



Agenda Date: 7/26/2005
Agenda Placement: 8D
Set Time: 11:15 AM
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NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Nancy Watt - County Executive Officer
Community Partnership Program
REPORT BY: Howard Siegel, Community Partnership Manager, 253-4621
SUBJECT: Presentation by Napa Valley Conference and Visitors Bureau & the Napa Valley Economic Development Corporation

RECOMMENDATION

County Executive Officer recommends that the Board receive an update by the Napa Valley Conference & Visitors Bureau (CVB) and the Napa Valley Economic Development Corporation (NVEDC) regarding a proposed countywide destination strategy.

EXECUTIVE SUMMARY

Today's update is a follow-up to the April 29th presentation on the joint activities of the Napa Valley Conference and Visitors Bureau and the Napa Valley Economic Development Corporation.

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

There is no Environmental Impact for this item.

BACKGROUND AND DISCUSSION

At the request of the Board, on April 19, 2005, staff of NVEDC and the CVB provided an update of recent activities. Today's presentation is intended to provide additional information on a proposed countywide destination strategy.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Howard Siegel