



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 12/6/2016

Agenda Placement: 6P

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors

**FROM:** Alice Hughey for Leanne Link - County Executive Officer  
County Executive Office

**REPORT BY:** Barbara Fultz, Administrative Support Tech - (707) 253-4595

**SUBJECT:** Appointment to the Napa Valley Tourism Improvement District Governing Committee

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### **RECOMMENDATION**

County Executive Officer requests the appointment of John Evans, General Manager of the Silverado Resort and Spa, to represent one of the top five revenue-generating lodging businesses in the unincorporated Napa County on the Napa Valley Tourism Improvement District Governing Committee (Governing Committee) with the term of office to commence immediately and expire June 30, 2017.

### **EXECUTIVE SUMMARY**

On August 15, 2016 the Governing Committee approved a new Governing Policy defining the term for the four (4) industry representatives on the Governing Committee. In addition to confirming the procedure for appointing the industry representatives to the Governing Committee, the bylaws also established staggered four-year terms. On October 18, 2016 the Board adopted the new Governing Policy. Since adoption of the Governing Policy one (1) vacancy has opened. This vacancy represents one of the top five revenue-generating lodging businesses in the unincorporated Napa County and is open to all qualified applicants. The County Executive Office recruited for the vacancy and received one eligible application from John Evans, General Manager of the Silverado Resort and Spa.

### **FISCAL IMPACT**

Is there a Fiscal Impact?                      No

### **ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of

Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

### **BACKGROUND AND DISCUSSION**

The Napa Valley Tourism Improvement District (NVTID) promotes tourism throughout Napa County, and its activities are funded by a 2% assessment on gross short-term (less than 30 days) room rentals in lodging businesses. The assessment was made effective July 1, 2010. The NVTID Governing Committee is composed of one (1) member of the Board of Supervisors, the County Executive Officer's designee, a member of the Napa Valley Vintners, and four (4) representatives of the eligible lodging businesses. The Governing Committee is charged with developing and overseeing the County's 0.50% share of the assessment funds generated in the unincorporated area and is ruled by a Governing Policy adopted by the Governing Committee on August 15, 2016 and adopted by the Board on October 18, 2016. The new Governing Policy defines the Governing Committee's membership term as staggered four-year terms and ensures that membership is open to other lodging businesses every year that there is a vacancy on the Governing Committee.

The requested appointment of John Evans, General Manager of the Silverado Resort and Spa, a representative of one of the top five revenue-generating lodging businesses, is in accordance with the newly-adopted Governing Policy.

### **SUPPORTING DOCUMENTS**

- A . Governing Policy
- B . John Evans Application

CEO Recommendation: Approve

Reviewed By: Helene Franchi