



The Grape Crusher

NAPA VALLEY COMMONS

May 2021

The Crusher Statue - Video Story Complete!

We're excited to announce that the Crusher Statue Story Project that started before the pandemic, is now complete. Like many things, it experienced unexpected delays, went through an unplanned journey, but has resulted in a final product that is much more than originally imagined.

Visit www.NapaValleyCommons.com to view the complete video.

The Crusher Story video project began based on a recommendation from the Napa Chamber of Commerce Executive Director, Travis Stanley. He recognized that there is something special about Napa Valley Commons, but the corporate park remained mostly unknown or unrecognized by the general community. It stood outside of what people thought of as Napa, while being such an important part of it. This special marketing project aimed to connect the greater Napa community with the Napa Valley Commons through the corporate park's most recognized image, the Crusher Statue. It looked to tell the story of how one of Napa's most iconic images, one that people assume "has just always been there" was installed as part of the Napa Valley Commons.

This project took many turns along its journey, each time adding an extra layer of depth and richness. With each new element, new voices and footage was added. As a result of this work we got to connect with property owners, businesses, and local leaders, all sharing in their appreciation for what the Crusher Statue and the commons mean to Napa.

We want to express a special thank you to all of those who gave their time to be interviewed, those who opened their doors to let us capture the daily beauty of their businesses, and those who shared in the work behind the scenes to bring this together.

Now that the project is done, what next? What will it be used for? This project is a tool to build connections between our corporate park, your business, and the Napa community. As such, it is yours to use to promote your business, lease your property, or highlight Napa Valley Commons.

This first video was an opportunity to test the effectiveness of creating promotional videos that benefit all property owners and tenant businesses. Additional videos are under consideration, including a focus on the benefits of leasing space and operating a business at the Napa Valley Commons.

The Association will be working with local chambers of commerce and media outlets over the next few months to share the Crusher Story with the local community. It will be available for your use, either by linking to the video on www.napavalleycommons.com, or by download upon request. For support on how to use and access the video please reach out to Chris Waage, chris@advancedmgmt.com.

Board of Directors

Upcoming Board Meeting

Date: Thursday, May 13, 2021

Time: 11:00 a.m.

Location: Zoom Meeting Digital Conference. Zoom Board Meeting Access:

Connect to Meeting via Web:

<https://zoom.us/j/87456791215>

Connect to Meeting via Zoom App:

Meeting ID: 874 5679 1215

Connect by Telephone:

1-669-900-9128

Meeting ID: 874 5679 1215

Password: 118777

Note: All Board Meetings, including those through Zoom are open to property owners only.

Board of Directors

Anthony Zand
The Busch Firm
President

Monique Scott
Lowenberg Associates LP
Vice President

Ned Pike
The Pike Company
Treasurer

Steven Lederer, County of Napa
Secretary

Vacant
Director



1-866-946-0800
www.napavalleycommons.com
www.advancedmgmt.com

General Inquiries:
dawn@advancedmgmt.com
(866) 946-0800 x89

Accounting:
Accounting@advancedmgmt.com
(866) 946-0800 x83

Feature Your Business

We love to share and highlight the unique and hardworking businesses that are in our community. If you're interested in having a feature article on your business included in The Grape Crusher newsletter please contact Chris Waage, chris@advancedmgmt.com, to set up a time to share your story.

UPCOMING EVENTS

Check out the Vista Collina Events page at:

<https://meritagecollection.com/vista-collina/special-events> for upcoming events.

Website Updates - Media Needed!

The POA's website, 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. The website has been updated but we still lack the media to highlight 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 the Napa Valley Commons. If you have media that you can share with us to help highlight your business on the Association website, please reach out to our Principal Relationship Manager, Chris Waage, chris@advancedmgmt.com with any resources you can share.

Interested in Serving on the Association Board?

Included with this newsletter is a request for Board Candidates nominations. Each year the Association elects directors that serve a two-year term, providing leadership to the Association. Can you or a representative from your organization serve as a director?

We invite you to consider supporting your business community as a Director for the Napa Valley Commons. Candidate submissions must be submitted to the Association's Management Company, APM, by June 8, 2021.

If you're able to help with any of these efforts, please email Chris Waage, our Relationship Manager at chris@advancedmgmt.com

Crosswalk Project Update

Pedestrian movement in Napa Valley Commons has long been a priority of the Board of Directors, and there has been much planning towards improving pedestrian access and movement in the property. The vision of this plan is to ultimately have sidewalks that allow pedestrian movement throughout the business park, from Kaiser Road to the Crusher Statue, between neighboring businesses, to the future "Napa Pipe" Development, and possibly even directly onto the Napa Valley Wine Trail.

As previously announced, the installation of five (5) crosswalks; three (3) at the Napa Valley Corporate Drive and Napa Valley Corporate Way intersection and two (2) at the Napa Valley Corporate Drive and Bordeaux Way intersection, are well underway. We anticipate the final striping to be completed by early this month, thus completing the project.

Your understanding and cooperation throughout this project has been greatly appreciated. No doubt all will enjoy these pedestrian improvements as they continue within the park.



May 13, 2021 Board Meeting Agenda

Location: Zoom Conference Call

Call to Order – 11:00 a.m.

Property Owners Comment Forum

Consent Agenda (to Ratify)

- Proposals Approved Under Delegated Authority
- Architectural Applications

Approval of Minutes

- Board Meeting Minutes of February 11, 2021

Financials

- Financial Statement as of March 31, 2021 (3rd Qtr.)
- Delinquent Accounts
- CD Investments
- Bankruptcy Monitoring

Board Discussion/Response Required

- Board Catellus/Napa Pipe Presentation
- 2021/22 Pro Forma Budget
- Projects in Process/Completed
 - 5 Crosswalks (under construction)
 - PG&E Repairs
 - Discussion - Planning for Future Sidewalks
 - Discussion - Planning for Future Median Replacement
- POA Marketing/Website/Chamber of Commerce Updates
- 29/221 Interchange/Soscol Junction
- Annual Meeting Planning
- Architectural/Landscape/Signage Applications
- Proposals to Consider for Approval
- Property Owner Request(s)
- Next Annual Membership and Open Board Meeting August 13, 2021, 11:00 a.m. via Zoom Virtual Meeting

Board Review

- Consent Agenda
- General Correspondence
- Calendar
- Delegated Authority Matrix
- Site 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:

Chris Waage
Principal—Relationship Manager
1-866-946-0800 ext. 806
chris@advancedmgmt.com

Jay Spangenberg
Principal—Assistant Relationship Manager
1-866-946-0800 ext. 88
jay@advancedmgmt.com

Dawn Friesen
Owner Liaison—Customer Service Contact
1-866-946-0800 ext. 89
dawn@advancedmgmt.com

Denise Babich
Accounting
1-866-946-0800 ext. 804
accounting@advancedmgmt.com

www.advancedmgmt.com