



Staff Report

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

Yountville Town Council Staff Report

DATE: January 7, 2025

TO: Mayor and Town Council

FROM: Brad Raulston, Town Manager

PREPARED BY: Samantha Holland, Parks & Recreation Director

RECOMMENDATION

Conduct study session to gather input and give direction to staff on the structure and intent of the Yountville Legacy Trail Program.

DISCUSSION/BACKGROUND

The exploration of this project with the Town Council began at the July 16, 2024, Town Council meeting where the Council heard an item to accept a donation from Rob Orr of a life-sized bronze sculpture of George Yount for placement at Town Hall. Per the approved minutes from that meeting: "A motion was made by Council Member Knight, seconded by Council Member McKee-Cant to adopt the Resolution with changes to the Resolution recitals A and C to omit any reference about placement at Town Hall." The motion carried 4 to 1, with Vice Mayor Trippe abstaining. The proposal received feedback from the Council and staff was directed to discuss the item with a Subcommittee Group made up of Mayor Mohler, Council Member Knight and Arts Commission Art Walk Subcommittee Members Schaer, Meredith and Kapjian, the donor, Town Manager Raulston and Director Holland for further analysis.

The Subcommittee met and discussed the proposed sculpture. The discussion included questions about the type of sculpture, the artist and how it would be placed in front of Town Hall. There was discussion about how our modern history could be incorporated into this concept and how it related to our 60th Anniversary.

The George Yount sculpture donation proposal expanded into the proposed Legacy Trail concept to be inclusive of others who have shaped Yountville into the community that it is today. It was discussed that the Legacy Trail could incorporate others into the proposal and included a concept of a sculpture of Sally Schmitt and Frances "Pancha" Solis. Additional sculptures could also be analyzed for future installations as the funding was available or a donor was identified.

On September 9, 2024, the Yountville Arts Commission unanimously approved the Yountville Legacy Trail program to move forward to the Town Council for final approval. The George Yount sculpture was proposed in front of Town Hall beside the historic mill stones currently in front of the Community Hall.

Town staff brought forward a report and Resolution at the September 17, 2024 meeting for the Council to consider adoption of a Resolution to approve the Yountville Legacy Trail concept and authorize the Town Manager to work with donors, staff and the Arts Commission to move the project forward.

Per the approved minutes from that meeting: "A motion was made by Council Member McKee-Cant and

seconded by Mayor Mohler to adopt the recommended Resolution. However, a substitute motion was introduced and replaced the original motion. The substitute motion was made by Council Member Reeves and seconded by Vice Mayor Trippe to adopt the Resolution with the following Amendments: 1. Remove recitals C and D and 2. Remove part B of the Resolution to resolve. Council provided direction to staff to continue exploration of the Legacy Trail and what that might mean for the community but rejected the sculpture of George Yount, postponing and allowing time to create a mechanism for historical art development in Yountville as a community project. The Yountville Arts Commission will be tasked with facilitating the Call for Artists and other related activities.” This substitute motion was voted for by all members unanimously. At the November 5, 2024 Council meeting, the consensus of the Town Council was to have a study session regarding the Legacy Trail and an additional discussion of the George Yount statue. The staff projected study session could take place on January 7, 2025, and that was noted in Yountville Sun.

The study session is intended to continue the community conversation around the Legacy Trail as staff prepare the formal program for consideration and adoption by the Council. It is recommended that an application process and criteria be developed to consider currently proposed and future Legacy Trail installations. Considerations for today’s study session should include feedback on criteria and parameters for who can be considered for approval into the program, funding mechanisms, and placement. Staff will return with a regular meeting staff report based on the direction received at the study session.

Thoughts to Consider:

For reference, the Town’s current naming policy gives the following criteria:

An individual, living or deceased, who has given outstanding civic services to the Town of Yountville, or who has donated substantial funds or property to the Town for Parks and Recreation facilities.

