about Jason was his willingness to do whatever was asked of him. This holds true to this day. He has always been full of energy and a leader amongst his peers.

During college, we hired Jason as our Assistant Youth Program Director. He organized and ran numerous programs. He was loved and respected by all, from the young ones in our children's programs to the adult volunteers that we used. Jason continuously gave of his time and his talents. He is a very handy person and was always graciously offering his help. It is simply the type of person that Jason is. For years, he was responsible for creating all the sets for our Summer Camps. These sets were so carefully thought out and so impressive that other organizations would come to borrow them.

Jason's background in construction makes him a great applicant for the General Plan Advisory Committee. He has always been easy to work with and very thoughtful about how he takes on projects and tasks. When a problem arises, of any kind, Jason does not stop until he finds a solution. He is creative and determined, exactly what our Napa County needs. Years ago our Youth Ministry Program would adopt 25-40 families from the Holiday Assistance Program. Jason put together such a fabulous system for us to use that the very next year we increased our numbers to over 100 families. Jason is young and innovative, always in search of a better, more efficient way.

Jason Priestley is an outstanding individual who I highly recommend to you. As an active member of our Napa community, I would gladly work along side Jason on any task given to me. He is the type of person that any program or organization wants and needs. I would love to see Jason serve on the General Plan Advisory Board. We could really use someone with his work ethic and his skills. If you have any questions in regards to Jason, please do not hesitate to call.

Sincerely,

***Megan Dominici***

[Redacted Signature]

**Print****Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #700****Date Submitted: 8/30/2018****Profile****First Name\***

Jennifer

**Last Name\***

Stewart

**Email Address\*****Address\*****City\***

Napa

**State\***

California

**Zip Code\***

94558

**Phone Number\*****Alternate Phone****Employer**

Napa Valley Education Foundation

**Job Title**

Executive Director

**Ethnicity**

**Interest(s) within the City of Napa\***

Check all that apply.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input type="checkbox"/> Napa County Resident             | <input type="checkbox"/> Other                          |
| <input type="checkbox"/> Napa Business Owner              |   |

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**Experience****Community Service Experience\***

I have a long history of working in community service, both as a volunteer and as an employee.

Employment positions of service:

Executive Director, Napa Valley Education Foundation, 2014-current

Director of Development, Boys & Girls Clubs of Napa Valley, 2003-2006

Director of Development, Boys & Girls Clubs of Huntington Valley, 1999-2003

Volunteer positions of service:

NVUSD Wellness Advisory Committee, 2017-2018

NVUSD Budget Advisory Committee, 2016-2018

Board of Directors, Napa County Nonprofit Coalition, 2015-2018

LHNC Leadership Team, Live Healthy Napa County, 2014-2018

Financial Board Member, Legacy Youth Project, 2014-2017

Vice President, Napa Valley Crime Stoppers, 2010-2018

Director, Napa County DARE & Safe Schools Foundation, 2007-2016

Board Member, Napa County Grad Nite, 2007-2011

Member, Kiwanis Club of Napa, 2006-2010

Alcohol & Drug Advisory Board, Napa County Board of Supervisors, 2006-2008

**Education\***

Master's in Public Administration, Human Resources Emphasis, American Military University, 2013

Bachelor's of Arts, English Major, Professional Writing Minor, University of California at Santa Barbara, 1997

Napa High School, 1993

Redwood Middle School, 1989

Browns Valley Elementary School, 1987

Additional training and education:

Financial Management Training, Napa Valley Community Foundation, 2015

Executive Director 101 Training, Compass Point, 2014

Coalition Leadership Training (community organizing), 2011

Leadership Napa Valley, Class XX, 2008

Other relevant experience or expertise

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Napa 2040 GPAC



## How did you learn of the Napa 2040 GPAC?

Social Media ▼

## Did you attend any of the General Plan Conversation Starters?

*Check all that apply*
☐ Urban Tech Talk (May 18)
     
 ☐ Urban Renaissance (June 22)
     
 ☐ N/A

## What is your understanding of the role and responsibility of the Napa 2040 GPAC?\*

As a potential member of the Napa 2040 GPAC, I feel my role would be multifaceted. I will participate as a community member and volunteer to review and develop a deep understanding of our community. We will listen and hear from advocates across many different issues, and come together as a committee to hone down the input into a more clear set of issues. We will work closely with city staff to advise and support the development of the plan. We will discuss and identify conditions, trends and opportunities that will be included in the plan, and also work with the staff and community to build goals that will help our city grow. Overall, we will play an important advisory role in the development of the plan, connecting the community's input to the overall goals and vision for the 2040 General Plan.

