

Profile

Robert

C

Reber

First Name

Middle Initial

Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

12 years

Length of Residence in the County of Napa:

12 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

N/A

Retired

Employer

Job Title

Ethnicity *

☒ Prefer not to Answer

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Pedestrian Advisory Commission: Submitted

Community Service Experience:

• Bicycle & Pedestrian Advisory Commission (2023-Present) • Napa Valley Transportation Authority - Vision Zero Working Group member (2024-Present) • Napa County Bicycle Coalition: Board of Directors/Vice President; Advocacy Working Group (2022-Present) • Boy Scouts of America o Treasurer & Assistant Scoutmaster, Troop 516 - Napa Moose Lodge (2019-2023) o Cub Scout Den Leader, Pack 196 - Northwood Elementary School (2014-2019) o Napa Area "Scouting for Food" Coordinator • St. Apollinaris School o Assistant Head Track Coach, St. Apollinaris School, Napa (2014-2018) o National Geographic Bee Coordinator - St. Apollinaris School, Napa (2013-2018) • Napa Little League: Assistant Coach, 2015-2016 • Promenade Homeowners Association, Hercules, CA: President (elected position), 2003-2007

Education:

UC Davis Extension, Certificate Degree - Land Use & Natural Resources (2006); Dartmouth College, Bachelor of Arts - Engineering Sciences (1991); U.S. Naval Nuclear Power School (1992);

Other relevant experience or expertise:

• Related Work Experience o Interim Planning Director - City of Orinda (2024) o Community Development Director/Planning Manager/Planner - City of Hercules (2005-2013; 2017- 2022) o Senior Planner - City of Napa (2013) o Bicycle Trip Leader - Backroads Travel Company (1998-1999) o Dartmouth Cycling Club Director (1990-1991) • American Institute of Certified Planners: Certified planner 2010-2022 • American Planning Association: Member, 2006-2022 • Contra Costa Transportation Authority—Technical Coordinating Committee: Member (appointed), 2011-2013; 2017-2022 • West Contra Costa Transportation Advisory Committee—Technical Advisory Committee: Member (appointed) 2011-2013 • International City/County Management Association: Member, 2012-2014 • Municipal Management Association of Northern California: Member, 2013-2014 • Hercules Redevelopment Agency Successor Agency: Oversight Board Member (appointed), 2012-2013

Additional Questions

What is your understanding of the role and responsibility of this board?

The primary role of the Bicycle & Pedestrian Advisory Commission (BPAC) is to make recommendations to the Public Works Director and City Council regarding projects and programs that support pedestrians and cyclists in Napa. Unlike the City Council, which has express authority as duly elected officials, the BPAC is purely advisory and does not have any direct authority over staff, spending, policy, or other related decisions, but nonetheless plays an important role in helping guide the City's bike & pedestrian projects.

Have you ever attended a meeting of this board? If so, how many?

Yes, I have attended every meeting of the BPAC during these past two years as a Commissioner (10+ meetings).

What duties of this board are most interesting to you?

I am most interested in being able to have meaningful input on the implementation of engineering projects that will demonstrably improve the quantity and quality of Napa's walking and biking paths and roadways.

What activities of this board are least interesting to you?

There are no duties of the BPAC that are not of interest to me. I take seriously my responsibility to study and understand the entirety of each agenda packet in advance of meetings, to receive public testimony, to ask pertinent questions, and to be part of a deliberative body that makes thoughtful recommendations to staff and Council—from high-level policy down to implementation details.

What programs or projects would you like to see improved or implemented?

Safety and saving lives should be the top priority. While terrible and tragic, roadway deaths and serious injuries ARE preventable. Thus, I wholeheartedly support the City's efforts to implement Vision Zero principles and improve roadway safety for all, including the most vulnerable: pedestrians and cyclists. Additionally, I would like to see the City improve its Bicycle Friendly Community Designation, not simply as something to tout but as a true reflection of the City's commitment to making walking and biking a safe, efficient, and appealing alternative to many automotive trips. Climate change is the greatest challenge we face, and transportation-related emissions account for over one fourth of U.S. greenhouse gases. How we address climate change will determine more than anything else the fate of future generations. Given the City's relatively flat topography, mild weather, and confined development, Napa is well positioned to replace a large number of short vehicle trips with biking and walking, providing immediate benefit to current residents and hope for future generations.

How would you approach improving these project(s) or program(s)?

Improving any project or program requires understanding existing policies, work previously completed, and progress already underway. Within the purview of the BPAC, this means understanding: the new Napa2040 General Plan (specifically the Transportation Element); NVTa's current work on both Vision Zero strategies and on a new Active Transportation Plan Plan; the City's Zoning Ordinance; traffic-calming guidelines; the Local Roadway Safety Plan, and the relationship between these and other policies. It also requires some understanding of the range of issues and factors involved, which can include technical, legal, environmental, logistical, aesthetic, sociological, and economic considerations. Commissioners must be cognizant of the resources available to the City for carrying out public works projects (e.g., Measure T and now, most fortunately, Measure G, too) while also appreciating the challenges involved (e.g., competing projects and limited staffing). And most fundamentally, serving as a Commissioner demands respecting and considering the perspectives and priorities of the various interests involved: professional staff and elected officials (not just the City, but the County and Napa Valley Transportation Authority, too), advocacy groups, businesses, schools, and most of all, the general public, which—despite the best outreach efforts—are often absent from these discussions. My career as a city planner has been committed to working respectfully with similarly large and wide-ranging groups to find common ground and mutually beneficial solutions, an approach I try to take as a member of the BPAC.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

I do not have any conflicts of interest that preclude my appointment to the BPAC. Aside from my personal home, I do not have any vested or financial interests that would conflict with any Napa-related projects. As a long-time senior municipal employee and planning practitioner committed to ethical transparency, I understand the importance of disclosing economic interests by filing and regularly updating a Form 700 and abiding by FPPC rules, including recusal from certain projects when within proximity of my residence or if there is potential for perceived conflict of interest. On the rare occasions that the BPAC has taken actions that benefit the Napa County Bicycle Coalition (of which I am a Board member), I have been quick to consult with the City staff and City Attorney as to whether the most appropriate action for me is disclosure, recusal, or some other measure to avoid even the appearance of a conflict of interest.

