



City of St. Helena
Special City Council Meeting
Thursday, June 20, 2024 @ 4:00 PM
City Hall Main Conference Room, 1088
College Avenue, St. Helena

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

The City Council meeting will be live-streamed on Comcast Channel 28 and on the City's website.

Public comment for City Council meetings will be accepted via email to publiccomment@cityofsthelelena.org. All public comments must be received three hours prior to the meeting. All other public comments received after the deadline will be attached to the item the next business day or soon thereafter. Public comments will not be read out loud but will be publicly available and attached to the on-line City Council agenda.

Simultaneous Spanish interpretation services during meetings can be scheduled upon request. To ensure interpreters are available, requests must be made at least 72 hours in advance by calling the Office of the City Clerk at (707) 968-2640 or emailing cityclerk@cityofsthelelena.org.

The schedule of upcoming meetings and published meeting agendas can be found on the City of St. Helena website at <https://sthelelena.civicweb.net/portal/>.

Servicios de interpretación en español durante la reunión pueden ser solicitados por el público. Para asegurar que los intérpretes estén disponibles, los servicios tienen que ser solicitados al menos 72 horas antes de la reunión llamando a la oficina de la Secretaria de la Ciudad al (707) 968-2640 o por correo electrónico a cityclerk@cityofsthelelena.org.

El horario de las reuniones publicadas y próximas puede ser localizado en el sitio de web de la Ciudad en <https://sthelelena.civicweb.net/portal/>.

Page

1. CALL TO ORDER
2. ROLL CALL
Mayor: Paul Dohring, Vice Mayor Eric Hall:, City Council Members: Anna Chouteau, Patrick Kenealy, Billy Summers
3. ADOPTION OF THE AGENDA
4. 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.
5. NEW BUSINESS:

- 5.1. The following lists the names of the individuals who have applied for various boards and committees.

5 - 62

Active Transportation & Sustainability Committee to the NVTa

One opening

Two applications received from Glenn Smith and Natalia Ramirez Guzman.

Active Transportation & Sustainability Committee

Four regular openings and two alternate openings

Four applications were received from Glenn Smith, Natalia Ramirez Guzman, Coral Posert and Richard Seiferheld.

Library Board of Trustees

Four openings and one opening with an expiring term June 30, 2025

Five applications were received from Alexandra Haslip, Dana Johnson, Deborah Boeschen, John (Jack) Stuart and Michelle Deasy.

Parks and Recreation Commission

Three openings

Eight applications were received from Christopher Smith, Denise Nelson, Donna Hinds, Doug Boeschen, John Thompson, Julie Jenanyan, Cheryl Rainville and Stephanie Smithers.

Planning Commission

Two openings

Two applications were received from Autumn Anderson and Sue Furdek

[Parks and Recreation Commission Application - Doug Boeschen](#)

[Parks and Recreation Commission Application - John Thompson](#)

[Parks and Recreation Commission Application - Julie Jenanyan](#)

[Active Transportation and Sustainability Committee Application - Coral Posert](#)

[Parks and Recreation Commission Application - Stephanie Smithers](#)

[Active Transportation and Sustainability Committee Application - Richard Seiferheld](#)

[Planning Commission Application - Autumn Anderson](#)

[Active Transportation Advisory Committee to NVTa and City ATSC](#)

[Application - Glenn Smith](#)
[Active Transportation Advisory Committee to NVTa and City ATSC](#)
[Application - Natalia Ramirez Guzmàn](#)
[Library Board of Trustees Application - Alexandra Haslip](#)
[Library Board of Trustees Application - Dana Johnson](#)
[Library Board of Trustees Application - Deborah Boeschén](#)
[Library Board of Trustees Application - John \(Jack \) Stuart](#)
[Library Board of Trustees Application - Michelle Deasy](#)
[Parks and Recreation Commission Application - Cheryl Rainville](#)
[Parks and Recreation Commission Application - Christopher Smith](#)
[Parks and Recreation Commission Application - Denise Nelson](#)
[Parks and Recreation Commission Application - Donna Hinds](#)
[Planning Commission Application - Sue Furdek](#)

6. ADJOURNMENT

The next Regular City Council meeting is scheduled for June 25, 2024, at 6:00 p.m.

