



# THE GRAPE CRUSHER

NAPA VALLEY COMMONS  
PROPERTY OWNERS ASSOCIATION

## UPCOMING BOARD MEETING

The next Board Meeting will be held on Wednesday, April 23 2014, 10:00 a.m. at The Meritage Resort and Spa, 875 Bordeaux Way. All property owners are welcome!

## HAVE YOU CONSIDERED RUNNING FOR THE BOARD?

Our Association's annual election of directors will be held on Wednesday, July 9, 2014. We are looking for candidates to serve on the Board of Directors. There are a total of five (5) elected Directors for the Napa Valley Commons Property Owners Association. This year, three (3) positions on the Board of Directors are open for election. Any Napa Valley Commons property owner in good standing may submit a completed Statement of Candidacy by May 9, 2014. A copy of the form was mailed to all property owners. After the nominations are closed, each member owner will receive a ballot listing the slate of candidates and may cast their vote(s) (one vote for each acre of Assessed Lot Area owned). The ballots will be received and held by the Inspector of Elections until they will be opened and tallied at the Annual Meeting. If you have any questions about becoming a candidate or about the election process, you can receive more information by contacting the Association's community manager, Bob Breitenstein, at 1-866-946-0800 (extension 803) or at bob@advancedmgmt.com.

## NAPA VALLEY COMMONS TENANT SPOTLIGHT: BENSON MARKETING GROUP

In today's hustle and bustle, it is not uncommon to drive to work on autopilot, listening to the radio, sipping on your coffee and mentally reviewing your lengthy to-do list for the day. While there is nothing wrong with this typical morning ritual, it is quite possible that with your busy schedule, you drive right past your neighbors and never take a minute to pause and discover what is behind each door in the Napa Valley Commons. One doorway that is worth exploring is the door labeled "Benson Marketing Group".

Benson Marketing Group ("Benson"), located at 2700 Napa Valley Corporate Drive, Suite H, was founded by Jeremy Benson in 1997 and has had an office in the Napa Valley Commons since 2002. With an office in Napa and "marketing" in the name, you might assume that this is just another small marketing firm promoting primarily local Napa wineries. What you don't see from the outside is that Benson is actually a "micro multinational" firm with only a dozen full-time employees and offices in Napa, Manhattan and Paris. Working with brands around the world in all wine markets, Benson actually generates more than 50% of their revenue internationally.

Benson specializes in serving wine and spirit brands, providing an array of services in everything from winery public relations, social media, trade promotion and brand strategy. With cross-functional personnel, talented account teams throughout the world and an array of experience in the global market, Benson leads the pack in integrated marketing solutions for any winery or spirits brand, small or large. Next time you have a few extra minutes on your way in or out of Napa Valley Commons, stop by and say hello and meet the great Benson team. For more information about the team and the services they provide, visit [www.bensonmarketing.com](http://www.bensonmarketing.com)



## NAPA VALLEY COMMONS TENANT SPOTLIGHT: SPELLETICH FAMILY WINE COMPANY

Located just on the west end of the Napa Valley Commons at 2545 Napa Valley Corporate Drive, you will find the home of Spelletich Family Wine Company. The Spelletich family history in wine dates back several generations. Barb Spelletich has celebrated over forty years in the wine business. Her passion for wine has given her the ability to work with several premium producers, establishing her own finessed style of winemaking. It had always been a prodigious goal to start a wine label that represented the perfect balance of old and new world wine. It was when she met Tim Spelletich, whose experience in both restaurant and hotels gave her an outlet to retail her passion.



The family's first release, known as Bodog, is near and dear to the family's heart, as it is named after Tim's great-great-grandfather who sat in Hungarian Parliament. Bodog fought alongside the freedom fighters, believing in equality for all. After the public beheading of his beloved brother, Bodog left all he knew behind in Hungary to start a new life in the new world. Not only is this wine a testament to the Spelletich family heritage, but also a beautiful red blend wine that many will enjoy!