Please list two local references and their phone numbers:

How did you learn of this vacancy?

☒ Other

Robert C. Reber

CAREER PROFILE

Manager/Director-level AICP-certified planner with over 15 years of city planning experience. Ivy-League engineering graduate and former U.S. naval nuclear officer with steadfast professional ethics, superb communication skills, and highest standards of customer and public service. Progressive yet pragmatic problem solver with proven success in comprehensive planning (current & advanced), including entitlement of complex, multi-use, transit-oriented development. Strong leader able to collaboratively orchestrate projects and initiatives across multiple departments, agencies, and stakeholders.

OBJECTIVE

To serve as a planning/community development director using my deep skill set in planning, project management, technology, and community leadership to support livable, valuable, sustainable, and desirable communities.

PROFESSIONAL EXPERIENCE

City of Hercules (2005–2014; 2017–2022: Adjunct Planner & Project Manager)

The City of Hercules helped pioneer the application of New Urbanist form-based codes and Smart Growth principles to begin transforming from a post-industrial bedroom community to a high-density, mixed-use, transit-oriented city.

Community Development Director/Planning Manager/Senior Planner/Assistant Planner: Reported directly to City Manager while planning, organizing, and coordinating all Planning Department activities, both current and long-term.

General Planning & Staff Oversight

- Set Planning Department processes, priorities, budget, and schedule.
- Oversaw code enforcement of zoning ordinance.
- Processed and approved administrative design review & use permits for commercial & home-based businesses.
- Interpreted and applied zoning ordinances to permit applications.
- Researched and wrote positional papers and staff recommendations for negotiation of developer obligations, such as impact fees, parklands and recreational facilities, and other exactions.

Advance Planning & Economic Redevelopment

- Principal planner for entitlements and development agreements for Hercules Bayfront, a \$500M, 42-acre transit-oriented development, one of only 13 “Catalyst Projects” for California Sustainable Strategies and one of the nation’s first Gold-certified LEED-ND projects.
- Lead planner for the Hercules Regional Intermodal Transportation Center, proposed as the first facility of its kind in California to combine train, ferry, and bus service.
- Lead planner for the Safeway Center, a 6-acre grocery & fuel center requiring General Plan & Zoning Ordinance amendments.
- Lead planner for Sycamore Crossing, a 12-acre project including a 105-room hotel, 120 multi-family residences, and 29,000-sq.-ft. shopping center. Previously assisted with developing the site’s cutting-edge form-based code.
- Reviewed plans, wrote staff reports, and performed CEQA analysis for projects including: mixed-use, transit-oriented development; office & light industrial complexes; commercial center expansion & redesign; cellular antenna facilities; community centers; parks; open space preserves.
- Drafted and presented public policy, including ordinances to establish a parking authority & management district.
- Streamlined entitlement process for developers while protecting community interests.

Liaise with Senior Management, Planning Commission, Community, and Regional Agencies

- Represented City and advocated city interests at regional planning agencies.
- Successfully directed and managed complete redesign of city web site to communicate with residents and position the city to potential developers and investors.
- Organized annual community outreach events and on-going planning workshops.
- Presented recommendations and reports to Planning Commission and City Council.
- Notified public and related agencies of pending public hearings.

Budgeting/Fiscal Management

- Formulated and successfully executed strategy for reducing departmental budget and staffing by 60% while preserving core services and functions.
- Reduced consulting fees for Affordable Housing program by 90% by eliminating non-essential programs and by recommending new vendor and staff.

City of Napa (2014)

Senior Planner: Served as staff liaison to Cultural Heritage Commission; drafted Historic Preservation Ordinance; administered current planning applications, including Merrill Building's certificate of appropriateness approval for the Archer Hotel; provided front counter planning service to the public.

Robert Half International (2001–2005)

Senior Product Manager

- Managed multiple web sites for \$3-billion, Fortune 500 staffing services company.
- Managed system for delivering over 1.6 million online exams annually.
- Managed applications for receiving, searching, viewing, and sorting over 50,000 job applications daily.
- Coordinated projects involving web masters, developers, quality assurance testers, systems engineers, marketing, corporate communications, and technical support.
- Defined functional requirements & specifications to ensure compatibility of web applications & back-end systems.
- Successfully launched company web site, on time and under budget, saving the company over \$200K annually.
- Streamlined work flows and user interface for improved customer and employee efficiency.
- Circle of Excellence Nominee (2001, 2003, & 2004).

Myteam.com (1999–2000)

Managing Editor/Director of Product Management

- Managed team of editors, developers, and graphic artists to launch and maintain nine client web sites and two private networks for sports-affiliated clients.
- Determined project priorities based on clients' organizational objectives.
- Established procedures for streamlined production and maintenance.

Technical Writer/Editor (1993–1999)

Clients: PacBell • Chevron • NASA/Lockheed Martin • WMI • M.H. Chew & Assoc., Inc.

- Wrote and edited: environmental impact reports and statements; policies and standards; online content; end-user instructions; technical specifications; marketing and recruiting materials; and business proposals.
- Produced technical documents with input from environmental engineers and scientists, computer programmers, graphic designers, and other editors.
- Performed dispersion and dose assessment calculations and fault tree analysis.

United States Navy (1990–1993)

Naval Nuclear Officer (honorably discharged)

- Graduated in top quartile from Officer Candidate School.
- Graduate-level studies and hands-on work at Naval Nuclear Power School and Naval Reactor Facility, Idaho National Engineering Laboratory.