This agenda was posted at City Hall, 1088 College Avenue, and at Vintage Hall, 465 Main Street, St. Helena, California on June 17, 2024.



Cindy Tzaferopoulos, 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.

Any supplemental writings or documents distributed to a majority of the City Council regarding any item on this Agenda, after the posting of the Agenda, will be available for public review in the City Clerk's Office located at 1088 College Avenue, St. Helena, California, during normal business hours and by appointment. In addition, such writings or documents will be made available on the City's web site at <https://sthelema.civicweb.net> and will be available for public review at the respective meeting.



City of St. Helena

CA-24-013

COMMISSION/COMMITTEE APPLICATION

Received Date: June 5, 2024

Application Type: Parks and Recreation Commission

NAME: Doug Boeschen

ADDRESS: 1903 Vineyard Ave., St. Helena, CA, 94574

PHONE: 707 815 6141

EMAIL ADDRESS: doug@boeschenvineyards.com

LENGTH OF RESIDENCY: 19 years

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: I would like to continue the work of the past two years on the Commission, particularly in the areas of equitable recreation, access to public facilities, and facilitating cross-organizational cooperation and integration.

EDUCATIONAL BACKGROUND: Stanford University: Bachelor of Arts 1992 International Relations
Stanford University: Master of Arts 1993 International Policy
UC Davis: Bachelor of Science 2005 Viticulture and Enology

OTHER RELEVANT EXPERIENCE: Board of Directors, Black Butte Ranch homeowners association
Board of Directors, UpValley Family Centers
Commissioner, St. Helena Parks and Recreation Department
Coach of 18 teams Kindergarten-High School: soccer, baseball, track and field, basketball.
Current Assistant Coach, Justin Siena High School track and field team
Former member Stanford University track and field team
Former Washington state high school high hurdle champion

COMMUNITY INVOLVEMENT: Board of Directors: UpValley Family Centers
Volunteer Tutor: St. Helena Elementary School (7 years)
Member: Hand In Hand Domestic Employer lobbying organization
Volunteer: Immigration Institute of the Bay Area: Citizenship application and tutoring
Labor rights activist: in partnership with Jobs with Justice North Bay

REFERENCE 1: Name: Dave Jahns
Address: St. Helena Community Services
Phone Number(s):
Email: djahns@cityofstheleena.org

REFERENCE 2: Name: Jenny Ocon
Address: UpValley Family Centers
Phone Number(s):
Email: jocon@upvalleyfamilycenters.org

REFERENCE 3: Name: John Harrington
Address: St Helena High School

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

Phone Number(s):
Email: harringtonfamilysite@me.com

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

Yes

What is your understanding of the role and responsibility of this Commission?

To advise the professional staff. To act as liason to the community. To represent the community's interests in areas of parks and recreation.

What would be your goal(s) as a Commissioner?

Continue to enhance equitable recreation opportunities in St. Helena, Codify public access to recreational facilities, Help to integrated local departments, businesses and organizations.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

Yes - Parks and Recreation (2 years)

Is there anything else you would like us to consider when reviewing your application?

I am bilingual in spanish and english.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Doug Boeschen

June 5, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



City of St. Helena

CA-24-019

COMMISSION/COMMITTEE APPLICATION

Received Date: June 7, 2024

Application Type: Parks and Recreation Commission

NAME: John Thompson

ADDRESS: 1626 Tainter Street, St Helena, CA, 94574

PHONE: 7072252383

EMAIL ADDRESS: johnkthompson@bigpond.com

LENGTH OF RESIDENCY: Almost 1 year and a further 18 months in 2016/17

EMPLOYER: Oldstreet Consulting - Principal

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: St. Helena is an incredible place to call home. My wife and I first experienced its charm in 2016, and now we're back for good! The vibrant community, with its diversity and friendliness, truly defines St. Helena. I'm passionate about the outdoors, and I see a clear opportunity to contribute by joining the Parks and Recreation Commission. Giving back to our community and ensuring that residents continue to enjoy this wonderful place motivates me.

