



The Grape Crusher

NAPA VALLEY COMMONS

January 2020

Projects Underway at Napa Valley Commons

Video Marketing

As part of ongoing efforts to create greater awareness of Napa Valley Commons, the Board of Directors, following the advice of the Chamber of Commerce, approved the production of two promotional videos that will be used for digital marketing. The focus of the video projects is to highlight Napa Valley Commons as the premier business park in Napa, and from the initial drafts, we're excited to see these come together. Two videos are nearly complete and will be available for distribution shortly. These first two videos will include a public services highlight of The County of Napa Health and Human Services Agency and an informational and historical look at the Crusher statue and its installation by the original developers of Napa Valley Commons. Once complete, these videos will be distributed through the Napa Chamber of Commerce, the association's website, and as a public service release to media sources.

Future Video Projects: Following the distribution of the videos under production, the Board will assess their impact and feedback from the business community and POA members. If the project is determined to be a success, the Board will consider future projects that may include informational videos highlighting categories of businesses in the Napa Valley Commons. Examples might include wineries, wine industry businesses, local small businesses, or hospitality. The Board may also consider videos that feature a specific business or group of businesses, with the cost of production shared with the particular business and the Association. There are many great options for where this project can go, but no matter what direction it takes, we're very excited to see what comes out of this marketing effort to highlight Napa Valley Commons as the premier business park in Napa.

Median Landscape Design

As previously reported, the trees in several median areas are approaching the end of their lifespan or showing signs of decay. After extensive research and analysis, a tree palette was updated with the collaboration of arborist Katie Krebs and design consultant firm WATG. Landscape architecture firm VanderToolen Associates has completed the construction documents for medians identified as currently needing replacement, and the City of Napa has wrapped up their initial review. The POA is currently involved in the bidding process and compiling proposals for Board consideration.



Board of Directors

Upcoming Board Meeting

Date: Wednesday, January 22, 2020
Time: 11:00 a.m.
Location: 860 Napa Valley Corporate Way, Suite O, Napa

Board of Directors

John Peiffer
The Busch Firm
President

Anthony Zand
The Busch Firm
Vice President

Ned Pike
The Pike Company
Treasurer

Steven Lederer
County of Napa
Secretary

Monique Scott
Lowenberg Associates LP
Director



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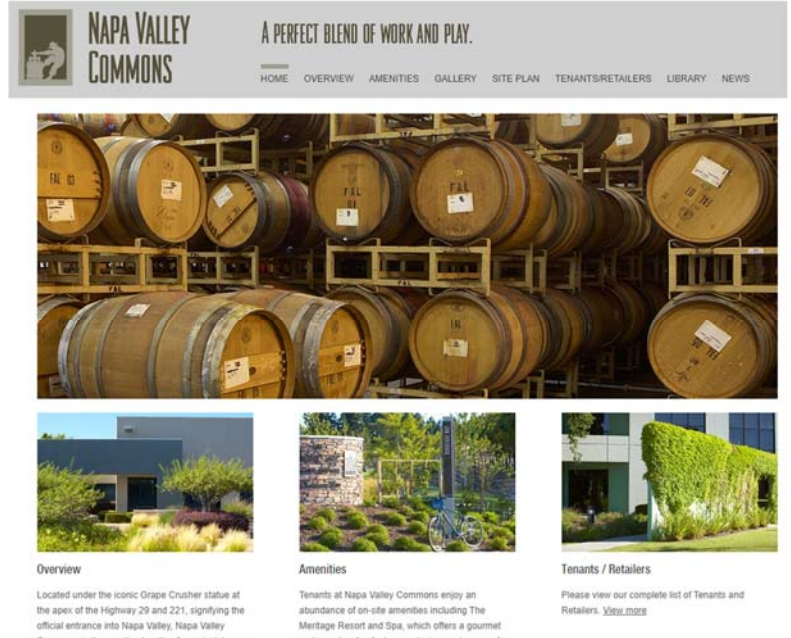
Accounting
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Projects Underway at Napa Valley Commons Continued...

Website Update Project—Media Needed!

