



Town of Yountville

6550 Yount Street
Yountville, CA 94599

Staff Report

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

Yountville Town Council Staff Report

DATE: March 2, 2021

TO: Mayor and Town Council

FROM: Jim McDonald, Yountville Arts Commission Chair

PREPARED BY: Samantha Holland, Parks & Recreation Director

SUBJECT:

Annual Update to the Town Council from Yountville Arts for 2020

DISCUSSION/BACKGROUND

In 2020 the Yountville Arts Commission had to pivot some of its programming due to the pandemic. That meant holding literary programs on Zoom, converting Art Sip & Stroll to a virtual event and, when we were finally able to open the gallery in September, staggering visitors to no more than four in a single-family unit at a time.

Of course, the Art Walk never shuts down. We installed nine new sculptures on the Art Walk last year and five already since the beginning of 2021. Of note is the YES School Book which was unveiled in front of Town Hall on October 15. Kim Cook, our vice-chair, spearheaded a long process working with the school, Council members Durham and Dorenbecher and the Arts Commission. The sculpture was made possible by the support of community members, businesses, school families, Kiwanis Club of Yountville, the YES PTA and the Town.

We did sell nine pieces off the Art Walk last year and another since the beginning of 2021. Obviously, artists are happy with their exposure in Yountville as well as the sales we generate. The Art Walk subcommittee keeps busy identifying artists and securing their work for public display. And the Art Walk Audio Tour continues to get use with an added mapping capability.

The Gallery at the Community Center put on three shows with opening nights. There was a normal reception for the "Contemporary Tapestry" of Napa artist Sharon Crary in the first quarter—she demonstrated weaving on her small loom at the opening. Then the gallery went dark with the pandemic from April through early September. It reopened with paintings of St. Helena artist Marvin Humphrey in the fall, and ended with the paintings, drawings and collages of long-time Napa artist Maash Pascal at year's end. All the shows led to gallery sales with a total of 14 for the year. We try to focus on local artists, and two months from now will unveil an exhibit entitled "Yountville Artists x 3".

The Literary Subcommittee delayed Yountville Out Loud until September and switched it to a Zoom format. One of the speakers was our own Marianne Lyon who's on track to become the Napa County Poet Laureate.

Additionally, two book events held in July were also switched from live in the Community Hall to Zoom. These were our first partnerships with the Napa Bookmine. The first was "San Francisco Year Zero" by Lincoln Mitchell about 1978: the Moscone/Milk murders, Jonestown Temple massacre and a third place Giants team. The second was Katy Butler's "The Art of Dying Well" that generated an especially positive response in our town.

The 8th annual Art, Sip & Stroll hosted fifty artists in what became a virtual arts festival as part of Arts in April. This year it will be held in June. Higher quality artists continue to join us. We're hoping to hold an outdoor event with proper precautions.

Please follow us on social media. If you go to Yountville Arts on Facebook and scroll back through the past year, you'll see our large number of diverse posts. I would like to thank Samantha Holland and Danielle Zoeller for the heavy assist we get from them in our digital communications.

In conclusion, the seven members of the Yountville Arts Commission work to try new ideas, keep repeating what works and will be worthy of your support and continue to be an asset to the town.

ENVIRONMENTAL REVIEW

Not Applicable

FISCAL IMPACT

Is there a Fiscal Impact? No

Is it Currently Budgeted? N/A

Where is it Budgeted? N/A

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Nominal

STRATEGIC PLAN GOAL

Is item Identified in Strategic Plan? Yes

If yes, Identify Strategic Goal and Objective. Engaged Residents. Premier Destination. Quality of Life

Briefly Explain Relationship to Strategic Plan Goal and Objective. By supporting the Yountville Arts Commissions work, the Town Council encourages the engagement of our residents and businesses on the commission as well as through partnerships. Yountville Arts contributes to Yountville as a Premier Destination as well as improving the quality of life for our residents with the arts projects and programs.

RECOMMENDATION

Receive Report

Direct Questions to Chair McDonald and/or Staff