

Town of Yountville

6550 Yount Street
Yountville, CA 94599



Town of Yountville

"The Heart of the Napa Valley"

Meeting Minutes – Final

Monday, August 5, 2024

4:00 PM

Town Council Chambers

Yountville Arts Commission

Ronda Schaer, Chair

Cynthia Kapjian, Vice Chair

Noel Resnick, Commissioner

Judy Meredith, Commissioner

Geoffrey Leigh, Commissioner

PJ Hudson, Commissioner

Marita Dorenbecher, Commissioner

The Town of Yountville is committed to complying with the Americans with Disabilities Act (ADA) and other similar federal and state laws in all respects. If, as an attendee or participant in this meeting, or in meetings on a regular basis, you will need special assistance beyond what is provided, the Town will provide reasonable accommodations for you. Individuals who need auxiliary aids or services for effective communication or participation in programs and services of the Town of Yountville are invited to make their needs and preferences known by contacting the Town Clerk at (707) 944-8851 at least 72 hours prior to the meeting. This notice is available in accessible alternate formats from the ADA Coordinator.

1. CALL TO ORDER

2. ROLL CALL

Present: 5 Chair Ronda Schaer, Vice Chair Cynthia Kapjian, Commissioner Noel Resnick, Commissioner Judy Meredith, Commissioner PJ Hudson

Absent: 2 Commissioner Geoffrey Leigh, Commissioner Marita Dorenbecher

3. PLEDGE OF ALLEGIANCE

4. ADOPTION OF AGENDA

A motion was made by Commissioner Hudson, seconded by Commissioner Meredith to Adopt the Agenda. The motion carried by the following vote:

AYES: 5; Chair Schaer, Vice Chair Kapjian, Commissioner Resnick, Commissioner Meredith, Commissioner Hudson

NOES: 0

ABSTAIN: 0

5. APPROVAL OF MINUTES

A Approval of Minutes from the July 1, 2024 Yountville Arts Commission Meeting

A motion was made by Commissioner Resnick, seconded by Commissioner Hudson to Approval of Minutes from the July 1, 2024 Yountville Arts Commission Meeting. The motion carried by the following vote:

AYES: 5; Chair Schaer, Vice Chair Kapjian, Commissioner Resnick, Commissioner Meredith, Commissioner Hudson

NOES: 0

ABSTAIN: 0

6. PUBLIC COMMENT ON MATTERS NOT LISTED ON THE AGENDA

None received.

7. ADMINISTRATIVE / REGULAR ITEMS

A Request to change the Yountville Arts Commission Regular Meeting to September 9, 2024 due to the Labor Day Holiday

A motion was made by Chair Schaer, seconded by Commissioner Hudson to Freeform. The motion carried by the following vote:

AYES: 5; Chair Schaer, Vice Chair Kapjian, Commissioner Resnick, Commissioner Meredith, Commissioner Hudson

NOES: 0

ABSTAIN: 0

8. ART FUND REPORT

A Art Fund Reports Ending June 2024 – Preliminary Year End

Parks and Recreation Director Holland presented the report and discussed the fund balance.

9. ART WALK SUBCOMMITTEE

A. Review and Approval of Art Walk Sculpture Application from Elizabeth Laul Healey for "Rocky The Watch Dog" Sculpture

Chair Schaer presented the staff report and provided background on the artist and sculpture.

Commissioner Hudson expressed concern about the placement of Rocky the Watch Dog at the intersection of Yount and Washington. Chair Schaer noted that the location has been vetted and serves the sculpture best out of the pads throughout Town.

The commission would like to document the sculpture's route to Yountville.

A motion was made by Commissioner Hudson, seconded by Commissioner Meredith to approve the sculpture. The motion carried by the following vote:

AYES: 5; Chair Schaer, Vice Chair Kapjian, Commissioner Resnick, Commissioner Meredith, Commissioner Hudson

NOES: 0

ABSTAIN: 0

10. GALLERY SUBCOMMITTEE

A. Monthly Report

Upcoming Shows

- IMAGINE THAT...Frank Trozzo: Images of the Universal Mind show will be installed 8/2. Show opens 8/8 with receptions beginning at 5:30 PM. Show runs through Sunday, September 29.
- Pamela Anderson Show Emotive Color: Vineyards and Beyond opens 10/10 and runs through 11/29
- Youth Art Exhibit Call will begin October 1 – 11/11. Show will open on 12/5 with reception and remain up through January 3
- Mustard Celebration Show Opening TBD – March 28, 2025.
- Art, Sip and Stroll Artist Show
- Chris Cammarata final sales: 23 pieces totaling \$19,848

Vice Chair Kapjian presented the Gallery Subcommittee update.