CERTIFICATIONS, MEMBERSHIPS, & APPOINTMENTS

American Institute of Certified Planners: Certified member since 2010

American Planning Association: Member since 2006

Congress for New Urbanism: Member since 2005

International City/County Management Association: Member, 2012–2014

Municipal Management Association of Northern California: Member, 2013–2014

California Preservation Foundation: Member, 2013–2014

Contra Costa Transportation Authority—Technical Coordinating Committee: Member (appointed), 2011–2013

West Contra Costa Transportation Advisory Committee—Technical Advisory Committee: Member (appointed) 2011–2013

Hercules Redevelopment Agency Successor Agency: Oversight Board Member (appointed), 2012–2013

Hercules Promenade Homeowners Association: President (elected position), 2003–2007

EDUCATION

UC Davis Extension **Completed Certificate Program in Land Use & Natural Resources** **2005–2006**
Coursework: CEQA; Planning Law; General Plans; Environmental Analysis; Site Analysis & Design; Finance

Dartmouth College **BA in Engineering Sciences** **1987–1991**

SOFTWARE SKILLS

GIS, Planning, & 3-D Modeling: TRAKit • GovClarity/CityGIS • ArcGIS • ParcelQuest • SketchUp

Desktop Publishing: Microsoft Word • Adobe FrameMaker • Adobe Acrobat

Internet: Vision Internet • HTML • Dreamweaver • BroadVision • FrontPage • RoboHELP

Miscellaneous Software: Microsoft Excel / PowerPoint / Project / Visio • Granicus

Platforms: Windows 10/7/Vista/NT/XP/98/95 • Macintosh

REFERENCES

Available upon request.

Profile

Note: This application allows you to apply for multiple Boards, Commission and Committees; however, only one application can be submitted. Please ensure that your responses clearly address your interest, qualifications, and relevant experience for *each* Board, Commission or Committee you are applying to.

Julianne

Ireta

First Name

Middle Initial

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

4 months

Length of Residence in the County of Napa:

20 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

Employer

Job Title

Ethnicity *

☒ Prefer not to Answer

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Pedestrian Advisory Commission: Submitted

Question applies to Planning Commission, Cultural Heritage Commission

Some Commissions and Boards require specific seats to be designated as "Design Professionals". Are you applying as a Design Professional, which is defined as, "a person who demonstrates, to the satisfaction of the City Council, that he or she has professional experience (in the fields of architectural design, landscape architecture, urban planning, building, sustainability, or a related field) that is sufficient to assist the member in the effective evaluation of applications for development projects." ? If you have marked "YES", please provide details under "Relevant Experience" in this section. You may attach your resume below.

☒ Yes ☐ No

Question applies to Building and Fire Code Board of Appeals

3 of 5 Members MUST serve on the Disability Access Board of Appeals. Are you also applying to serve on the Disability Access Board of Appeals?

☒ Yes ☐ No

Question applies to Disability Access Board of Appeals

3 of 5 Members MUST serve on the Building & Fire Code Board of Appeals. Are you also applying to serve on the Building & Fire Code Board of Appeals?

☒ Yes ☐ No

Question applies to Disability Access Board of Appeals

2 of 5 Members MUST be part of the Disabled Community. Are you part of the Disabled Community?

☐ Yes ☒ No

Question applies to Public Art Steering Committee

1 of 5 Members MUST be a Visual Arts Professional. Are you applying as a Visual Arts Professional?

☒ Yes ☐ No

Question applies to Public Art Steering Committee

2 of 5 Members MUST be Practicing Professional Artists in any medium. Are you applying as a Practicing Professional Artist?

☒ Yes ☐ No

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

☐ Yes ☒ No

Upload a Resume

Community Service Experience:

AC Atletico FC - Board Member - March 2016-May 2024

Education:

The Art Institute of California- San Francisco Bachelor of Science Architecture and Design
Graduated December 2010

Other relevant experience or expertise:

10+ years of retail/customer service, which includes interactions with a diverse population of people, cultures, and languages. Serving on the board for the soccer program, we also worked with a vast range of the local communities. For my degree, we had to learn building codes and ADA regulations. Also, my son and I have become a part of a bicycle club out of Santa Rosa, that orchestrates rides open to the public and club members are responsible for keeping riders safe as we move through town to the designated destination. I am also fluent in Spanish. I feel like I have a lot to offer.

Additional Questions

What is your understanding of the role and responsibility of this board?

The Bicycle and Pedestrian Advisory Commission is advisory to City Council and to the City's Public Works Department on matters regarding bicycle transportation and pedestrian issues. The Building and Fire Code Board of Appeals is the "local appeals board" for the City of Napa regarding issues related to building and fire codes. The Disability Access Board of Appeals is the "local appeals board" for the City of Napa for persons aggrieved by a determination made by the Chief Building Official or Fire Code Official in administering or enforcing the requirements under the Napa Municipal Code or the California Health and Safety Code Section 19955, et seq. regarding "public accommodations or facilities". The Parks, Recreation and Tree Advisory Commission is advisory to City Council and the Parks and Recreation Services Director on matters affecting the acquisition, development and maintenance of parks within the city; public recreation; cultural activities of public interest; matters affecting development of privately and publicly landscaped areas within the city; and matters related to trees, tree preservation and arboriculture, including the review of city tree ordinances, policies and programs. The Planning Commission is advisory to the City Council on matters related to land use and planning, particularly related to amendments to the City's General Plan policies and Zoning Ordinance. The Planning Commission is the decision-making body for specified land use actions, including conditional use permits and design review permits. The Public Art Steering Committee is advisory to the City Council and to city staff regarding public art proposals funded through in-lieu contributions, and other responsibilities such as reviewing the Public Art Master Plan for potential updates.