The POA’s website, www.napavalleycommons.com, has served the association well in providing key information about the property and its businesses, as well as providing a central point to access member accounts and documents. With ever-changing and advancing technologies, our website has become somewhat dated in its features and usability. The goal is to recreate a simple but beautiful website that is user-friendly, responsive to multiple device types and provides great accessibility to all. The Board reviewed the first “draft” of the website development at the November 12, 2019 Board meeting, providing edits and recommendations to make the website representative of all of the businesses that make up the Napa Valley Commons.

What we found during the review is a lack of media that highlights many of the businesses whose value cannot be seen from the exterior of a building. **THIS IS WHERE WE NEED YOUR HELP.** We need pictures, video, or text descriptions that help highlight the wonderful value that your organization brings to Napa Valley Commons. If you have media that you can share with us to help highlight your business on the Association’s website, please contact our Principal Relationship Manager, Chris Waage, chris@advancedmgmt.com with any resources you can share.



Crosswalks and Sidewalks

We’re continuing to work toward the installation of five crosswalks and extending and connecting the existing sidewalks. Plans are complete for five crosswalks and phase one of the sidewalk improvements. The POA is actively in communication with contractors regarding these projects. These are very important projects for Napa Valley Commons as they directly impact pedestrian safety and ease of pedestrian movement. In addition to facilitating pedestrian movement for local businesses within the Commons, the sidewalks will ultimately allow pedestrian access to the Vista Point Park that features the iconic Grape Crusher Sculpture.



Tree Care Program

Napa Valley Commons is home to more than 1,200 trees. The trees are a major feature at Napa Valley Commons and add significant visual appeal and value to our property.

Each year our trees are professionally evaluated by an arborist for proper trimming and care. For 2020, the tree care work is currently being evaluated, with the goal of completing the maintenance around February or March. As in times past, we will coordinate this work to have minimum impact on your business operations.

If you have any questions, concerns, or comments regarding tree care at Napa Valley Commons, please feel free to reach out to our project manager at Advanced Property Management, Johnathan Kaufman at 866-946-0800 x800 or by email at johnathan@advancedmgmt.com.

Upcoming Chamber Events

January 31, 2020 — 131st Annual Awards Luncheon at the Westin Versa Hotel is one of the biggest and best events of the year and an outstanding opportunity to connect with some of the most influential businesses in Napa Valley. Napa Valley Commons will be well represented at this event and will be highlighted in all associated media. While this is a sold-out event, we encourage property owners and businesses to attend in the future in support of local businesses and Napa Valley Commons.

February 14, 2020 — Leads Over Lunch is one of the most popular connection events the Chamber produces. The bi-monthly luncheon hosts up to 50 members at a local member restaurant. You'll hear a relevant member presentation and have an opportunity to give your own introduction. Please bring your business cards and collateral. Leads Over Lunch is open to members and non-members.

February 20, 2020 — Business After Hours at Sky and Vine Rooftop Bar of the Archer Hotel is a bi-monthly reception held at alternating Chamber member local venues such as wineries, restaurants, and occasionally, places of business. Events typically range from 75-120+ attendees, depending on location and time of year.

May 22-24, 2020 — Bottlerock is an iconic Napa event, drawing thousands into the community. If you haven't seen the lineup for 2020 yet, here it is:



BOTTLEROCK
MUSIC • FOOD NAPA VALLEY WINE • BREW

2020 lineup is here!