My extensive global travels, living in England, India, Australia and the United States, have given me a unique perspective, which I believe can benefit discussions related to our city's parks, recreational facilities, open spaces, and programs. Throughout my corporate career, I've honed my listening skills and maintained a proactive attitude, promoting ideas and awareness which will bring value to any discussion brought before the Commission.

So, why the Parks and Recreation Commission? Simple. I'm committed to enhancing our community's well-being. By serving on the commission, I aim to contribute my time, expertise, and fresh insights. I'm impressed by St Helena's recreational programming from the Autumn Harvest Festival through to the Bocce League, and I'm excited about the upcoming opening of the Vine Trail – there is so much to contribute to. Let's continue the great work so far in St Helena, where green spaces thrive, families play, and memories flourish. Serving on this commission would be an honor.

EDUCATIONAL BACKGROUND: BEng (Hons) Electronic Engineering 1993

OTHER RELEVANT EXPERIENCE: As a seasoned senior executive with a track record of advising and influencing strategy, I bring a wealth of experience to the Commission. Throughout my corporate career, I've collaborated with consumers, boards, and fellow executives, shaping visions, and driving results.

The great outdoors has always been my sanctuary, from state forests to local parks, I've fished, explored trails, jogged through open spaces, cycled, and reveled

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

in sports and recreational facilities. This firsthand experience gives me a unique perspective on how to maximize enjoyment in our parks and recreational spaces and programs.

COMMUNITY INVOLVEMENT: I am a member of the St Helena Odd Fellows lodge.

REFERENCE 1: Name: Brent Randol
Address: 1791 Sulphur Springs Avenue, St Helena
Phone Number(s): 7074813319
Email: brentrandol@comcast.net

REFERENCE 2: Name: Candace Westgate
Address: 1010 Allison Avenue, St Helena
Phone Number(s): 7078152668
Email: ctwestgate@gmail.com

REFERENCE 3: Name: Elaine Honig
Address: 1248 Stockton Street, St Helena
Phone Number(s): 7074792055
Email: elaine@studio4forty.com

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

No

What is your understanding of the role and responsibility of this Commission?

I understand the role of a Parks and Recreation Commission member to include:

Advisory: Providing recommendations to the City Council regarding parks, recreational facilities, and open spaces.

Community Engagement: Interacting with residents, gathering input, and addressing community needs related to parks. At the same time actively promoting St Helena's park, open spaces, and recreational facilities.

Policy: Assist in shaping policies and initiatives to enhance local parks and recreational opportunities.

Regular Meetings: Focus on improving recreational experiences and promoting public use of park facilities.

What would be your goal(s) as a Commissioner?

My goal for serving on the commission is to contribute to this amazing community. I'd like to use my experience in a positive way to ensure the residents of St Helena, and anyone passing through our wonderful city, understand the opportunities they have from our parks and recreation areas, enhancing our community's overall well-being.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

No

Is there anything else you would like us to consider when reviewing your application?

I feel it's important to emphasize, one of my core competencies which is Collaboration and Teamwork and my ability to foster positive relationships. This may be a significant advantage managing the relationship between, Council, Commission, fellow commissioners, city officials and most importantly our residents. I also feel my experience advising boards and shaping visions positions me well to contribute to the long-term planning and development of St. Helena's parks and recreational spaces.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

John Kennneth Thompson

June 8, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



City of St. Helena

CA-24-017

COMMISSION/COMMITTEE APPLICATION

Received Date: June 7, 2024

Application Type: Parks and Recreation Commission

NAME: Julie Jenanyan

ADDRESS: 1727 Vineyard Avenue, Saint Helena, CA, 94574

PHONE: 707-337-3549

EMAIL ADDRESS: jjenanyan@gmail.com

LENGTH OF RESIDENCY: 33 years

EMPLOYMENT STATUS: Retired

REASON FOR APPLYING: As the chair of the upcoming Napa Valley Pickleball Classic and an avid pickleball player, I have gotten to know both Dave Jahns and Kevin McLeod, have enjoyed working with them, and want to support the Parks and Rec department in general. I also have a vested interest in our community and all of its parks and recreation programs. St. Helena is a gem and it is up to all of us to contribute to maintaining its beauty and vibrancy.