11. LITERARY SUBCOMMITTEE

A. Monthly Report

- The Bookmark Story contest received 40 entries with 22 authors. The review committee (Geoffrey Leigh, Myrna David, Rebecca Simon, and Joan Osterman) have reviewed almost all the stories, with the final few scores expected this week. The competition is difficult, with lots of creative works. One disappointment is that we only has one youth participate by submitting two stories. The Bookmark Celebration will be held on Thursday, September 26th in the Heritage Room from 5:30-7:00 pm. All commissioners are invited.

- Plans have been finalized for the Rex Pickett Event, scheduled for Thursday, August 29th. PJ is working on Merlot and Pinot Noir donations to be poured at the event. Tickets sales are going well. All commissioners are invited.
- Yountville Out Loud will be held on Thursday, September 12th from 5:30-7:00 pm in the Yountville Community Center Plaza. We have begun advertising of the event. Consider coming to read a favorite poem, sing a favorite song, or share a piece of your own original work. Presentations are limited to five minutes.

Parks and Recreation Director Holland presented the Literary Subcommittee report on behalf of Commissioner Leigh, who is absent.

12. MARKETING AND PR SUBCOMMITTEE

A. Monthly Update

Gallery

Imagine That – Frank Trozzo

- Chamber Email Blast – August 2
- Article in Yountville Sun – July 25

65°/57° Magazine Summer Edition – Hard Copy is out!

- Chris Cammarata - Feature story
- Art of the Stroll - Art Walk Feature story
- Full Page ad in Winter Edition - Find Your HEART in Yountville
- Working on ad with Michael Aronson
- Editorial Content in Winter Edition – Find Your HEART in Yountville
- Photos taken by MJ Schaer

Rex Pickett

Marketing material sent to Channels 2 & 5

Commissioner Resnick presented the Marketing and PR Subcommittee update. She shared the hard-copy edition of 65°/57° Magazine.

13. PERFORMING ARTS & OTHER EVENTS SUBCOMMITTEE

A. Monthly Update

- The Legacy Roundtable's Legendary Bartenders event was a big success. Many thanks to Sam and staff for their meticulous help in gathering the cocktail ingredients. The bartenders and our guests had a blast! Judy was a rockstar in planning and orchestrating.
- Our next Roundtable is slated for October 17 with five authors, and plans are moving forward accordingly. Press release in progress.
- The screening of Sideways is slated for Friday, August 9th, with promotions taking place. Markham Vineyards will be pouring a wine created specially for the event!
- The Rex Pickett author event on August 29th is also moving along. Thus far we have commitments from Jessup Cellars, Caldwell Vineyards, and Markham Vineyards to serve wine. Invitations to other wineries are awaiting response.

- The Summer Music Series is locked and loaded and the shows that have taken place up to this point have gone well.
- The Scarecrow contest is also being planned for the Fall.

Commissioners Hudson and Meredith provided the Performing Arts & Other Events Subcommittee update.

Rex Pickett author event on August 29 – Additional wineries have been confirmed after the publishing on the meeting agenda and include Merryvale and Hailstone. Commissioner Meredith said she could bring additional wine if needed.

Chair Schaer mentioned it would be nice if authors could do book signings at the October 17 Legacy Roundtable event.

14. **MUSTARD CELEBRATION SUBCOMMITTEE**

A. Monthly Update

- Yountville Art & Mustard Celebration 1/16/24 Partnered Event with Chamber of Commerce

Chair Schaer and Parks and Recreation Director Holland met with Whitney Diver McEvoy from the Yountville Chamber of Commerce to discuss doing a joint Art and Mustard Celebration.

15. **ART, SIP & STROLL UPDATE** **May 17, 2025**

Chair Schaer provided the update and information about the wrap-up meeting. The Art, Sip, & Stroll was a success and next year's event is scheduled for May 26, 2025.

16. **STAFF INFORMATIONAL REPORTS**

None.

17. **COMMISSIONER COMMENTS / REPORTS**

None.

18. **ADJOURNMENT**

A motion was made by Vice Chair Kapjian, seconded by Chair Schaer to Adjourn the meeting The motion carried by the following roll call vote:

AYES: 5; Chair Schaer, Vice Chair Kapjian, Commissioner Resnick, Commissioner Meredith, Commissioner Hudson

NOES: 0

ABSTAIN: 0

Adjourn to the Yountville Arts Commission Meeting Monday, September 9, 2024 at 4 PM being held in Town Council Chambers.

/s/ Samantha Holland
Parks and Recreation Director

