



# Town of Yountville

6550 Yount Street  
Yountville, CA 94599

## Staff Report

Item #: A

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### Yountville Arts Commission Staff Report

**DATE:** March 7, 2022  
**TO:** Yountville Arts Commission  
**FROM:** Samantha Holland, Parks & Recreation Director

**SUBJECT:**  
Continued Budget Discussion for 2022-23 Fiscal Year

#### **DISCUSSION/BACKGROUND**

Based on discussion at the February meeting, the budget draft has been corrected and updated. There are two new program requests from Sub Committee's as outlined below. These requests are also incorporated into to budget draft and highlighted in yellow.

Should the Commission agree that the draft budget accurately represents the revenue and expense estimates for fiscal year 2022-23, staff will move forward the proposed budget for Town Manager and Council review through the budget process.

### **New Program Request**

**New Mustard Program submitted by Commissioner Schaer**  
**Mustard Season in the Napa Valley – "Find your Heart in Yountville"**

**TITLE:** 'Find Your Heart in Yountville'

**MARKETING POTENTIAL:** The Chamber uses Yountville as 'The Heart of the Napa Valley'. Our title connects our two organizations by 'heart' and will be easy for Chamber & YA to cross promote. We will also connect it to the 2023 Napa Valley Mustard Celebration, which is a Valley-wide promotion originated in 2022 and has been widely accepted by visitors, residents and businesses as a future ongoing and bigger promotion. We will be a part of the Mustard Celebration umbrella and will be promoted via it. Visit Napa Valley is expected to be a major participant in the Celebration in 2023 so, again we will receive additional marketing support from outside Yountville. The Mustard Celebration promotion window is February through March.

**COMMISSIONERS for Committee:** Noel, Jim, Ronda

**COMPONENTS:** There are two components to this proposed program;

1) The Gallery at Community Center

A Gallery Show running January through March 2023 named: 'Find your Heart in Yountville'. The theme is hearts and is open to participating artist interpretation. At Committee level, we'll invite a limited number and notables such as Guy Buffett as well as locals to submit a heart themed piece of art for the Gallery. We are open to different artist mediums (photography, painting, glass, weaving, etc.). We also open to Commissioner suggestions on artists to invite. All art in the Gallery will be for sale. We will work on a specific artistic

connection with the Valley-wide Mustard Celebration umbrella promotion as we proceed. For this Gallery component, there will not be a fiscal cost to add to our FY22-23 budget as we have a budget established under the Gallery and this will be part of our regular Gallery calendar for the year. Only possible expense above & beyond under Gallery might be to cover shipping of an out-of-town artist or two.

## 2) The Yountville Art Walk

The Yountville Art Walk will be a part of this promotion by using small fused glass hearts secretly hidden 'in plain sight' throughout the Art Walk. This supports the title of our program 'Find your Heart in Yountville'. We will have a single slightly larger Mustard Yellow heart that once found, will be brought to the CC for a small mustard related reward of some kind. All glass hearts, including the yellow one, will be kept by the finder. I spoke to three local fused glass artists with Patti Wessman giving me the most reasonable quote (practically nothing). Patti is on board to produce the initial 100 hearts. She will sign & number each heart. The first 100 glass hearts have a fiscal cost to us of \$.25 each x 100 = \$25.00. (This is a very generous price given to us because Patti herself, loves our concept.) If the heart-hunt is widely popular, we could do a second distribution of another 100 hearts but her price per the next 100 would go up to \$.50 each so \$50.00 to us.

Fiscal Impact: we are asking for \$350-\$450 budget for the 'Find your Heart in Yountville' program. This would more than pay for the first 100 glass hearts with balance of this budget used to promote the program in local newspapers and other Mustard Celebration opportunities. After the program is over, we might consider purchasing extra hearts to sell at retail. Perhaps a retail price of \$1.00 or \$2.00 for each heart is not unreasonable.



## New Program Request

### Performing Arts Activities Commissioner Cant

TITLE: Integration of more Performing Arts into Existing or New Programs

COMMISSIONERS for Committee: Robin and Geoff

#### COMPONENTS:

- 1) Music at Gallery Openings to Enhance not detract. \$1,000
- 2) Street Musicians during other times of the year \$600

3) Additional Performances/Events throughout the year \$1,000

4) Marketing for Stand Alone Events \$400

**TOTAL BUDGET IMPACT:**

\$3,000\*

Does not include existing Music in the Park Budget

**FISCAL IMPACT**

Is there a Fiscal Impact? Yes

Is it Currently Budgeted? No

Where is it Budgeted?

Is it Mandatory or Discretionary? Discretionary

Is there a Staff Resource Impact? Nominal

**RECOMMENDATION**

Receive report and direct questions to staff or Sub Committee's

Receive public comment.

Conduct discussion on 2022-23 Budget

Motion and second to approve 2022-23 Draft Budgets