



# Town of Yountville

6550 Yount Street  
Yountville, CA 94599

## Staff Report

**Agenda Item #:** {{section.number}}{{item.number}}

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## Yountville Town Council Staff Report

**DATE:** February 6, 2024  
**TO:** Mayor and Town Council  
**FROM:** Brad Raulston, Town Manager  
**PREPARED BY:** Brad Raulston, Town Manager

### **RECOMMENDATION**

Discuss and adopt Town of Yountville Vision Statement and Core Elements.

### **DISCUSSION/BACKGROUND**

Town Council held a Goal-Setting Workshop on January 30, 2024. At the Goal-Setting Workshop, Council discussed the proposed Strategic Plan and Core Values. After discussion and public comment, Council directed staff to bring back a revised version for potential adoption. The requested amendments are reflected in the change of language in “**Premier Community**” to “**Shared Community**” and the revision of the description to read “The Town values its residents, rich history, natural environment, culinary excellence, arts, and distinguished businesses that make our home a **friendly** place people love.”

Additionally, direction was given to add language about social connection to the description for “**Engaged Residents.**” The proposed description now reads “The Town embraces our residents’ commitment to community as seen through **social connection**, volunteerism, civic engagement, and public participation that enhances the quality of life in Yountville.”

“**Core Values**” has also been changed to “**Core Elements**” denoting the instrumental nature of the outlined facets in attaining the Town’s overall vision.

### **ENVIRONMENTAL REVIEW**

Exempt per California Environmental Act (CEQA) Guideline, Section 15061(b)(3)

### **FISCAL IMPACT**

Is there a Fiscal Impact? No  
Is it Currently Budgeted? N/A  
Where is it Budgeted? N/A  
Is it Mandatory or Discretionary? Discretionary  
Is there a Staff Resource Impact? No

## **STRATEGIC PLAN GOAL**

Is item Identified in Strategic Plan? Yes

If yes, Identify Strategic Goal and Objective. **Visionary Leadership:** The Town's leadership maintains an open-minded, forward-thinking decision-making process. We value engagement and participation from all members of the community as we work together to create policies and plan for the future.

Briefly Explain Relationship to Strategic Plan Goal and Objective. Adopting a renewed Strategic Plan and Essential Elements aids in the development and implementation of Town Council goals.