Have you ever attended a meeting of this board? If so, how many?

no idea how many. too many from in person, to zoom, to over the phone

What duties of this board are most interesting to you?

What interests me the most about these boards is the opportunity to use the skills and knowledge I've gained not only through my education, but live experience that has brought me to the point I am at today, not just in life, but who I am as a person. Also potentially helping people and the community would make me happy.

What activities of this board are least interesting to you?

To be honest, there isn't really anything that I feel is uninteresting.

What programs or projects would you like to see improved or implemented?

For the Bicycle Board, I'd love for Napa to have something similar to what we do in Santa Rosa, (Taco Tuesday ride, this past Tuesday we had over 490 riders). For the Planning Commission/Parks & Rec Board, I'd love to make Napa more green. I've seen a ridiculous amount of trees cut down lately, but no replacements.

How would you approach improving these project(s) or program(s)?

Bicycle- basically a copy and paste approach from Santa Rosa to Napa. It's a great way to get people in the community to come together and also promotes health and wellness. There are some current activities along these lines that need to be supported and expanded.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

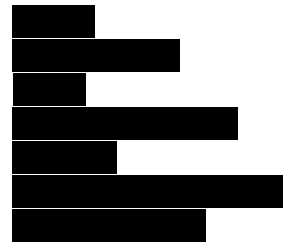
Please list two local references and their phone numbers:

How did you learn of this vacancy?

☒ Other

Julie Ireta

Highly motivated and adaptable, a diverse range of skills, and a Bachelor's of Science degree in Architecture/Interior Design from The Art Institute of California- San Francisco. Seeking an exciting opportunity where I can utilize my strong creative and problem-solving skills to contribute to a dynamic team.



EXPERIENCE

IHSS, American Canyon, CA — Caregiver

Apr 2017 - PRESENT

Medication Management and Administration, First Aid, CPR, Patient Communication, Meal Preparation, Mobility Assistance, Observation, Empathy, Time Management, Problem-Solving, Active Listening, Advocacy, Hoyer Lift Operation, Joey Feeding Tube System, Personal Care (for persons confined to a bed), Empathy, Patience, Observation, Attention to Detail, Adaptability, Companionship, Transportation, Housekeeping, Laundry, Errands.

AC Atlético FC, American Canyon, CA — Board Member

Mar 2016 - MONTH 2024

Team Management, Minutes, Event Planning, Event Management, Collaborative Problem Solving, Nonprofit Organization, Logo Design, Youth Mentoring, Team Coordination, Cash Handling, Customer Experience, Customer Retention, Customer Service, Fostering Inclusivity, Interpersonal Skills, Product Promotion, Food Preparation & Sales, Fundraising

Urban Dynasty Music Group, American Canyon, CA — Co-owner/Graphic Designer

Jan 2016 - Apr 2021

Album Cover Design, Song Cover Design, Social Media Posts, Lighting Design, Sound Booth Design, Studio Design, Photography, Directing, Video Editing, Premiere Pro, LightRoom, Building Codes, Appointment Scheduling, Set Design, Makeup, Wardrobe, Product Promotion, Image Editing, Project Coordination, Customer Service, Research, Video Production

Paul Kelley Architect, Napa, CA — Junior Designer

Mar 2013 - Aug 2013

Detail Drawings, Product research, Specifications, Building Codes, AutoCad, Time Management, Project Collaboration, Inspiration Board

SKILLS

AutoCAD

PhotoShop

Illustrator

LightRoom

InDesign

Premier Pro

Word

Excel

Powerpoint

Graphic Design

Spaceplanning

Research

Customer Service

Mentoring

Mental Health

Accountability

Advocacy

Adaptability

Multitasking

Organization

Management

Logistics

Project Planning

Typing

H frank, Sonoma, CA— Sales Associate/Designer

Jul 2012 - Jan 2013

Excellent Customer Service, Design Consulting, Inventory, Key Holder, Merchandising, Stock, Display Design, Custom Orders, Customer Service, Cash Handling, POS System

AWARDS

First Aid/CPR Certified

Macy's, Corte Madera, CA — Sales Associate

Jul 2002 - Apr 2005

Outstanding Customer Service, Increased Sales, Customer Retention, Product Promotion, Product Knowledge, Inventory, Merchandising, Stock, Display Design, Special Orders

LANGUAGES

Spanish- Read, Write, Speak

EDUCATION

The Art Institute of California, San Francisco — Bachelor of Science in Architecture and Design

Oct 2004 - Dec 2010

Space Planning, Architectural Drafting, Sketching, Perspective Drawing, Building Codes & Regulations, Materials & Specifications, Design Programming, Construction Document & Details, Interior Detailing, Architectural Detailing, Computer Camera & Lighting Techniques, Computer 3D Modeling & Animation, Residential Design (Traditional & Contemporary), Commercial/Hospitality Design, Corporate Design, Sustainable Design, Institutional Design, Retail Design, Lighting Design, Retail Design, Environmental Design, Thesis Design, Presentation Design, Portfolio Design, Website Design, Business & Marketing Materials Design

Redwood High School, Larkspur, CA — HS Diploma

Aug 2001 - Jun 2002

North Pulaski High School, Little Rock, AR

Aug 2000 - Jun 2001

Lajes High School, Lajes AFB, Terceira, Azores

Aug 1998 - Jun 2000

PROJECTS

Fiesta Latina — Retail & Cultural Center

Site Visits, Construction Drawings, Elevations, Sections, Roof Plan, Floor Plans, Materials, Details, Research, Presentations, Building Codes, Lighting

Junction 29 — Fundraising

Planning, Managing, Organizing, Food Safety, Cash Handling, Advertising, Customer Service, Event Promotion, Logistics, Supervising

Profile

Note: This application allows you to apply for multiple Boards, Commission and Committees; however, only one application can be submitted. Please ensure that your responses clearly address your interest, qualifications, and relevant experience for *each* Board, Commission or Committee you are applying to.