tickets on sale **JANUARY 7 @ 10AM PT**

RED HOT CHILI PEPPERS • DAVE MATTHEWS BAND • STEVIE NICKS
MILEY CYRUS • KHALID • ANDERSON .PAAK A THE FREE NATIONALS • ZEDD • BRANDI CARLILE
THE AVETT BROTHERS • JANELLE MONÁE • MAGGIE ROGERS • BLONDIE
OF MONSTERS AND MEN • MAREN MORRIS • EMPIRE OF THE SUN • FOALS • TEGAN AND SARA
JIMMY EAT WORLD • MICHAEL FRANTI & SPEARHEAD • LOCAL NATIVES • FINNEAS
IRATION • MILKY CHANCE • JON BELLION • MATT NATHANSON • AMOS LEE
TRAMPLED BY TURTLES • CAAMP • THE BAND CAMINO • TURQUAZ W JERRY HARRISON • ADRIAN BELEW
MANDOLIN ORANGE • GRACE VANDERWAAL • VILLAGE PEOPLE • ERIC B. & RAKIM • MUNA
HUBB JOHNSON & THE LOVEMAKERS • HAMILTON LEITHAUSER • RA RA RIOT • THE FRIGHTS • MAX
JACK HARLOW • DIGABLE PLANETS • BIG FREEDIA • ABSOFACTO • RIPE • DJ Z-TRIP • MEG MYERS
TWIN XL • ATLAS GENIUS • OLIVER RIOT • WHITE REAPER • DEVOTCHKA • REIGNWOLF • SLENDERBODIES
ELIZA & THE DELUSIONALS • TESSA VIOLET • EVIE IRIE • KOTA THE FRIEND • UNCLE BLAZER • DJ ANGO WORKS
99 NEIGHBORS • BLACK JOE LEWIS & THE HONEYBEARS • IN THE VALLEY BELOW • MADISON RYANN WARD • JJ WILDE
LILY MEOLA • FULL MOONLICE • THE THC REVUE • THE ALIVE • SMITH AND THELL • HEMBREE • BUFFALO GOSPEL
RYLAND JAMES • ALMOST MONDAY • CHRIS PIERCE • PETER HARPER • PACIFIC RADIO • THE HADEN TRIPLETS
OBIDIAN SON • GRASS CHILD • SAM JOHNSON • SILVERADO PICKUPS • NAPA VALLEY YOUTH SYMPHONY

Presented by **JaM** CELLARS **MAY 22-24, 2020**

UPCOMING EVENTS



The Village at Vista Colina has a full schedule of events happening each week, with a wealth of cooking courses and other great experiences. We will highlight a few of the regular and major events below, but you can check out other events and details at: villagenapavalley.com/events

The Village Events at Vista Colina:

February 8 — Cork Art Class

February 9 — Valentine's Day Cookie Decorating

February 15 — Valentine's Couples Cooking Class featuring G.H. Mumm

February 21 — Sushi Making Class

February 29 — Terroir to Glass featuring Trinitas Cellars

Would you like to publish events happening in the Commons in this newsletter? Contact Chris Waage, chris@advancedmgmt.com to share the details.

January 22, 2020 Board Meeting Agenda

Location: 860 Napa Valley Corporate Way, Suite O, Napa, CA

Call to Order – 11:00 a.m.

Executive Session – Private Owner Meeting

- Legal Contract Matter

Open Meeting – 11:10 a.m.

Property Owners Comment Forum

Approval of Minutes

- Board Meeting of November 12, 2019
- Executive Session of November 12, 2019
- Executive Session of December 20, 2019

Financials

- Financial Statement as of December 31, 2019
- Delinquent Accounts
- CD Investments

Board Discussion/Response Required

- POA Marketing
 - January 31, 2020 – Chamber Event – Awards Luncheon Table
 - County of Napa Video – 1700 Film
 - Napa Valley Commons Video – 1700 Film
 - Website Redevelopment Update
- Projects in Process/Completed
 - Pedestrian Improvements Update
 - Crosswalks
 - Sidewalks
 - County of Napa Frontage Landscape/Transfer Updates
 - Median Landscape Design Update
 - Annual Tree Care
 - Signage Guidelines Updates – In Process
 - Entry Monument Sign Agreements – 2 Agreements Pending
 - PG&E Common Area Damage Repairs
- Architectural/Landscape/Signage Applications – to Approve/Ratify
- Proposals – to Approve/Ratify
- Property Owner Request(s)
- Board Meeting April __, 2020, 11:00 a.m.
- 860 Napa Valley Corporate Way, Suite O

Board Review

- Calendar
- General Correspondence
- Delegated Authority Matrix
- Map

Close Board Meeting



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 current Board of Directors to address the key issues facing the POA.

The APM team dedicated to Napa Valley Commons consists of the following persons:

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