Barb's daughter, Kristen, is also involved in the family business and currently serves as Director of Operations at the winery. In her early years, Kristen was a bit of a rambunctious teenager and as punishment for sneaking out one night; Barb and Tim's punishment was severe. She was instructed to hand label the first 300 cases of Spelletich's Bodog Red Wine. Kristen secretly fell in love with this project and was inevitably bitten by the "wine bug."

After Nineteen years of producing premium California wines, the family knew it was time to find a space to truly call their own. Searching high and low throughout Napa Valley, Kristen came upon a hidden gem. The Napa Valley Common's offered an amazing opportunity to build a space that accommodated Spelletich Cellars growing needs. Surrounded by the family's favorite fellow wineries, they were able to create a truly modern tasting room. It is here, Spelletich Family Wine Cellars offers a variety of experiences with something for everyone. Whether you are looking for a high-end Cabernet, or a moderately priced Zinfandel, there is a tasting flight for you. Spelletich also specializes in wine and chocolate pairing experience featuring Napa Valley's premium chocolates by Kollar, which will enliven all of your senses. Spelletich tastings are by appointment only, but they are extremely flexible and can accommodate both small and large groups. Stop by to say hello and try some of their wines or visit [www.spellwine.com](http://www.spellwine.com) for more information about their wines and the Spelletich family.

## NAPA VALLEY COMMONS DMV FIELD OFFICE TO CLOSE FOR RENOVATIONS

The California Department of Motor Vehicles (DMV) Napa field office located at 2550 Napa Valley Corporate Drive closed temporarily on Friday, February 28, 2014, at 5 p.m. to facilitate interior and exterior renovations. The renovations include new flooring and paint, new windows and front doors, new entry area, landscaping and drainage replacement, parking lot re-pavement, new furniture, and new fire and security system. Renovations will also update the public and employee restrooms and all doors and walkways to meet ADA compliance. The Napa office is scheduled to reopen to the public on Monday, September 8, 2014.

### ***Fast Facts – Napa Field Office***

- Year Opened: 1993
- Number of Employees: 19
- Square Footage: 7,112
- Average Yearly Transactions: 209,000

## ARE YOUR SIGNS IN COMPLIANCE WITH THE NEW PROGRAM?

In 2010, the City of Napa approved a new Master Sign Program for Napa Valley Commons. The new master sign program provides comprehensive guidelines for all signs in Napa Valley Commons. You may have noticed that some of the property owners have already replaced signage, working in conjunction with the City of Napa to ensure that all replacement signage is in compliance with the new Association guidelines. A copy of the new signage guidelines is posted at [www.napavalleycommons.com](http://www.napavalleycommons.com). The Board of Directors of the Napa Valley Commons Property Owners Association (POA) commissioned a comprehensive report that documents all non-compliant signage within the Park. At the April Board Meeting, the Board of Directors approved a two year timeframe to work with all property owners to bring all non-compliant property/building signage into compliance. If your property signs are not in compliance, you will have received your 2nd written notification from the POA.

### Where can I find a copy of the Napa Valley Commons Master Sign Program?

A PDF copy of the Master Sign Program is located in the document library of the Napa Valley Commons website [www.napavalleycommons.com](http://www.napavalleycommons.com). Alternatively, you can call Dawn Friesen with Advanced Property Management by phone at 866-946-0800 ext. 89 or by email at [dawn@advancedmgmt.com](mailto:dawn@advancedmgmt.com).

### Do I need approval to change my signage?

Yes. The Board of Directors of the Napa Valley Commons Property Owners Association (POA) must approve proposed signage before work can commence. The first step in the process is to submit a Request for Architectural, Signage or Landscape Change Certificate and Agreement (form is available in the document library at [www.napavalleycommons.com](http://www.napavalleycommons.com)). Once a complete application and check are received by Advanced Property Management, the Association's signage consultant will review your application for compliance with the Master Sign Program. When the signage consultant's review is complete, the Board of Directors of the POA will review your application for approval. Once you receive written approval from the POA, work can commence by your signage contractor.