Clay

First Name

D

Middle Initial

Newton

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

18 years

Length of Residence in the County of Napa:

22 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

Good Things Done Right

Employer

Partner/Digital Lead

Job Title

Ethnicity *

☒ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Pedestrian Advisory Commission: Submitted

Question applies to Public Art Steering Committee

1 of 5 Members MUST be a Visual Arts Professional. Are you applying as a Visual Arts Professional?

☒ Yes ☐ No

Question applies to Public Art Steering Committee

2 of 5 Members MUST be Practicing Professional Artists in any medium. Are you applying as a Practicing Professional Artist?

☒ Yes ☐ No

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

☒ Yes ☐ No

Upload a Resume

Community Service Experience:

The Watershed Project, Volunteer, 1998-2003 Richmond Art Center, Volunteer, 2000-2003 Shoes that Fit, Volunteer, 2000-2004 Richmond Garden Club, Co-founder, 2000-2005

Education:

Napa High School, Diploma, 1992 Napa Valley College, IGETC, 1995 UC Davis, Bachelors of Studio Art, 1998

Other relevant experience or expertise:

I spent many years as a professional gardener for both The French Laundry and the Trefethen family estate, where I developed a deep understanding of agriculture, land stewardship, and the operational demands of world-class hospitality. This experience grounded me in the Napa Valley community and gave me a practical appreciation for the connection between environment, craft, and culture. I have also been a practicing artist for decades, working in ceramics, painting, and media arts. My creative practice has informed my ability to approach challenges with imagination, patience, and discipline, and has connected me to Napa's vibrant arts community. Professionally, I am a design director with 25 years of cross-industry leadership experience, guiding teams at organizations such as Bank of America, Expedia, Walmart Labs, and apree health. My expertise spans product design, user research, design operations, and digital marketing. I have built and scaled design systems, led cross-functional initiatives, and driven measurable outcomes such as increased revenue, engagement, and customer satisfaction. Today, I run a digital design consultancy in Napa, partnering with local businesses and cultural organizations to strengthen their community presence and growth.

Additional Questions

What is your understanding of the role and responsibility of this board?

Public Art Steering Committee From what I understand, this committee helps guide the City Council and city staff on decisions about public art. That includes reviewing proposals that come through in-lieu contributions and weighing in on the city's Public Art Master Plan when updates are needed. At its core, the role is about making sure the art we bring into public spaces reflects the character of the community and adds to the cultural life of the city. Parks, Recreation and Trees Advisory Commission This commission advises both City Council and the Parks and Recreation Services Director on how the city develops, maintains, and improves parks, recreation programs, and cultural activities. It also plays an important part in shaping policies related to trees and landscaped areas, both public and private. Beyond advising, the commission has decision-making responsibility in certain cases, like appeals around planting or removing city trees, or permits involving significant and protected trees. To me, this role is about stewardship... making thoughtful decisions that balance community use, natural resources, and long-term sustainability.

Have you ever attended a meeting of this board? If so, how many?

No

What duties of this board are most interesting to you?

Public Art Steering Committee What interests me most is the chance to help shape how art shows up in public spaces. I like the idea of reviewing proposals and thinking about how they connect to the character of the community. I'm also drawn to the responsibility of keeping the Public Art Master Plan relevant over time, making sure it continues to reflect the city's values and aspirations. Parks, Recreation and Trees Advisory Commission The part that interests me most is the mix of stewardship and long-term planning. I care a lot about how parks and public spaces are designed and maintained, and I'm equally interested in how tree policies and preservation efforts shape the future of the city. The commission's role in appeals and tree-related decisions also stands out to me, because it balances practical needs with protecting the natural environment, something I've always cared about.

What activities of this board are least interesting to you?

Public Art Steering Committee There aren't duties I'd call uninteresting, but the more administrative parts of reviewing process details or funding mechanics are less engaging to me than the creative side. I'm most energized by discussions about vision, community impact, and how art can shape public space. Parks, Recreation and Trees Advisory Commission For me, the least interesting pieces are the procedural aspects... things like handling appeals or working through technical ordinance details. I see the value in that work and would take it seriously, but what excites me more is the bigger-picture role of helping guide how parks, recreation, and trees contribute to the community's quality of life.

What programs or projects would you like to see improved or implemented?

Public Art Steering Committee I'd love to see more opportunities for local artists to be represented in public spaces, with a real focus on diversity of voices, styles, and mediums. Public art shouldn't just be concentrated downtown or in parks... it could be spread throughout neighborhoods, along trails, and in unexpected places where it can surprise and inspire people in their daily lives. Parks, Recreation and Trees Advisory Commission I'm a strong believer in the ecological and cultural value of native plants, and I'd like to see them included more intentionally in city projects and landscapes. I'm also excited by the progress being made on bike trails, and I'd love to see more public spaces designed to connect those trails with pedestrian pathways. It's a way to create healthier, more accessible, and more sustainable connections across the community.

How would you approach improving these project(s) or program(s)?

Public Art Steering Committee I'd approach improving public art programs by listening first-gathering input from a broader range of community members, especially voices that don't always show up in public forums. My background in user experience research has taught me how to design ways for people to share honest feedback, whether through workshops, interviews, or simple surveys. I'd use those skills to make public comment more accessible and to translate what we hear into clear priorities for new projects. That way, the art we bring into Napa reflects the diversity of people who live here. Parks, Recreation and Trees Advisory Commission For parks and tree programs, I'd take a similar approach: using research and engagement tools to hear directly from residents about how they use public spaces, what they value most, and where they see gaps. My experience leading cross-functional design work has shown me how to turn community input into practical, actionable plans. I'd focus on creating opportunities for people to weigh in beyond the usual public meetings, making engagement more inclusive and helping the commission ground its decisions in real community needs.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

How did you learn of this vacancy?

