



May 19, 2020

To: Mayor Jill Techel and the Napa City Council

The Napa PBID committee met yesterday to discuss whether or not to assess property owners in 2021, the first year of the PBID renewal. The meeting and discussion were prompted from members who were concerned that suspending the assessments would mean that important functions funded by PBID would disappear. Rooftop lighting, hanging flower baskets, increased sidewalk cleaning and the like may be more important than ever in helping downtown put its best foot forward. As people return, we need to look our best.

After discussion, the committee enthusiastically and unanimously voted to have the 2021 assessments re-instated, and asked that that be reflected in the ballots that will be mailed out June 5<sup>th</sup>. They also asked that City Council support this action.

Thank you.

Craig Smith  
Executive Director of the Downtown Napa Association and PBID