### Experienced Napa Valley Commons Signage Contractors

The following vendors are capable of providing both design and installation services should you or your tenant wish to pursue the installation of additional appropriate signage in accordance with the Napa Valley Commons Master Sign Program:

Martin Kindred  
Principal  
**G N U Group**  
3445 Mt. Diablo Boulevard  
Lafayette, CA 94549  
925-444-2026 - D  
415-314-5816 - C  
925-444-2020 - O

Michelle Luporini  
Project Team Coordinator  
**JSJ Electrical Display Corporation**  
167 Grobric Court  
Fairfield, CA 94534  
Phone 707-747-5595  
Fax 707-747-5599  
[www.jsjdisplay.com](http://www.jsjdisplay.com)

Rochelle Zatkun  
**Architectural Signs & Associates**  
918 Enterprise Way, Ste. A  
Napa, CA 94558  
Tel 707-258-0771  
Fax 707-258-0781  
[www.asagraphics.com](http://www.asagraphics.com)

## RECYCLED WATER – AN ENVIRONMENTALLY & FINANCIALLY GREEN SOLUTION

Napa Valley Commons Property Owners Association cares for the extensive common area landscaping within our 246 acre business park. The landscaping includes more than 530,000 square feet of turf and more than 1,200 trees. For many years, the idea of converting the irrigation water from drinking water to recycled water was discussed. In 2012, after more than two years of meeting each challenge, the dream became a reality. We were successful in converting the irrigation system from drinking water to reclaimed water. The water cost savings in 2013/2014 are significant. Additionally, no matter how much or how little rain comes each year, the flow of recycling is not restricted. This means our common area landscape will remain well irrigated and green!





## VISIT OUR PUBLIC WEBSITE: WWW.NAPAVALLEYCOMMONS.COM



Napa Valley Commons has a new website. Our new website includes two areas that will be of great interest to you and your tenants. One is a fully featured site map that will list all of the tenants with addresses, and phone numbers, as appropriate. This will allow your clients, vendors, and customers to easily locate your office / business within the whole of Napa Valley Commons. If there's any update to this information, please provide it as soon as possible to APM.

Secondly, our new website features a 'Calendar' section. This will be a vehicle whereby all of the tenants within Napa Valley Commons have the ability to garner greater awareness/attendance for their events and openings. Please send any new events that you would like to have posted on the website to Dawn Friesen at dawn@advancedmgmt.com. Please make sure you include the name of the event (plus a one or two line description), date, time, if there's a cost involved, and a contact person/phone and/or email.

This is yet another way that the POA is working to support the continued growth and strength of the businesses within Napa Valley Commons. You may want to notify your clients/vendors of our new website, thereby expanding the brand awareness of Napa Valley Commons overall, and your business more specifically.

### STAY CONNECTED – NEW PRIVATE WEBSITE OWNER PORTAL

In conjunction with the new website, we have now completely redesigned the website portal for Napa Valley Commons owners. **The owner website portal is designed specifically to meet the needs of property owners.** The portal is accessible from the home page of the Napa Valley Commons website. As an owner, if you already have a signed Electronic Consent form, you can use your existing user ID and password to log in. To log in and access the portal, go to the homepage at [www.napavalleycommons.com](http://www.napavalleycommons.com). On the homepage, simply click "Owner Login" (in the upper right corner of the homepage) and enter your user ID and password. If you haven't had a chance to sign the Electronic Consent form, please contact Dawn Friesen with Advanced Property Management at dawn@advancedmgmt.com. Once the signed consent is received by the Association, you will receive an electronic invitation to access the new website along with your personal user ID and password. Also, if you have issues logging in, please contact dawn@advancedmgmt.com.

The functionality of the portal is extensive. Some of the features of the owner website portal include:

1. The ability for an owner to view current accounting information related to the property
2. The ability to make assessment payments online
3. The option for an owner with multiple properties to utilize a single login
4. The ability to submit and track inquires and multiple types of work requests
5. A community calendar
6. A photo gallery
7. An extensive document library and more

### STAY CONNECTED – NEW PRIVATE WEBSITE TENANT PORTAL

In an effort to connect all of the users in the Napa Valley Commons business park, we are pleased to report the launch of a brand new tenant website portal. **The tenant portal is designed to serve the needs of those who work at Napa Valley Commons.** The functionality of the portal is extensive. Some of the features of the tenant website portal include:

1. The ability to receive the Napa Valley Commons newsletter electronically
2. The ability to submit and track inquires
3. The ability to submit calendar events that can be shared with other tenants at Napa Valley Commons who have signed up for the tenant website
4. Community calendar
5. Photo gallery
6. Document library
7. Local resources and more

If you would like your tenant to access the tenant website portal, your tenant will need to complete a tenant information form. Once the form is received by the Association, your tenant will receive an electronic invitation to access the website with a user ID, password and instructions. For your tenant to access the portal, they will go to the homepage at [www.napavalleycommons.com](http://www.napavalleycommons.com). On the homepage, they will simply click "Tenant Login" (in the upper right corner of the homepage) and enter the user ID and password that was provided. If your tenant has any difficulty logging in, or if you need a tenant information form, please contact Dawn Friesen with Advanced Property Management at (866) 946-0800, ext. 89 or by email at dawn@advancedmgmt.com.

**Your APM Team – [www.advancedmgmt.com](http://www.advancedmgmt.com)**

Advanced Property Management (APM) was established in 1986 and is a full service property management company. APM has been managing the common areas at Napa Valley Commons since November 15, 2005. One of the primary objectives was to assist in the formation of a Property Owners Association (POA). Now we are working with the new Board of Directors to address the key issues facing the POA. The APM team dedicated to Napa Valley Commons consists of the following persons:

Principal—Relationship Manager  
**Bob Breitenstein**  
 1-866-946-0800 ext. 803  
[bob@advancedmgmt.com](mailto:bob@advancedmgmt.com)

Principal—Assistant Relationship Manager  
**Jay Spangenberg**  
 1-866-946-0800 ext. 88  
[jay@advancedmgmt.com](mailto:jay@advancedmgmt.com)

Project Manager—Property Specialist  
**Suzanne Infald**  
 1-866-946-0800 ext. 84  
[suzanne@advancedmgmt.com](mailto:suzanne@advancedmgmt.com)

Owner Liaison—Customer Service Contact  
**Dawn Friesen**  
 1-866-946-0800 ext. 89  
[dawn@advancedmgmt.com](mailto:dawn@advancedmgmt.com)

Accounting  
**Denise Babich**  
 1-866-946-0800 ext. 804  
[accounting@advancedmgmt.com](mailto:accounting@advancedmgmt.com)

*If you haven't yet had the opportunity to log in to our new website at [www.napavalleycommons.com](http://www.napavalleycommons.com), we recommend you do so.*

*With a few clicks of a mouse, you can submit and track a service request, update your personal information, view association documents, and locate important community resources such as emergency contacts, city offices, contacts for local utility companies, medical offices, transportation and more. You can also do your part for the environment by requesting that the Association send all documents (newsletters, budgets, notices, etc. to the extent legally permitted) to you by e-mail.*

*If you haven't had a chance to sign the Electronic Consent form that was mailed to you, please sign it and send it in. Once the signed consent is received by the Association, you'll receive an electronic invitation to access the website along with your personal user ID and password. If you've misplaced your form, you can obtain another copy by contacting Dawn at [dawn@advancedmgmt.com](mailto:dawn@advancedmgmt.com).*

**Vendor Team**

The vendor team assembled to care for the POA includes:

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|-----------------------------------|---|
| Landscaping:                      | Pacific Landscapes, Inc.                    |
| Tree Care:                        | Arborwell                                   |
| Management:                       | Advanced Property Management                |
| Legal Team:                       | Brian Bonney, Esq. and Dennis Klimmek, Esq. |
| Street Sweeping/Sign Maintenance: | Universal Site Services                     |
| Litter Removal:                   | Pacific Landscapes, Inc.                    |
| Electrical:                       | Long Electric                               |

**Board of Directors**

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|-----------------|--|
| President:      | Kory Kramer, The Meritage Resort and Spa |
| Vice President: | Elizabeth Trowbridge, LBA Realty         |
| Treasurer:      | Ned Pike, The Pike Company               |
| Secretary:      | Melody Thebeau, LBA Realty               |

[www.napavalleycommons.com](http://www.napavalleycommons.com)