

Town of Yountville

6550 Yount Street
Yountville, CA 94599



Meeting Minutes – Final

Monday, March 4, 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: 6 Chair Ronda Schaer, Vice Chair Cynthia Kapjian, Commissioner Noel Resnick, Commissioner Geoffrey Leigh, Commissioner Judy Meredith, Commissioner Marita Dorenbecher

Absent: 1 Commissioner PJ Hudson

3. PLEDGE OF ALLEGIANCE

4. ADOPTION OF AGENDA

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

AYES: 6; Chair Schaer, Vice Chair Kapjian, Resnick, Commissioner Leigh, Commissioner Meredith, Commissioner Dorenbecher

NOES: 0

ABSTAIN: 0

5. APPROVAL OF MINUTES

A Review and Approval of minutes from the February 5, 2024 Yountville Arts Commission Meeting

A motion was made by Commissioner Dorenbecher, seconded by Commissioner Meredith to Review and Approval of minutes from the February 5, 2024 Yountville Arts Commission Meeting. The motion carried by the following vote:

AYES: 6; Chair Schaer, Vice Chair Kapjian, Resnick, Commissioner Leigh, Commissioner Meredith, Commissioner Dorenbecher

NOES: 0

ABSTAIN: 0

6. PUBLIC COMMENT ON MATTERS NOT LISTED ON THE AGENDA

None received.

7. ADMINISTRATIVE / REGULAR ITEMS

None.

8. ART FUND REPORT

Parks and Recreation Director Holland presented an update.

9. ART WALK SUBCOMMITTEE

Chair Schaer and Vice Chair Kapjian noted there are no new updates.

10. GALLERY SUBCOMMITTEE

UPCOMING

- Heart of Friendship Ends 3/29/24
- Andrea Cazares Opening 4/4/24 – 5/3/24
- YASS – Chris Cammarata 5/9/24 – 8/2/24
- Frank Trozzo 8/8/24 – 9/27/24
- Pamela Anderson 10/3/24 – 11/29/24
- Youth Art Exhibit 12/5/24 – 1/3/25

11. LITERARY SUBCOMMITTEE



UPCOMING

- Improv Classes March 12 – April 23 5:30 – 7 PM
- Conversation with Napa Valley Poet Laureates 3/21/24 5:30 – 7 PM
- Writing Celebration Tuesday, 3/5, 3/19, 4/2, 4/16, 4/30, 5/14 1-2:30 PM and final Celebration 5/14 5:30 – 7 PM
- Handwritten Out Loud
- Ekphrastic Poetry for Sculptures

Commissioner Leigh presented the updates and information about upcoming events.
Commission Dorenbecher offered her assistance in he needs assistance reaching out to contacts.

12. MARKETING AND PR SUBCOMMITTEE

GENERAL UPDATES

- **Literary**
Yountville Sun Feb. 6 Prose to Match Yountville Art Walk Sought 1/4 Page Article/Photos
- **Yountville Arts**
Napa Valley Life – Spring Issue *Yountville ARTS in the Heart of Napa Valley* Article and photos about Art in Yountville and the Arts Commission –
Photos submitted for article
- **Find Your Heart**
Chamber Newsletter & Socials /CANVAS *Yellow Heart* Feb. 16
Napa Valley Life- Front of Magazine Calendar/ Paragraph and photo Yellow Sphere & Hearts
Facebook Post 2/21 “Find Your Heart?  “
‘Did you find the large yellow heart on the Yountville Art Walk? If so, you are the lucky winner and get a prize! Be sure to bring it to the Yountville Community Center (Monday - Friday, 8 AM to 5 PM) to redeem your prize’. 
The Heart was found and prize was claimed! It was two kids, so Sam graciously created a new kid-friendly gift and gave the wine to the father!
- **History of Yountville Arts**
Marita is conducting a first round of interviews to write a history of the Arts Commission
Current participants include – Ronda Schaer, Kim Cook, Steve Rogers
- **AS&S**
Updated video with revised poster adding Estate Yountville as a sponsor
Sam is working with Press Democrat for marketing of the event
- **Yountville Art Walk**

Napa Valley Life “2024 Best of Napa Valley Awards Readers Choice ‘Best Art Collection & Galleries – 3rd Place Yountville Art Walk
Awaiting digital Winner’s Badge for socials
Napa Valley Marathon ‘Goodie Bag’ – ‘Yountville Art Walk Welcomes You!’ Post a photo while visiting our Art Walk during race weekend and tag us @yvillearts (IG) or Yountville Arts (FB) to be entered to win 4 Tasting Packages to our May 18, 2024 Art, Sip and Stroll Festival! Valued at \$160.

Commissioner Resnick presented the update and summary of activity.

Commissioner Dorenbecher will be starting the interview for the History of the Arts Commission Project.

Commissioner Resnick presented the marketing update for Art, Sip & Stroll. Director Holland added information about Press Democrat marketing for print collateral, social media ad management, and e-newsletter blasts.

Upcoming FAM Tour this week with “Nora” and Jim McDonald.

Commissioner Resnick will be meeting with 65°/57° Magazine about future article editorials.

13. PERFORMING ARTS SUBCOMMITTEE

GENERAL UPDATES

- We have made music selections for the Art, Sip and Stroll and Samantha has reached out to all music acts. Most are the same from last year’s event, with one or two new additions.
- We have also submitted band recommendations for the Summer Concert Series. Sam has approved and is solidifying dates with each band. Sponsorships are yet to be reviewed.
- We have inked in 8/29/24 at 5:30 pm for Rex Pickett in the Heritage Room. Event details are being formulated; more to come. (I have a meeting with Rex’s assistant today.)
- We are exploring screening the movie Sideways as our first Movie in the Park geared toward adults, ahead of the Rex Pickett event. Need to determine feasibility and scheduling.
- We are moving along with scheduling the next series of Legacy Roundtables.

Commissioner Meredith presented the update.

14. MUSTARD CELEBRATION SUBCOMMITTEE

Chair Schaer presented the update. The Mustard Celebration in Yountville was well attended and the Gallery Show was also very popular. Photo Finale at Jessup Cellars was held on Saturday, March 2 and was a packed event.

15. ART, SIP & STROLL UPDATE

GENERAL UPDATES

- 98 Artist Entries
- Jury offered spots to 64 Artists
- Will be located on the Community Center and Estate Yountville Properties.
- Poster released.
- Working on finalizing the marketing campaign

Director Holland presented the update. Wineries will be integrated into the artists’ booths and will no longer be in a separate pavilions. The website is live and tasting packages are available to purchase. Chamber of Commerce mailer went out today so more wine partners are expected to commit. A call for

volunteers will go out soon.

16. STAFF INFORMATIONAL REPORTS

Director Holland will be meeting with the Town Manager and Finance team next week to discuss the Arts Commission budget and will bring back any updates.

17. COMMISSIONER COMMENTS / REPORTS

Commissioner Leigh provided an update about the Friday Night Dance. The turnout was good considering it was the first event of its type and it was a fun event.

18. ADJOURNMENT

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

AYES: 6; Chair Schaer, Vice Chair Kapjian, Resnick, Commissioner Leigh, Commissioner Meredith, Commissioner Dorenbecher

NOES: 0

ABSTAIN: 0

Adjourn to the Yountville Arts Commission Meeting Monday, April 1, 2024 at 4 PM being held in Town Council Chambers.

/s/ Samantha Holland

Samantha Holland
Parks and Recreation Director

Date Approved: April 1, 2024