



Town of Yountville

6550 Yount Street
Yountville, CA 94599

Staff Report

Item #: {{section.number}}A

Yountville Arts Commission Staff Report

DATE: February 3, 2025

TO: Yountville Arts Commission

FROM: Noel Resnick, Vice Chair

TITLE/RECOMMENDATION

Marketing and PR Monthly Update for January 2025.

DISCUSSION/BACKGROUND

General Arts Commission:

Visit Napa Valley *Call for Content – Spring/Summer 2025 / Art, Sip & Stroll*.

Find Your Heart:

Article and ad previously placed in the Fall Edition 65°/57°.

Chamber Newsletter – 1/31.

Exploring additional media distribution outlets for duration of show / Sam will update.

Yountville Sun has said they will run a press release article with images.

Paul Franson will run the article as his lead.

Art, Sip & Stroll:

Connected with publisher/editor and writer at 65°/57° for spring edition editorial content.

Writer has been assigned.

We will also be purchasing an ad for 65°/57° spring edition.

Pre-planning for 65°/57° ad for spring edition has begun / artwork due March 1.

Mustard Celebration:

Yountville Sun 1/9 Paul Franson / ½ page article and poster art.

Chamber newsletter promotion.

FISCAL IMPACT

Is there a Fiscal Impact? Yes

Is it Currently Budgeted? Yes

Where is it Budgeted? 01-5415

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Nominal