

# Town of Yountville

6550 Yount Street  
Yountville, CA 94599



## Meeting Minutes – Final

**Monday, February 5, 2024**

**4:00 PM**

**Town Council Chambers**

### **Yountville Arts Commission**

***Ronda Schaer, Chair***  
***Cynthia Kapjian, Vice Chair***  
***Noel Resnick, Commissioner***  
***Judy Meredith, Commissioner***  
***Geoffrey Leigh, Commissioner***  
***PJ Hudson, Commissioner***  
***Marita Dorenbecher, Commissioner***

The Town of Yountville is committed to complying with the Americans with Disabilities Act (ADA) and other similar federal and state laws in all respects. If, as an attendee or participant in this meeting, or in meetings on a regular basis, you will need special assistance beyond what is provided, the Town will provide reasonable accommodations for you. Individuals who need auxiliary aids or services for effective communication or participation in programs and services of the Town of Yountville are invited to make their needs and preferences known by contacting the Town Clerk at (707) 944-8851 at least 72 hours prior to the meeting. This notice is available in accessible alternate formats from the ADA Coordinator.

**1. CALL TO ORDER**

**2. ROLL CALL**

**Present:** 5 Chair Ronda Schaer, Vice Chair Cynthia Kapjian, Commissioner Noel Resnick, Commissioner Judy Meredith, Commissioner Marita Dorenbecher

**Absent:** 2 Commissioner Geoffrey Leigh, Commissioner PJ Hudson

**3. PLEDGE OF ALLEGIANCE**

The pledge of allegiance was held.

**4. ADOPTION OF AGENDA**

A motion was made by Commissioner Dorenbecher, seconded by Commissioner Meredith to Adopt the Agenda. The motion carried by the following vote:

**AYES:** 5; Chair Schaer, Vice Chair Kapjian, Commissioner Resnick, Commissioner Meredith, Commissioner Dorenbecher

**NOES:** 0

**ABSTAIN:** 0

**5. APPROVAL OF MINUTES**

A motion was made by Commissioner Dorenbecher, seconded by Vice Chair Kapjian to approve the minutes. The motion carried by the following vote:

**AYES:** 5; Chair Schaer, Vice Chair Kapjian, Commissioner Resnick, Commissioner Meredith, Commissioner Dorenbecher

**NOES:** 0

**ABSTAIN:** 0

**6. PUBLIC COMMENT ON MATTERS NOT LISTED ON THE AGENDA**

None received.

**7. ADMINISTRATIVE / REGULAR ITEMS**

**A** Fiscal years 2024-25 and 2025-26 Draft Budget for Review and Approval

Parks and Recreation Director Holland presented the draft Arts Commission biennial budget. She expressed her appreciation for the commissioners' work pulling together the information. The budget will serve as the work plan for the next two years. If unanticipated expenses arise over the course of FY 24/25 and 25/26, the commission can request a budget adjustment from town council.

A motion was made by Commissioner Resnick, seconded by Commissioner Dorenbecher to approve the draft budget. The motion carried by the following vote:

**AYES:** 5; Chair Schaer, Vice Chair Kapjian, Commissioner Resnick, Commissioner Meredith, Commissioner Dorenbecher

**NOES:** 0

**ABSTAIN:** 0

## 8. ART FUND REPORT

Parks and Recreation Director Holland presented the staff report. She explained the fund balances, including the expenditures and revenues.

## 9. ART WALK SUBCOMMITTEE

### General Updates

- Reinvention leaving in March
- Updated Art Walk Brochure and Map Cards
- Update on The Hatch Sculpture

Chair Schaer presented the update and information related to the new Art Walk map. She noted the sculpture “Reinvention” will be returned to the artist as he had found a buyer to purchase it. Chair Schaer also reported that “The Hatch” sculpture in Van De Leur Park is in poor condition and she is in discussions with the artist Peter Hazel to potentially switch out the sculpture for something similar.

## 10. GALLERY SUBCOMMITTEE

Artist/Show	Dates	Hang	Opening	Take Down
Heart of Friendship (Ronda) Group Show	1/18/24- 3/29/24	Monday 1/15/24	Thursday 1/18/24	Friday 3/29/24
Late Spring Show Andrea Cazares (Cindy)	4/4/24- 5/3/24	Monday 4/1/24	Thursday 4/4/24	Friday 5/3/24
AS&S Artist Chris Cammarata	5/9/24- 8/2/24	Monday 5/6/24	Thursday 5/9/24	Friday 8/2/24
Frank Trozzo Exhibit (2 month show) (Ronda)	8/8/24- 9/27/24	Monday 8/5/24	Thursday 8/8/24	Friday 9/27/24
Pamela Anderson Exhibit (2 month show (Cindy)	10/3/24- 11/29/24	Monday 9/30/24	Thursday 10/3/24	Friday??? Thanksgiving Friday=11/29/24
Youth Art Exhibit	12/5/24- 1/3/25	Monday 12/2/24	Thursday 12/5/24	Friday 1/3/25

Vice Chair Kapjian provided an update for the subcommittee.

