



# Town of Yountville

6550 Yount Street  
Yountville, CA 94599

## Staff Report

Item #: {{section.number}}A

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### Yountville Arts Commission Staff Report

**DATE:** May 5, 2025

**TO:** Yountville Arts Commission

**FROM:** Noel Resnick, Vice Chair

**TITLE/RECOMMENDATION:**

Marketing Recap for April

**DISCUSSION/BACKGROUND**

**Gallery**

- Seward Johnson 'Snack Trays' gallery show draft press release prepared
- Snack Tray/Gallery story accepted for 65/57 Magazine Summer edition /Writer assigned & article written
- Full page ad for "Snack Trays/Steve Rogers Gallery being prepared for the 64/57 Summer edition
- Collateral marketing material being created for Snack Tray Gallery show
- "Would This Be Wood THE JOHN SENSENBAUGH COLLECTION OF ORIGINAL SCROLL SAW FINE ART" April 25<sup>th</sup> Chamber Newsletter promotion

**Art Walk**

- Yountville Chamber Beer and Wine Passport – Features Yountville Art Walk Passport <https://yountville.com/experience-pass/> April 1-August 31

**ART,SIP & STROLL**

- AS&S - April 25<sup>th</sup> Chamber Newsletter promotion
- Marita has reached out for broadcast promotion in Bay and Sacramento areas

**FISCAL IMPACT**

Is there a Fiscal Impact? Yes

Is it Currently Budgeted? Yes

Where is it Budgeted? 01-5413

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Nominal

## **ATTACHMENTS**

1. None