



# Town of Yountville

6550 Yount Street  
Yountville, CA 94599

## Staff Report

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

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## Yountville Town Council Staff Report

**DATE:** January 7, 2025

**TO:** Mayor and Town Council

**FROM:** Majel Arnold, Chair Yountville Community Foundation

**PREPARED BY:** Samantha Holland, Parks & Recreation Director, Community Foundation Secretary

### **RECOMMENDATION**

Receive report on the outcomes of the first grant cycle of the Imagine Yountville Grant Program funded by the Town of Yountville through the Yountville Community Foundation.

### **DISCUSSION/BACKGROUND**

After including an allocation for \$50,000 in the 2023-24 fiscal year budgeting process, the Town Council approved moving the funding and administration of the program to the Yountville Community Foundation and tasked their board to create a program to distribute the funds.

The Board appointed a four-member subcommittee comprised of Carol Fink, Majel Arnold, Sandy Fagan and Samantha Holland acting as the non-voting Secretary to the board, to craft the Imagine Yountville Grant Program. The Board formally approved the program at their May 17, 2024, meeting before bringing it forward to the Town Council for their review and approval.

The Town Council adopted Resolution Number 24-4288, approving the Small Projects Grant Fund Program named "Imagine Yountville" of the Yountville Community Foundation funded by the Town at the June 18, 2024, meeting.

The goal of the Imagine Yountville Grant Program is to fund projects that are accessible to and benefit the public at large with the goal of improving the quality of life for Yountville residents.

The application process opened on July 15, 2024. Applications were available online and email notifications were sent out to local community groups and a formal Press Release was sent to local media. An in-person application information session was held at the Community Center on July 30, 2024, with 9 people in attendance. We also made available by email a question-and-answer period prior to the deadline to submit applications. The questions and answers were posted on the website for all applicants to review.

On the deadline of September 23, 2024, 12 applications were received with funding requests totaling \$110,359.00. We had \$50,000 to disperse. The Subcommittee crafted a scoring mechanism based on the criteria listed in the application and each Board Member received a packet to score the individual applications. The scores were compiled and the Secretary sent out the Agenda Packet for the October meeting which included

the rankings of each applicant based on the average scoring. Where appropriate, some board members recused themselves from voting on or discussing an application that would be a conflict of interest for them.

On October 25, 2024, the Board met in a public meeting format and discussed the scoring outcomes and funding potential. A motion was made by Carol Fink and seconded by Majel Arnold and the Board voted unanimously to approve the funding of the following projects totaling \$47,500 for funding in 2025:

1. Yountville Cemetery Association Shed, Kiosk and Replacement Grave Marker Projects: \$7,500
2. Yountville Sun – Yountville Specific Printing & Free Delivery to Residents: \$20,000
3. Farmstand Garden Project: \$7,500
4. Community Thanksgiving and Holiday Dinners: \$10,000
5. Napa Valley Presents – Bubble Man Presentation: \$2,500

Projects not chosen for funding this cycle were:

1. Hospitality Hounds of Yountville: \$7,030
2. Tug McGraw Foundation, Little League Field Project: \$13,750
3. Napa Valley Museum Film Equipment and Series: \$19,959
4. Divinity Circle: \$7,120
5. Yountville International Short Film Festival \$15,000

The chosen applicants were notified of funding and were asked to sign a funding agreement. We have been made aware of changes to the distribution of the Yountville Sun that could impact their ability to meet the requirements of the application and grant. The Board is in communication with the Yountville Sun and will be holding off on funding until they can confirm they are able to meet the funding requirements. Checks will be sent in early January for the current funding cycle. The grant recipients are required to provide an end of project report to the Board to share their accomplishments. We will return to Council with a report later in 2025 to share the final project outcomes and present on the proposed application process for the 2026 funding cycle.

Pending the outcome of the Yountville Sun funding, the Board will discuss whether or not to open another funding cycle in 2025 to distribute unspent funds to other eligible applications or wait until later in the year for the 2026 funding cycle.

The Board will formally discuss the application process at the January 24<sup>th</sup> meeting and make recommendations for process changes moving forward. Being the first grant cycle and active project for the Board of the Community Foundation, it was a learning experience and overall had a positive outcome for the community. Anticipated are some small changes to the process of scoring and review moving forward.

### **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? Nominal

### **STRATEGIC PLAN GOAL**

Is item Identified in Strategic Plan? Indirectly

If yes, Identify Strategic Goal and Objective. Shared Community, Engaged Residents, Quality of Life

Briefly Explain Relationship to Strategic Plan Goal and Objective. By supporting the Imagine Yountville Grant program, the Town is enhancing the quality of life for its residents while engaging the volunteer board in meaningful work. Many of the projects contribute to enhancing Yountville as a shared community.