☒ Internet

Clay Newton



Visionary Design Leader | Driving Innovation & Growth Through User-Centered Design

Strategic and results-oriented design executive with a proven track record of leading high-performing teams and delivering exceptional user experiences that drive business impact. Expertise in developing and implementing design strategies, building scalable design systems, and fostering a culture of innovation. Passionate about transforming design visions into tangible, market-leading products.

Skills

- **Design Leadership:** Team Leadership & Mentoring, Design Vision & Strategy, Design System Implementation, Cross-Functional Collaboration, Stakeholder Management, Budget Management, Vendor Management
- **UX/UI Design:** User Research, Interaction Design, Information Architecture, Wireframing & Prototyping, Usability Testing, Visual Design, Design Thinking, Agile Methodologies
- **Strategic & Analytical:** Market Analysis, Competitive Analysis, Data Analysis, Product Strategy, Roadmapping, KPI Definition & Tracking, A/B Testing, Conversion Optimization

Professional Experience

Confidential, San Francisco, CA

Sr. Design Director | 2024 – Present

- Led a team of 20+ product designers, UX researchers, content strategists, and product managers, driving a **40% improvement in product usability scores** and **reducing time-to-market for new features by 25%**, resulting in an estimated **\$500K in cost savings** annually.
- Championed a unified design and development process, **increasing stakeholder alignment by 50%** and **accelerating project delivery by 20%**, leading to a **15% reduction in project management overhead**.

- Guided the team in crafting user-centered product roadmaps that led to a **35% increase in user retention** and a **15% year-over-year growth in active customer accounts**, directly contributing to a **10% increase in annual revenue**.
- Established scalable design systems and research frameworks, **reducing design iteration time by 30%** and ensuring brand consistency across 10+ product initiatives, resulting in a **20% reduction in design-related errors**.

Good Things Done Right, Napa, CA

Consulting Digital Design Lead | 2024 – Present

- Spearheaded a comprehensive redesign of client platforms, **increasing user engagement metrics by 35%** and **reducing bounce rates by 20%** across all accounts, resulting in an average **20% increase in leads generated**.
- Directed the development and optimization of five client websites, achieving a **40% average increase in mobile responsiveness scores** and a **25% boost in conversion rates**, leading to a **15% increase in sales**.
- Developed and executed tailored content strategies for diverse campaigns, leading to a **30% uplift in customer retention rates** and **doubling email click-through rates year-over-year**, resulting in a **10% reduction in customer acquisition costs**.
- Managed a \$250K annual advertising budget across five accounts, delivering a **4x ROI** and **reducing cost-per-click by 18%** through targeted ad placements and continuous optimization.

apree health, San Francisco, CA

Sr. Director of Design | 2019 – 2024

- Built and mentored a high-performing design team of 10, fostering a collaborative environment that resulted in a **100% employee retention rate** and **2 promotions within 3 years**.
- Supervised the design team, guiding strategy formulation and implementation for effective design outcomes, with a **100% retention rate for 4 consecutive years** across the Design org..
- Integrated state-of-the-art design concepts and tools, enhancing the organization's design capabilities and **reducing time to market of initiatives by 15%**.

- Led product strategy initiatives, aligning design objectives with market trends and user needs to drive innovation and **growth of the business by 30%**, resulting in **\$>6M in new revenue annualized**.
- Implemented a Strategic Design Process to generate and validate new business initiatives, enhancing profit models and increasing core offerings' stickiness.

Expedia, San Francisco, CA

Director of UX, User Research & Content Strategy | 2014 – 2018

- Directed the user experience design process, providing guidance and leadership to a team of UX designers, researchers, and content strategists.
- Led the development of a new product strategy, integrating user research insights to create a roadmap that **increased user engagement and satisfaction by 75%**, creating three new business concepts that drove a **75% improvement in customer satisfaction**.
- Drove strategic initiatives that resulted in a **15% increase in user retention** and a **10% improvement in conversion rates**.
- Empowered the design team to lead core business innovation by establishing an iterative innovation cycle, facilitating the swift generation and testing of strategies, and scaling new offerings.

Walmart Labs, Sunnyvale, CA

Sr. UX Architect | 2013 – 2014

- Led design and architecture of user experiences for digital products.
- Conducted collaborative design thinking sessions and workshops to extract valuable insights from cross-functional teams.
- Embraced an iterative design process, refining and enhancing designs based on user testing results and stakeholder feedback.

Education

Bachelor of Studio Arts | UC Davis, Davis, CA

Profile

Note: This application allows you to apply for multiple Boards, Commission and Committees; however, only one application can be submitted. Please ensure that your responses clearly address your interest, qualifications, and relevant experience for *each* Board, Commission or Committee you are applying to.

Virginia

First Name

L

Middle Initial

Hill

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

5.5 years

Length of Residence in the County of Napa:

5.5 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

Self

Employer

Portfolio Manager

Job Title

Ethnicity *

☒ Prefer not to Answer

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Pedestrian Advisory Commission: Submitted

Community Service Experience:

In Napa: Leadership Napa Valley Class 36, Napa Farmers Market, Napa County Library Association, Napa Valley Bicycle Coalition, Ride Napa Valley, and many, many more...

Education:

- Colorado State University (2012) Bachelor of Science in Cognitive Neuroscience Research.
- Colorado College (2014) Masters of Arts and Teaching, Developmental Psychology

Other relevant experience or expertise:

I ride bikes a lot. A lot. I spent a year advocating and raising funds for the Vine Trail.

Additional Questions

What is your understanding of the role and responsibility of this board?

