



**City of St. Helena
Special City Council Meeting
Tuesday, August 13, 2019 @ 5:15 PM
Vintage Hall Board Room - Second Floor
465 Main Street, St. Helena**

PLEASE NOTE: Any person who wishes to speak regarding an item on the agenda or make a comment under the "public comment" portion of the agenda may do so, but please observe the time limit of four minutes.

Page

1. CALL TO ORDER

2. ROLL CALL

Mayor: Geoff Ellsworth, Vice Mayor: Paul Dohring, City Council Members:
Anna Chouteau, David Knudsen and Mary Koberstein

3. PUBLIC COMMENT:

Under California law, public comments at special meetings are limited to subjects on the agenda only. Therefore public comment will take place during consideration of the item. Each person's comments shall be limited to 4 minutes.

4. NEW BUSINESS:

4.1. The City Council will interview the following Applicants:

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Parks & Recreation Commission

One application was received from Tye Taylor for one available term expiring June 30, 2020.

Active Transportation & Sustainability Committee

Two applications were received from Betsy Davis Reynard and Madelyn Chandler to fill one available alternate position term of office expiring June 30, 2021.

[Tye R. Taylor P&R](#)

[Betsy Davis Reynard ATSC](#)

[Madelyn Chandler ATSC](#)

5. ADJOURNMENT

The next Regular City Council meeting is scheduled for August 13, 2019, at 6:00 p.m. in the Vintage Hall Board Room located at 465 Main Street.

This agenda was posted at City Hall, 1480 Main Street, and at Vintage Hall, 465 Main Street, St. Helena, California on August 2, 2019.

Cindy Tzaopoulos

Cindy Tzaopoulos, City Clerk

In Compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Clerk's Office (707) 967-2792. Notification 72 hours prior to the meeting as required by Section 202 of the Americans with Disabilities Act will enable the City to make reasonable arrangements to ensure accessibility to this meeting.



CITY HALL, 1480 MAIN STREET
OFFICE OF THE CITY CLERK
ST. HELENA, CA 94574
(707) 968-2742
www.sthelena.org

APPLICATION FOR APPOINTMENT

Note: Your application will be copied for the City Council and made available to the press and public.

Board/Committee/Commission to which you are applying:
Parks and Recreation Commission

Name: Tye R. Taylor

Home Address:
90 Dahlia Street, St Helena

Mailing Address: _____

Occupation: Dir. Engineering_Winery, Facilities, Production.

Business Address: _____

Telephone: Home _____ Cell _____ Business _____

E-mail: _____

➤ Please indicate if above numbers can be made available to the public upon request: ☐ Yes ☒ No

Resident of St. Helena? ☒ Yes ☐ No Yes, how long have you lived in St. Helena? 5+

Current occupation (within last 1 months): _____

Dir. Engineering.

Business interests in last 12 months: None personal. I work for the Trinchero Family

Previous Committee/Commission: _____

None
Experience: _____

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

2yr general engineering degree. Some 4 yr college. 6 years Construction Manager in Texas.

12 Years winery construction project management and design, mostly in California. Have lived in Napa Valley for 12 years

Various R&D and light consulting, mostly in Food/Bev industry

Professional and/or community service activities:

Y6 Soccer and Basketball Parent coach.

Local government related experience: None.

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

I have little experience with government other than some Design review and various Build Permit activities. Looking to expand my knowledge and have a desire to contribute to the community when possible. I have a 6 year old son who is in almost every SH sport and I coach as much as I can. When not playing sports we are all over town and at parks on our bikes and skateboards.

Names, addresses, and phone numbers of three individuals familiar with your background:

Noah Housh

Mario Trinchero -

Kevin Lemasters -

Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.

Tye Taylor

Digitally signed by Tye Taylor
Date: 2019.02.22 13:31:13 -08'00'

2019-Feb-22

Signature of Applicant

Date

If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.

Please return the completed application to:

City of St. Helena

City Clerk

1480 Main Street

St. Helena, CA, 94574



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APPLICATION FOR APPOINTMENT

Note: Your application will be copied for the City Council and made available to the press and public.

Board/Committee/Commission to which you are applying:

The Active Transportation and Sustainability Committee

Name: Betsy Davis Reynard

Home Address:

938 Brown Street, St. Helena CA 94574

Mailing Address: Same

Occupation: Communications & Business Development

Business Address: Self Employed

Telephone: Home 707.244.5021 Cell 917.327.7288 Business _____

E-mail: betsyreynard@gmail.com

➤ Please indicate if above numbers can be made available to the public upon request: ☒ **Yes** ☐ **No**

Resident of St. Helena? ☒ **Yes** ☐ **No** Yes, how long have you lived in St. Helena? ^{4 years}

Current occupation (within last 1 months): _____

Currently working as a communications & business development consultant in the wine business.

Business interests in last 12 months: _____

Previously worked as Marketing & Hospitality Manager at B Cellars Winery in Oakville.

Previous Committee/Commission: _____

Experience: _____

I have never served on a committee.

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

Please see attached resume.

