



Town of Yountville

6550 Yount Street
Yountville, CA 94599

Staff Report

Item #: A

Yountville Arts Commission Staff Report

DATE: May 6, 2024

TO: Yountville Arts Commission

FROM: Noel Resnick,

SUBJECT:
April Update

DISCUSSION/BACKGROUND **A,S&S**

- Chris Cammarata- Feature story in Napa Valley Life
- Chris Cammarata- Feature story in 65°/57° Summer Issue/July
- 65°/57° 'Scene Around' AS&S Story/Photos in Summer edition
- Napa Valley Life - AS&S Photos - Front of magazine in Summer edition
- Video/Photo Team set for AS&S
- Napa Valley Life - Front of magazine paragraph Spring edition
- Marketplace Advertising – Ronda
- Press Democrat Advertising - Sam
- Chamber Newsletter April 12 AS&S Video and paragraph
- Chamber Saturday Email Blast – April 20 AS&S Video/Copy/Photos

Yountville Arts

- Napa Valley Life - 5 pages inclusive of article on YOUNTVILLE ARTS in the HEART of the Napa Valley / Chamber will share on socials - <https://napavalleylife.com/digital-edition/> pages 76 -81
- Napa Valley Life Newsletter – April 11 Uncorked Creativity YOUNTVILLE ARTS - In the HEART of the Napa Valley / Chris Cammarata Article
- YAC Email Blast April 22
- Arts Commission History Project – Marita
- Conference call with Sam and Editor 65°/57° to discuss a continued relationship for editorial content/and advertising
- 2024 Yountville Pride Video for Marketing/ YA Pride Logo

Gallery

- Youth Art Show Pitched article for 65°/57° Fall edition

Art Walk

- SHOP the Yountville Art Walk – Story in 65°/57° Summer edition
- Commissioners recorded new audio for Art Walk Audio Tour – Cindy

- San Luis Obispo Museum of Art booked an Art Walk tour 14- 18 people for November

Literary Arts

- Improv Classes – Napa Valley Register Article https://napavalleyregister.com/a-night-of-improv-in-yountville/article_5b01e98f-c09e-564f-82cb-46138f1bdd90.html?utm_medium=social&utm_source=email&utm_campaign=user-share - Geoffrey

FISCAL IMPACT

Is there a Fiscal Impact? No

Is it Currently Budgeted? No

Where is it Budgeted?

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Nominal

RECOMMENDATION

Receive and File Report