## What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\*

I grew up in Napa as a fifth generation native, and I am now raising my son here as well. I see Napa as an amazing and very special community. It has grown so much since I was a child, and it continues to be a great place to live and work. We are safe, happy and healthy in Napa. In the next 20 years, I anticipate that our community will continue to struggle with the same issues we face now. We will struggle with housing that is affordable for middle class working families. I also see that many neighborhoods have aging baby boomers, leading to an increased need for older adult services. We will continue to struggle with natural disasters. Our traffic congestion will continue to increase. Our downtown area will continue to shift and change. We have opportunities in each of these examples, and so much more. We have the opportunity to plan and be prepared with a vision created by our community.

## What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

In 2006, I started working on a grant through Napa County Office of Education to organize a community coalition around underage drinking. The long term planning process for that project was one of my fondest in my career. We worked with our community in a structured process to determine our goals (and then later, to execute them). The process included gathering data through focus groups, community town halls, state and local survey data, etc. We synthesized the data over the course of a year as a group. We looked at the difference between "belief" data and "actual" data (what I feel may not be actually what is happening). We created a logic model, and drafted goals and objectives that would impact our starting data. We looked at evidence based practices and environmental change strategies. We came up with measurable goals and objectives. Over the course of the next five years, because of this plan, we reduced underage drinking in the City of Napa by more than 30%. We changed school policies, implemented student-led campaigns, and more. It only worked because we had a plan. And the plan only worked because we took the time to really dive into the data, understand it, think about what strategies would truly impact the issues, and set reasonable goals. I would love to take this planning background and apply it as a community member, mother, homeowner and volunteer, to the 2040 GPAC.

## Letter of Recommendation\*

Jennifer Stewar, Reference, GPAC.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.

Debbie Peecook  
[REDACTED]

August 28, 2018

Napa, CA 94559  
[REDACTED]

Napa City Council  
City of Napa  
955 School Street  
Napa, CA 94559

Dear City Council Members,

My name is Debbie Peecook, I have been a resident in Napa for over thirty-six years and retired from the City of Napa, in 2016, after a thirty-year career with the Napa Police Department. I have been fortunate to have worked and currently work with many community members for a variety of projects for our City. I am writing this letter of reference for Jennifer Stewart because I believe she is a top candidate and exceeds all of your requirements for a position on the City of Napa General Plan Advisory Committee.

During my tenure at the Napa Police Department I met and worked with Jennifer Stewart in a variety of projects, committees or boards, partnering with the Napa Valley Unified School District, Law Enforcement, Napa County Office of Education, Health and Human Services, Community Members and Non-Profits to name a few. Jennifer is currently the Executive Director for the Napa Valley Education Foundation where I currently serve as a board member.

Jennifer has all of the qualifications needed to serve on this committee. She has and currently works collaboratively with the school district, Non-Profits, Government entities and community members. She is often approached by these entities for one of her many skills which is grant writing. Jennifer has successfully written and managed many grants. Grant writing success, depends on her abilities to research material, review material, attention to detail, meets time commitments and present a document that can be reviewed, accepted and implemented for the purpose of the grant. She uses these same types of skills when planning fundraisers and conferences for the Napa Valley Education Foundation.

Jennifer grew up in the Napa community, she lives here and is raising her son here. Jennifer has an interest in the development of our community as she plans to spend a lifetime here. Jennifer has lived and worked in Napa, she understands the challenges and opportunities facing Napa.

I recommend Jennifer Stewart for a position on the General Plan Advisory Committee. Jennifer is open-minded, flexible, accepting of other people's views, considerate, can work collaboratively with our diverse community, can provide her insight and has the experience of a long time Napa community member. If you have any questions, I would be very happy to speak with you further about Jennifer's qualifications.