The BPAC serves in the advisory capacity, reporting to both the City Council and the Public Works Department on bicycle and pedestrian transportation matters. Specifically, its duties include: • Providing written recommendations on bicycle and pedestrian planning, infrastructure, and safety. • Assisting City staff in the identification, design, and prioritization of capital improvement projects that enhance walkability and bike infrastructure. • Reviewing and offering guidance on grant applications, traffic calming, and safety programs relevant to active transportation.

Have you ever attended a meeting of this board? If so, how many?

Not yet!

What duties of this board are most interesting to you?

All of them. I am coming from the Napa Valley Vine Trail Coalition - active transportation and routing in cities is paramount. I read Bikeway Design Guides for fun.

What activities of this board are least interesting to you?

NA - I dig it all.

What programs or projects would you like to see improved or implemented?

Any repair is helpful to our city. I don't personally prioritize a project. However, I ride bikes often and my tires get pinch flats because the roads are so rough. I know we can do better and we are building for better!

How would you approach improving these project(s) or program(s)?

Supporting fact-finding for decision making processes and community engagement.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

NA

Please list two local references and their phone numbers:

How did you learn of this vacancy?

☒ Internet

Ginni Laurel Hill



I am a great connector and communicator. It is a strength. In my DiSC Assessment, I am a “D” - which means I like data and driving results. Clifton Strengths Assessment states my strengths are: Strategic, Achiever, Learner, Command, and Input. Personally, I appreciate connecting groups who are looking to impact local communities for years to come, especially in health and education. I see missed opportunities with companies like Strava - wherein anyone participating in movement could potentially raise funds for a cause. My experience and network allow me many open doors. I imagine the corporate nature of this role to compliment.

Areas of Expertise:

- Resourcing through multiple markets
- Leveraging governmental dollars
- Strategic planning & execution
- Creating effective business networks and circular logistic models
- Peer-to-peer Campaigns
- Brand design/management
- Endowment and other fund development
- Strategic partnership acquisition & retention
- Bicycles (experience at the Olympic Training Center in Colorado Springs)
- Athletic Brewing Ambassador (sober)
- Leadership in Napa Valley

Professional Experience

Napa Valley Vine Trail Coalition (NVVTC) - Napa, CA

Business Development Manager (February 2024 - Current)

Lead and manage fundraising initiatives, securing major gifts and corporate sponsorships to support community health programs

- Develop and maintain relationships with key donors, ensuring continued engagement and support for organizational goals
- Oversee the planning and execution of large-scale fundraising events, enhancing public awareness and participation; the Vine Trail spans 47 miles and connects six jurisdictions
- I have five delineated “buckets” of development for the NVVTC:
 - o Adopt-the-Trail - \$705,000 - \$1M annually; \$15,000 per mile per year for maintenance and brand positioning
 - o Stay-for-the-Trail - \$40,000 annually; partner with lodging to do add on donations at POS with potential match from lodging partner (ex. Auberge du Soleil \$2 add on with \$2 match = \$4 to NVVTC)
 - o LOCO-MOTION Month of Movement - \$350,000 annually; peer-to-peer fundraising and fitness challenge during the month of May; Pledgelt for data management/public-facing communication - additional scaffolding created
 - 2024 raised \$300,000 with 10% less participants than 2023 and more dollars raised per participant was higher than 2023

...continued...

- o Memberships/Retailers - \$100,000 annually; engaging local businesses with NVVTC Members to further amplify their messaging and connect the community; engaged over 50 Retailers for sign up - waiting on internal system development to execute
- o Vintner Collection - 600 collections, vintages 2018- 2021, \$5,000 each (\$3,000 of it a tax write-off); Joe Fattorini with The Wine Show to tell that story to the right market
- o Foundation work - Federal and State Grants in addition to private philanthropy (i.e. TIDES Foundation, Peter Kellogg, Safe Streets for All (ask \$15M), California Transportation Grant (ask \$25M), Active Transportation Infrastructure Investment Program (ask \$15M), Coastal Conservancy Grant (ask \$10M)
- o Community education and collaboration - the Mission of the NVVTC is to BUILD, MAXIMIZE, and MAINTAIN the trail connecting six North Bay jurisdictions
 - Napa Rotary Sunrise - after my pitch in June, they chose the NVVTC as their “nonprofit of the year” that they support (\$5,000 plus 16 hrs. service work with ~30 Members, plus marketing and brand positioning)

V. Sattui Winery - Napa, CA

Cellar Club Supervisor (June 2022 - February 2024)

Established sales goals, inventory systems, and wine assessments/training to elevate the professional development of staff based on cutting-edge (believe it or not!) industry feedback and the timelessness of Napa Valley's history

- Established daily, monthly, quarterly sales goals for the Wine Department; team of 32 Wine Educators
- Built out and implemented trainings on wine, viticulture, and sales
- Assisted Brien Little-Sattui in goal achievement; i.e. established feedback loops for customers, staff, and management and next steps for action
- Created and implemented systems for sales, impact measurement, and excellence in procedures
- Inventoried Wine Cellar and established sales opportunities based on need of business

Pix - Napa, CA

Trade Accounts Manager (July 2021 - November 2021)

Learned and helped build CRM status for new online access for accounts and managed onboarding processes for additional sales and marketing avenues within the industry

Liviri; Otter Products - Napa, CA

Business Development Manager (July 2019 - July 2021)

Brought an iterative, start-up concept to market while driving strategic, frank conversations with established norms to interrupt the concept of club shipping to produce year-round revenue consumers

Otter Products - San Francisco Bay Area

Field Marketing Representative (January 2019 - July 2019)

Provided best-in-class experience acting as the ‘face of the brand’ to drive affinity for Otter Products. Creating the best possible interactions for both customers and consumers in the San Francisco Bay Area Market

Verizon Wireless – Palo Alto, CA

Solutions Specialist (January 2019 - July 2019)

Environmental Volunteers – Palo Alto, CA

Volunteer & Donor Stewardship Manager (June 2018 - December 2018)