- 1. Set parameters and goals. First, determine that the Legacy Trail is a worthy endeavor of the TOY. Second, start by thinking about what the Legacy Trail will be.** Do you want to connect a number of sites together with people, buildings, and events? What kind of trail do you want to create? A trail could provide a listing of sites to see on a website or in a printed guide or offer wayfinding signage along the route. How does the Legacy Trail interact with, or complement, the Art Walk?
- 2. Determine themes.** Is there an overarching theme, or even a variety of themes. One theme, or several, may help ensure the trail is cohesive from beginning to end. It might also help you come up with a different name. Should it include life size bronzes such as the George Yount donation? Bronze plaques such as the rocks in front of the Community Center?
- 3. Identify compelling stories.** What does our community offer regarding cultural, heritage, and natural resources? What stories do you want to tell and share?

Consider stories based on places, buildings and landscapes that reflect the region’s culture. Stories around people might encompass interesting individuals or groups who have made an impact on the area’s development.

- What important contribution or change has this person made?
- In what ways has this person affected a large number of people?
- In what ways has this person had an effect over a long period of time?
- How does this person’s life help us understand the past or present?

And stories about events can include milestones that have shaped your community’s history. Each stop could tell its own story in a way that engages the public and challenges them to think about the area’s people, places, and events in new ways. What materials do you want to use that will enhance the experience?

4. Create a plan to develop and manage the trail.

- Who makes the final decision on the nominations?

- Vetted by staff with assistance from historians (contracted or volunteer) as needed with Council making the final decision.
- Arts Commission works with applicants, artists to vet the sculptural design and integrity after Council has approved the inclusion on the Legacy Trail.
- Expand Arts Commission by two appointed history buffs that serve as Historical Commission that operate program similar to Art Walk.
- Create a new 5 Member Historic Commission made up of 2 Public Art Commissioners, 2 Park & Recreation Commissioners, and a new “Town Historian” to be appointed by the Town Council. Bylaws and other governing documents would need to be developed in line with Public Art Commission.
- Will the Town allocate funding for the implementation of the Legacy Trail Program? In combination with private donors, add to the Legacy Trail regularly.
- For inclusion on the Legacy Trail, will sculptures have to be on public property? Or publicly accessible property if funded by an individual?
- For reference, the cost estimate for a life-sized (up to 6’) bronze sculpture is \$50-\$100k depending on the detail work. Bronze is considered the best material to use for long term, outdoor display.
- Plaque embedded in a rock or wall is approximately \$5-\$10k per installation depending on size and detail.
- Budget would need to be considered for annual maintenance, long term.
- If the George Yount sculpture donation is accepted, what location would be suitable?

After the study session, staff will work to draft a program proposal to bring back to the Council and community for feedback and consideration.

ENVIRONMENTAL REVIEW

Exempt per California Environmental Act (CEQA) Guideline, Section 15061(b)(3)

FISCAL IMPACT

Is there a Fiscal Impact? Yes

Is it Currently Budgeted? No

Where is it Budgeted? N/A

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Yes

STRATEGIC PLAN GOAL

Is item Identified in Strategic Plan? Indirectly

If yes, Identify Strategic Goal and Objective. **Engaged Residents:** The Town embraces our residents' commitment to community as seen through volunteerism, civic engagement, and public participation that enhances the quality of life in Yountville. **Quality of Life:** The Town enhances the livability of Yountville by providing well-maintained public facilities, parks, trails, and quality programs and events.

Briefly Explain Relationship to Strategic Plan Goal and Objective. By recognizing those who have contributed to the rich history of the Town, we show the value of civic service has contributed to making Yountville a wonderful place to live, work and visit.

PAST STAFF REPORTS

1. July 16, 2024, Town Council meeting (Item 11D):
<https://townofyountville.primegov.com/Portal/Meeting?meetingTemplateId=5329>
2. September 9, 2024, Yountville Arts Commission meeting (Item 13):
<https://townofyountville.primegov.com/Portal/Meeting?meetingTemplateId=5495>
3. September 17, 2024, Town Council meeting (Item 11A):
<https://townofyountville.primegov.com/Portal/Meeting?meetingTemplateId=5415>