Professional and/or community service activities:

Volunteered with 2019 Bike to School/Work Day in St. Helena & have also volunteered with Jameson Animal Rescue Ranch.

Local government related experience: None

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

I am an active biker and want to see safer options for children and adults in the Napa Valley. I would like to get involved with my community in St. Helena and contribute as much as I can.

Names, addresses, and phone numbers of three individuals familiar with your background:

Ms. Marcelle Adderley,

Mr. Paul Pelossi,

Ms. Susan Kenward,

Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.

Betsy Davis Reynard

Digitally signed by Betsy Davis Reynard
Date: 2019.06.28 15:16:37 -07'00'

Signature of Applicant

6/28/2109

Date

If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.

Please return the completed application to:

City of St. Helena

City Clerk

1480 Main Street

St. Helena, CA, 94574

Elizabeth Davis Reynard

St. Helena, California
917.327.7288 | betsyreynard@gmail.com

A results oriented professional with over 20 years of experience with luxury lifestyle brands in the wine, food and fashion industries. Expertise in creative services, marketing, customer service, business development and public relations. Proven leadership, organizational and communications skills with the ability to develop and execute strategic plans and special events. Command of the French language and dual citizenship with France and the United States.

EXPERIENCE

MARKETING & HOSPITALITY MANAGER B CELLARS VINEYARDS & WINERY

**May 2018-December 2018
Napa Valley**

- Managed the successful relaunch of B Cellars website including site content and creative operations including editorial, copy and creative design
- Managed New York based public relations & social media agency to ensure consistency in brand message and deliver positive results in media coverage
- Directed internal brand development via winery collateral and promotional materials to position B Cellars as a fine wine producer offering unique wine and food experiences
- Served as Manager on Duty of Hospitality House, directing concierge, navigators and sales team to offer the highest quality customer service and educational offerings to visitors and B Society members
- Developed strategic partnerships within the Napa Valley community including luxury hotel partners and Oakville Winegrowers to raise visibility of B Cellars to trade and tourists
- Identified and developed relationships with wine and lifestyle media and social influencers resulting in value-added programs

BRAND MANAGEMENT, PUBLIC RELATIONS & MARKETING CONSULTANT

**2016-2018
Napa Valley**

- Worked as an independent brand management, public relations and marketing professional in the Napa Valley for clients including Pym-Rae (Tesseron Estate), Balzac Communications, Sullivan Rutherford Estate, Union des Grands Crus de Bordeaux & American Friends of La Cite du Vin
- Successfully launched UGCB Instagram account for the 2017 US Tour
- Managed media relations and brand extension of UGCB in the United States resulting in media coverage with Levi Dalton, Wine Spectator, Winesearcher.com and winechronicles.com, among others.
- Supported successful execution of 2017 and 2018 UGCB tour with trade and consumer tastings in cities including Miami, New York, Chicago, San Francisco and Los Angeles
- Developed strategic partnerships and increased visibility of La Cite du Vin (Bordeaux) within the US market with media, consumers and trade

COMMUNICATIONS HARLAN ESTATE, BOND, PROMONTORY, THE MASCOT

**2015-2016
Napa Valley**

- Provided communications and marketing support services and activities for each of the independent wine growing estates as well as The Mascot
- Coordinated production & photo shoot for Promontory feature in Geary's of Beverly Hills 2016 Stylebook
- Managed outreach to journalists resulting in editorial coverage in Town & Country Magazine

PRESIDENT, REYNARD RESOURCE GROUP

2010-2015

UNITED STATES BRAND AMBASSADOR

New York City

CHÂTEAU BRANAIRE-DUCRU & VIGNOBLES COMTES VON NEIPPERG

CHÂTEAU RAUZAN-SÉGLA & CHÂTEAU CANON.

- Secured editorial placements and media coverage in Food & Wine Magazine, Departures Magazine, FOX News, Wine Spectator, WSJ.com, Robb Report Magazine, Grape Collective, Huffington Post, "I'll Drink to That" podcast and more
- Developed strategic partnerships and increased wine sales with retail partners including: Sotheby's Wine, K&L Wine Merchants, Total Wine & More, Sherry Lehmann, B21, Calvert Woodley, Beverly Hills Wine Merchant, bestwinesonline.com
- Instrumental in securing on premise account placements including: Le Bernardin, Waverly Inn, Park Avenue Winter, Café Boulud, Links Club, Benoit, Spago Beverly Hills among others

EVENT MANAGER, CONSULTANT

2007-2010

FOOD & WINE, ELLE DECOR, STRATEGIC VISION

New York City

- Managed over 10 speaker schedules and presentations for the American Express Publishing Luxury Summit in Los Angeles, California
- Formulated & co-developed Travel & Leisure Magazine luxury travel advisory board events in Boston, Washington DC and Chicago
- Co-produced Elle Décor Design Awards in New York City