Sincerely,  
[REDACTED]

Debbie Peecook

Print

**Napa 2040 General Plan Advisory Committee (GPAC) Application - Submission #743**

Date Submitted: 9/7/2018

**Profile**

First Name\*

Emma

Last Name\*

Swain

Email Address\*

[REDACTED]

Address\*

[REDACTED]

City\*

Napa

State\*

California

Zip Code\*

94581

Phone Number\*

[REDACTED]

Alternate Phone

[REDACTED]

Employer

St. Supery

Job Title

CEO

Ethnicity

Rutherford

**Interest(s) within the City of Napa\****Check all that apply.*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> City of Napa Resident | <input checked="" type="checkbox"/> City Property Owner |
| <input type="checkbox"/> Napa County Resident             | <input type="checkbox"/> Other                          |
| <input type="checkbox"/> Napa Business Owner              |   |

**Experience****Community Service Experience\***

- Napa Valley Vintners Association: Board Member 2012-2018, Chair 2016, Various sub-committees including Grants, MAP, International, Napa Name, CIIC
- Auction Napa Valley: Friday Co-Chair 2014 and 2015, Various Sub Committees and Steering Committee, Ongoing
- Napa Valley College Viticulture and Winery Technology Foundation: Board Member 2007-2010
- Planned Parenthood: Chair Audit Committee, 2006-2016, Board of Advocates
- Land Trust of Napa County: Trustee 2001-2007, Board Chair 2005-2007, Auction Chair 2007, Various sub committees
- California Society of CPA's: Wine Industry Conference Planning Committee 1997-Current, Speaker 1997, 1999, 2000, Conference Chair 1998, Charter Member Financial Leadership Forum Advisory Panel

**Education\***

University of California, Davis: BS Managerial and Agricultural Economics  
Golden Gate University: Extensive Coursework towards MS in taxation  
CPA  
CSW

**Other relevant experience or expertise**

I have overseen wineries since 2001 and, prior to that, provided the financial and strategic planning leadership through the positions of Controller, CFO and Consultant. I have lived in the City of Napa since 1993 and own multiple properties in the city with my husband.

**Napa 2040 GPAC****How did you learn of the Napa 2040 GPAC?**

Public Meeting/Event ▼

**Did you attend any of the General Plan Conversation Starters?***Check all that apply*

- |  |  |                              |
|--|--|------------------------------|
| <input checked="" type="checkbox"/> Urban Tech Talk (May 18) | <input type="checkbox"/> Urban Renaissance (June 22) | <input type="checkbox"/> N/A |
|--|--|------------------------------|

**What is your understanding of the role and responsibility of the Napa 2040 GPAC?\***

To work collaboratively to envision the future opportunities and challenges presented to a City whose growth is tempered by our fabulous agricultural preserve and the desire to maintain our living quality.

**What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\***

The City is the workforce housing growth center of the county and must balance that need with the lucrative opportunities presented through development. What will autonomous vehicles bring in terms of traffic and parking? What will the infrastructural needs be as we move forward? How do we balance the needs of the community with that of the visitor? How do we create a viable city of the future that is accessible, beautiful and functional for all.

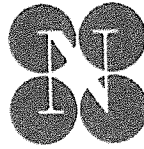
**What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\***

I have been involved in extensive planning during my tenure at the Land Trust, and long range planning with the Napa Valley Vintners. As a CPA and as a winery executive, I have led and participated in the long range planning of multiple organizations over several decades.

**Letter of Recommendation\***

Emma Swain LofR.pdf

Please upload a one page letter of reference from someone who can speak to your qualifications as a potential GPAC member.



napa valley vintners

September 5, 2018

City of Napa  
City Hall  
955 School Street  
Napa, CA 94559

Dear Selection Committee for the City of Napa General Plan Advisory Committee,

The Napa Valley Vintners (NVV) is a non-profit trade association representing 550 Napa Valley wineries. Our mission is to promote, protect and enhance the Napa Valley appellation, which we've been doing for over seven decades. It is within the spirit of that mission that we write this letter of recommendation for Emma Swain to serve on the General Plan Advisory Committee (GPAC).

Emma is the President & CEO of St. Supéry Vineyards and Winery and has an impressive history of leadership in the industry and our community. For the past six years she has served on the NVV Board of Directors and was elected by her peers to serve as chair for the 2016 term. During her time on the board, Emma has demonstrated a keen understanding of the complex issues facing our region and leads in finding solutions through objective information and honest collaboration.

She has also been involved in numerous association task forces and committees including the Community and Industry Issues Committee, which focuses on many of the topics anticipated to be a part of the GPAC discussions.

Her history of community involvement includes time as a dedicated board member of the Land Trust of Napa County, the Napa Valley College Viticulture and Winery Technology Foundation and the Planned Parenthood Board of Advocates.

With her combination of business acumen and a demonstrated commitment to the community, we believe Emma Swain is an ideal candidate for the advisory committee.

Thank you for your consideration.

Sincerely,

[Redacted Signature]  
President & CEO