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**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 \_\_\_\_\_ D \_\_\_\_\_ Newton \_\_\_\_\_  
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:**

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 \_\_\_\_\_ Partner/Digital Lead \_\_\_\_\_  
Employer Job Title

**Ethnicity \***

☒ Caucasian/Non-Hispanic

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**Interests & Experiences****Which Boards would you like to apply for?**

Public Art Steering Committee: 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

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### **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

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### **Education:**

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

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### **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.

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### **Additional Questions**

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

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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?**

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No

### **What duties of this board are most interesting to you?**

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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?**

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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?**

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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)?**

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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?**

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No

**Please list two local references and their phone numbers:**

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**How did you learn of this vacancy?**

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☒ 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.

David

First Name

K

Middle Initial

Hight

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:

62 years

Length of Residence in the County of Napa:

62 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

retired

Employer

Job Title

Ethnicity \*

☒ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Public Art Steering Committee: 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

Upload a Resume

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**Community Service Experience:**

di Rosa Center for Contemporary Art, volunteer 2006-2018, 2025-present, volunteer Napa Valley Film Festival, assisted artist Patrick Dougherty on installation at Hall winery

**Education:**

Vintage Hight School, 1981

**Other relevant experience or expertise:**

Lifelong student of art and art history, working musician 40+ years, knowledge of City of Napa infrastructure & processes from previous employment (retired 2024)

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**Additional Questions**

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

Assessing proposals for public art installations, providing recommendations to council for action

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

no

**What duties of this board are most interesting to you?**

Assessing proposals for public art installations

**What activities of this board are least interesting to you?**

none

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

Improve current public art program

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

Improve current public art program by assessing all potential locations and proposed works with consideration for feasibility, cost, potential impacts on public, appropriateness, impact and artistic merit.

**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

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**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.

Betty (BJ)

First Name

J

Middle  
Initial

Thrailkill

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:**

8 Years

**Length of Residence in the County of Napa:**

8 Years

**Registered to vote in the City of Napa?**☒ Yes ☐ No

N/A

Employer

Job Title

**Ethnicity \***☒ Caucasian/Non-Hispanic

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**Interests & Experiences****Which Boards would you like to apply for?**

Public Art Steering Committee: 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

Upload a Resume

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### **Community Service Experience:**

1997 - Bacich Elementary School, Kentfield CA PTA President 1998 - 2000 Bacich Elementary School, Kentfield CA PTA Treasurer 2001 - 2003 Kentfield School Foundation Member 2001 - Chairwomen Kentfield School Foundation Annual Fundraiser

### **Education:**

1981 - BS Business - University of Virginia 1983 - MBA - University of Virginia

### **Other relevant experience or expertise:**

I am a practicing oil painter and paint most everyday. I believe I have a pretty well developed aesthetic and it is my guiding star in my art practice.

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## **Additional Questions**

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

To collaborate with others members of this committee to make informed and appropriate recommendations to the City Council regarding proposals for public art in Napa. In other words, I would work productively with the other committee members to put forth well thought out recommendations.

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

No

### **What duties of this board are most interesting to you?**

Working with the other members of this committee to reach decisions about various public art proposals. I am also interested in gaining a greater understanding of how public art is viewed by members of our community.

**What activities of this board are least interesting to you?**

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None that I am aware of. I tend to be patient and flexible and have been able to navigate working on various committees in the past.

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

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I am interested in public art that inspires and adds a memorable visual connection for residents and visitors alike. If done well, public art can create moments of reflection and opportunities to take a break from the mundane.

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

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I would bring an open mind and willingness to put in the time and effort to make solid recommendations to the City Council.

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

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No.

**Please list two local references and their phone numbers:**

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**How did you learn of this vacancy?**

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☒ Other