SPECIAL PROJECTS DIRECTOR

1996-2007

BON APPÉTIT MAGAZINE, CONDE NAST PUBLICATIONS

New York City

- Produced more than 25 Wine & Spirits Focus events for Bon Appetit Magazine subscribers in cities including New York, Chicago, San Francisco, Los Angeles, Las Vegas, Dallas and Atlanta
- Managed culinary talent and executed appearances, cooking demonstrations and book signings for celebrity chefs including Daniel Boulud, Eric Ripert, Bobby Flay, Tom Colicchio, Kerry Simon, Todd English, Ming Tsai and Laurent Tourondel for events including the Beaver Creek Celebrity Chef Ski Race & the Scottsdale Celebrity Chef Golf Tournament
- Developed and executed corporate sponsor participation and handled celebrity talent at Bon Appetit's 1st Annual Food & Entertaining Awards
- Developed guest chef series, advertiser events and wine tastings in private dining room (Chez BA); produced more than 50 Chez BA events
- Managed Chez BA Executive Chef, menu development, wine selection and oversaw all elements of hospitality
- Produced series of custom-events for magazine's national advertisers including VISA, Volvo, Target, American Airlines and the Cayman Islands in cities including New York, Boston, Denver, Houston, San Francisco and the Napa Valley

EDUCATION

Bachelor of Science, Virginia Tech
WSET Level 2



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Board/Committee/Commission to which you are applying:

Active Transportation and Sustainability Committee

Name: Madelyn Chandler

Home Address:

1731 Pine Street, Saint Helena CA, 94574

Mailing Address: 1731 Pine Street, Saint Helena CA, 94574

Occupation: Architect

Business Address: 1731 Pine Street, Saint Helena CA, 94574

Telephone: Home 707-218-8432 Cell _____ Business _____

E-mail: m.chandlerworkshop@gmail.com

➤ Please indicate if above numbers can be made available to the public upon request: ☒ **Yes** ☐ **No**

Resident of St. Helena? ☒ **Yes** ☐ **No** Yes, how long have you lived in St. Helena? 2yrs

Current occupation (within last 1 months): _____

Self employed architect - ChandlerWorkshop (husband and wife team)

Business interests in last 12 months: Architect for City of Napa J-ADU Initiative Program, building our own ADU

Merit Award for AIA Redwood Empire "PSr1" Shade Structure competition (to be built)

Previous Committee/Commission: _____

Experience: n/a

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

2013 Cal Poly San Luis Obispo graduate. Bachelors in Architecture, Minor in Sustainable Environments

2010-2011 Cal Poly internship/case study program in San Francisco, European architecture/culture tour summer 2011

2013-2017 Living and working in San Francisco for large architecture firm (becoming licensed and getting my LEED BD+C accreditation)

Professional and/or community service activities:

Habitat for Humanity build days, Journeyman International - lead sponsor/student supervisor/international travel

Career fairs, student mentorships, food bank, Beach and creek clean-up days, City of Napa Junior ADU Initiative Program (for substantially reduced fee)

Local government related experience: N/A But my mother has always been involved in local government (district supervisor,

coastal commission, city council...) in my home town, Crescent City, and has been a huge source of inspiration to become involved.

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

I am passionate about this community (my husband is a 3rd generation Napa County born and grew up in Saint Helena) and sustainability (in all areas!). My love for nature/outdoor activities (avid biker, trail runner, backpacker) along with my professional credentials and education encourages me to become involved. Growing up in a small coastal town with redwoods, and some of the cleanest rivers, instilled the belief that our personal investment in our environment directly impacts how we treat and preserve it. I would love to get involved for the health of our future, both locally and globally.

Names, addresses, and phone numbers of three individuals familiar with your background:

Sandy Rossi - Saint Helena -

Joe Pridmore - Napa -

Kathi McBride - Saint Helena -

Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.

Signature of Applicant

7/15/2019

Date

If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.

Please return the completed application to:

City of St. Helena

City Clerk

1480 Main Street

St. Helena, CA, 94574

madelyn chandler

m.chandlerworkshop@gmail.com
707.218.8432
1731 pine street
saint helena, ca 94574

education

cal poly, san luis obispo ca 2009- 2013
bachelor of architecture
minor: sustainable environments
cal poly urban internship program, san francisco ca 2011
cuesta college, san luis obispo 2007- 2009

experience

bar architects, san francisco ca 2013-2017
all phases of design though construction, project manager
mark horton architecture, san francisco ca 2011
hand drafting and detailing, marketing
skidmore, owings and merrill, [som], san francisco ca 2011
case study

credentials

licenced architect state of california 2016-present
practicing architect
leed bd + c accredited us green building council 2014-present
proficient in building sustainable environments

skills

analog
drawing, modeling, hand drafting
digital
fluent in: revit, adobe creative suite, autocad, lumion
construction managment
coordination, contracts, budgeting, materials, detailing

interests

fabrication/restoration
furniture, 1957 cal-craft trailer complete rebuild
volunteer
jed smith state park, journeyman international, habitat for humanity, career fairs
art/hobbies
ceramics, watercolor, pen/ink, pastel, pencil, sewing, various crafts, gardening
athletics
cross country running, backpacking, snowboarding, biking

references
available
upon request