



# 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:** Danielle Zoller, Facility & Events Specialist

**PREPARED BY:** Samantha Holland, Parks & Recreation Director

**SUBJECT:**

Update to Council on Yountville Events Branding, Website and Positioning for Return to Events

**DISCUSSION/BACKGROUND**

Staff is excited to give an overview of the rebranding effort of the Community Center Facilities to position us for a strong return to the rental and events market post COVID restrictions.

**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? No

**STRATEGIC PLAN GOAL**

Is item Identified in Strategic Plan? Yes

If yes, Identify Strategic Goal and Objective. **Exceptional Town Services and Staff:** The Town supports its talented staff who deliver high quality municipal programs and services while maintaining public infrastructure for the benefit of the community. **Responsible Fiscal Policy:** The Town maintains its fiscal health through policies designed to maximize economic opportunities, manage expenses, and ensure prudent reserves.

Briefly Explain Relationship to Strategic Plan Goal and Objective: Exceptional Town Services and Staff - Town Staff are challenged to continue to improve and elevate the customer experience and always strive to provide easy to access information for our residents and customers. Providing a high-quality experience for our residents and non-residents looking to hold events in the Community Center is our main goal.

Responsible Fiscal Policy - Town staff were able to attain training and design a website and professional collateral in house saving the Town the expense of graphic and website design.

**RECOMMENDATION**

Receive Report and direct question to staff.