## 11. LITERARY SUBCOMMITTEE

1. The Bookmark Stories Contest, in collaboration with the Yountville Library and the Friends of the Yountville Library, held their Bookmark Story Awards Celebration on Wednesday, January 17th, in the Heritage Room. Honorable Mention recipients read their stories and each received a framed certificate for their achievements. The Award recipients then read their stories and received their \$100 cash award and a plaque for their achievements. About 43 people were in attendance and provided positive feedback for the process. There is a discussion beginning about holding the contest for a second year, but decisions have not been finalized.

2. Fliers and press releases have been developed for the new improvisation sessions and final performance as well as for the Poet Laureate Conversation. Fliers also have been developed for the six week Writing Celebration gatherings. The distribution of this information has begun, with much more to take place this month. All three events will begin or take place in March. Copies of the fliers are attached.

3. Geoffrey has begun a conversation with the people from Handwritten/Jessup Cellars regarding another Handwritten Out Loud event this spring.

4. A revised flier about the ekphrastic poetry for art sculptures has begun to be distributed around the valley to poets, writing groups, and a writing teacher at Vintage High School. We want to encourage new and additional poetry works to be added to the Yountville Art Walk. Maryanne Lyon has agreed to help develop a chapbook of the poetry along with photos of the accompanying art work that will be printed and available at Art Sip & Stroll.

Commissioner Dorenbecher provided an update. She reported that the Bookmark Stories Contest Awards was well attended and there is discussion about bringing the contest make for next year. Marketing fliers have been drafted for the improve class and literary series with Poet Laureates. Additionally, initial conversations are in the works with Handwritten Wines for a future literary event.

## **12. MARKETING AND PR SUBCOMMITTEE**

Commissioner Resnick provided the Marketing Update. Chair Schaer expressed gratitude to the Yountville Sun for helping promote gallery shows and Arts Commission events. Events have also been included in the publication Napa Life. Commissioner Resnick noted that the Heart of Friendship gallery show has received great coverage and the commission has established strong community connections, including the Yountville Chamber of Commerce, to help share upcoming events. She reported that being apart of Yountville Chamber of Commerce Holidays in Yountville's Gift Guide helped promote the Art Walk and resulted in significant impression and views. The Art, Sip & Stroll video is complete and other advertising has been secured. Commissioner Dorenbecher is working to develop a template-like document for editorial content to share with news outlets. Commissioner Resnick acknowledged the hard work being done by staff to help support marketing efforts.

## **13. PERFORMING ARTS SUBCOMMITTEE**

Commissioner Meredith provided an update. She noted that the Legacy Roundtable Discussion events will most likely begin in May. The subcommittee is also working on plans for Music in the Park and possibly a Movie in the Park for adults.

Director Holland gave a brief update for Yountville Pride Celebration.

## **14. MUSTARD CELEBRATION SUBCOMMITTEE**

### **General Updates**

- Recap of Heart of Friendship Reception
- Updates on 2025 Event

Chair Schaer provided an update for the Mustard Celebration and the marketing coverage received. The Hearts of Friendship opening reception went well and hope to expand on it next year as a kickoff to Mustard Celebration.

#### 15. **ART, SIP & STROLL UPDATE**

Chair Schaer presented the update and event poster design proof. The Call for Artists closes on February 18. The commission discussed marketing for the event and press releases. Director Holland announced that Vintage Estate will be activating a front portion of their property for the event and are discussing ideas.

#### 16. **STAFF INFORMATIONAL REPORTS**

The Boards, Commission and Volunteer Dinner is planned for February 22 at 6:00 p.m.

#### 17. **COMMISSIONER COMMENTS / REPORTS**

Chair Schaer and the commission gave their accolades to Director Holland for her work with Kiwanis for hosting an extraordinary Crab Feed. She also announced the Jessup Cellars Napa Valley Mustard Celebration Photo Finale running March 1-31.

Commissioners wished Commissioner Dorenbecher a happy birthday.

#### 18. **ADJOURNMENT**

A motion was made by Commissioner Dorenbecher, seconded by Commissioner Resnick to Adjourn the meeting The motion carried by the following roll call vote:

**AYES:** 5; Chair Schaer, Vice Chair Kapjian, Commissioner Resnick, Commissioner Meredith, Commissioner Dorenbecher

**NOES:** 0

**ABSTAIN:** 0

Adjourn to the Yountville Arts Commission Meeting Monday, March 4, 2024 at 4 PM being held in Town Council Chambers.

/s/ Samantha Holland

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Samantha Holland  
Parks and Recreation Director