El Pomar Foundation – Colorado Springs, Colorado

Program Director (July 2016 - May 2018)

Colorado Springs Conservatory – Colorado Springs, Colorado

Research and Data Coordinator (July 2015 - July 2016)

Soaring Eagles Elementary, Harrison School District 2 – Colorado Springs, Colorado

Kindergarten Teacher (July 2014 - August 2015)

Nominations, Awards, & Professional Groups

- Leadership Napa Valley, Committee Member 2023 - Present
- Bay Area Trails Collaborative, Committee Member 2024 - Present
- Napa County Resource Conservation, Advisory Council, Member 2021 - Present
- National Association of Professional Women, Member 2015 - Present
- National Guild for Community Arts Education, Member 2014 - Present
- Arts Schools Network, Member 2014 - Present

Education and Credentials

June 2013 - July 2014 Colorado College, Colorado Springs, Colorado

Masters of Arts and Teaching; Emphasis on Developmental Psychology Research, GPA 3.831

August 2008 - May 2012 Colorado State University, Fort Collins, Colorado

Bachelors of Science in Neuroscience, GPA 3.846

References

Mary Rezek - Executive Director at Leadership Napa Valley [REDACTED]

Paul Krsek - Co-Founder, 5T Wealth [REDACTED]

Tony Valadez - City of Napa, Code Enforcement [REDACTED]

R. Thayer Tutt - Chief Investment Officer at El Pomar Foundation [REDACTED]

Profile

Note: This application allows you to apply for multiple Boards, Commission and Committees; however, only one application can be submitted. Please ensure that your responses clearly address your interest, qualifications, and relevant experience for *each* Board, Commission or Committee you are applying to.

Brendan

First Name

Middle Initial

Baker

Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

41 Years

Length of Residence in the County of Napa:

41 Years

Registered to vote in the City of Napa?

☒ Yes ☐ No

Napa Nuts

Employer

Assistant General Manager

Job Title

Ethnicity *

☒ Prefer not to Answer

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Pedestrian Advisory Commission: Submitted

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

☐ Yes ☒ No

Upload a Resume

Community Service Experience:

Served on Napa County Grand Jury, 2018-2019 St. John's Men's Club Volunteer, 1998-2020

Education:

UC Davis, BA International Relations, minor History, May 2008

Other relevant experience or expertise:

Additional Questions

What is your understanding of the role and responsibility of this board?

Bicycle and Pedestrian Advisory Commission: The role and responsibility is to listen to public commentary and work with experts, both on the commission and outside the commission, to analyze current and future plans from a variety of backgrounds that may not be present at the administration level of the City of Napa. The commission will submit advisory findings to better help steer and guide the City of Napa in its allocation of funding, resolution of issues, and future vision as it pertains to bikability and walkability and traffic safety concerning those two issues. Parks, Recreation and Trees Advisory Commission: The role and responsibility is to listen to public commentary and work with experts, both on the commission and outside the commission, to analyze current and future plans from a variety of backgrounds that may not be present at the administration level of the City of Napa. The commission will also have oversight as a decision makers in the appeals process and will work with the City of Napa's vision and plan for trees on public and private land and the ordinances that impact them.

Have you ever attended a meeting of this board? If so, how many?

1

What duties of this board are most interesting to you?

Bicycle and Pedestrian Advisory Commission: working to make Napa more walkable and bike friendly, particularly along its main arteries which, quite frankly, are the most unpleasant in the Valley. Parks, Recreation and Trees Advisory Commission: working to make Napa more efficient with its handling of trees and programs that impact them as well as working to increase the overall number of trees planted in the city each year.

What activities of this board are least interesting to you?

Bicycle and Pedestrian Advisory Commission: working towards a goal that becomes mired and bogged down and never develops into something truly impactful, meaningful, and long lasting. Parks, Recreation and Trees Advisory Commission: working towards a goal that becomes mired and bogged down and never develops into something truly impactful, meaningful, and long lasting.

What programs or projects would you like to see improved or implemented?

Bicycle and Pedestrian Advisory Commission: main arteries being made more walking and biking friendly, increase of shade along paths. Parks, Recreation and Trees Advisory Commission: increase of shade trees being planted, delay time from removal of trees to planting of new trees being dramatically improved instead of taking more than a 18 months.

How would you approach improving these project(s) or program(s)?

For both commissions: working hard to develop an approachable, realistic plan that relies on cooperation and unity among several different entities to work towards a well defined goal with measurable checkpoints and achievements along the way.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

How did you learn of this vacancy?

☒ Internet

Brendan Baker

Assistant General Manager

Contact



Education

University of California, Davis
Davis, CA
BA in International Relations,
Minor in History
2008

Key Skills

Clerical Accounting
Communication
Customer Service
Inventory Management
Problem-solving
Project Management

Objective

As an assistant general manager, my primary objective is to support the functioning of multiple business operations including managing staff, coordinating operations, and ensuring exceptional customer service. I aim to create an efficient, positive, and productive work environment by communicating clearly, setting specific goals, and maintaining a high standard of excellence.

Experience

AUGUST 2013 - PRESENT

Assistant General Manager | Napa Nuts

AUGUST 2011 - MAY 2012

Warehouse Manager | Dean & DeLuca

SEPTEMBER 2003 - MAY 2011

Assistant Foreman | Silverado Trail Wine Studio

Overseeing daily operations, managing staff, ensuring compliance with HACCP practices, and providing exceptional customer service. Also responsible for analyzing data, identifying areas for improvement, and working with a team to ensure quality in all aspects of the business.

Communication

Communicate daily with clients and vendors to process orders and schedule deliveries as well as onboard new clients.

Leadership

Successfully lead teams and communicate interdepartmentally daily to accomplish tasks in an ever changing environment.

References

Available upon request.