



Town of Yountville

6550 Yount Street
Yountville, CA 94599

Staff Report

Item #: 11A

Yountville Arts Commission Staff Report

DATE: April 7, 2025
TO: Yountville Arts Commission
FROM: Noel Resnick, Vice Chair

TITLE/RECOMMENDATION:
Monthly Update

DISCUSSION/BACKGROUND
Yountville Art Walk

Visit Napa Valley Mustard Celebration email blast, 2/26 "Napa Valley Art in the Open"

Art, Sip & Stroll

Full page ad delivered to *65/57 Magazine* for spring edition
Spring edition is out/ 3-page layout with photos - p93-95 <https://www.65mag.com>
Full page ad - p67 <https://www.65mag.com>
Poster and copy sent to *Napa Valley Life* for spring issue events line-up
Rack card updated for 2025

Gallery

Pitching Gallery/Midnight Snack Trays article to *65/57* summer edition
Putting together marketing materials for Midnight Snack Trays
Chamber newsletter March 28 – Viva Colores
Meeting with John Sensenbaugh to discuss marketing for his Gallery Show

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