EDUCATIONAL BACKGROUND: BA in Psychology and Business, University of San Diego, 1984

COMMUNITY INVOLVEMENT: Chair, 2024 Napa Valley Pickleball Classic (Benefitting UpValley Family Center)
Chair, 2018 St. Helena Soroptimists Crab Feed

REFERENCE 1: Name: Jim Anderson
Address: 1775 Scott Street
Phone Number(s): (707) 363-4440
Email: jim@cypress-grp.com

REFERENCE 2: Name: Doug Boesch
Address: 1903 Vineyard Avenue
Phone Number(s): (707) 815-6141
Email: doug@boeschvineyards.com

REFERENCE 3: Name: Susan Duryea
Address: 1759 Crinella Drive
Phone Number(s): (707) 287-5176
Email: susanmduryea@comcast.net

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

Yes

What is your understanding of the role and responsibility of this Commission?

To support the Parks & Rec department and to facilitate the maintenance and optimal use of all park facilities and recreational programs in St. Helena.

What would be your goal(s) as a Commissioner?

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

I want to help ensure that all of our city's park facilities and recreational programs continue to be available and accessible to everyone in our community.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Julie Ann Jenanyan

June 7, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



City of St. Helena

CA-24-020

COMMISSION/COMMITTEE APPLICATION

Received Date: June 9, 2024

Application Type: Active Transportation and Sustainability Committee

NAME: Coral Posert

ADDRESS: 1140 Victoria Drive, St. Helena, CA, 94574

PHONE: 9252120485

EMAIL ADDRESS: coralcobley@msn.com

LENGTH OF RESIDENCY: St. Helena

EMPLOYER: Dentist Ole Health

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: Seeking to contribute to the City of St Helena government

EDUCATIONAL BACKGROUND: UC San Diego BA in Biology 1982
UCLA School of Dentistry 1987

COMMUNITY INVOLVEMENT: Active in the City of Orinda Educational Foundation (EFO) 2000-2010

REFERENCE 1: Name: Antonio Castellucci
Address: 1115 Victoria Drive, St Helena, 94574
Phone Number(s): 415-948-4595
Email: antoniocastellucci@yahoo.com

REFERENCE 2: Name: Peter Hicks
Address: 1321 Orchard Napa, CA 94558
Phone Number(s): 707-320-3005
Email: pthomashicks@gmail.com

REFERENCE 3: Name: Mason Revelette
Address: 1500 South Whitehall Lane, St Helena, 94574
Phone Number(s): 615-838-2320
Email: kathryn@revelettewines.com

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

Yes

What is your understanding of the role and responsibility of this Commission?

Gather information and act in an advisory capacity to the City Council

What would be your goal(s) as a Commissioner?

Identify areas of need for the City of St Helena and implement plans to address them.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

No

Is there anything else you would like us to consider when reviewing your application?

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

I have been a small business owner (dental offices) in three different cities. I currently work for a non-profit healthcare organization (Ole Health). I am very interested in participating in the planning of the next segment of the VinTrail from St Helena to Yountville.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Coral Posert

June 9, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



City of St. Helena

CA-24-011

COMMISSION/COMMITTEE APPLICATION

Received Date: May 25, 2024

Application Type: Parks and Recreation Commission

NAME: Stephanie Smithers

ADDRESS: , St. Helena, ,

PHONE: 909-786-9208

EMAIL ADDRESS: stephasmithers@gmail.com

LENGTH OF RESIDENCY: 10 years

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: Passionate about City's parks and recreation services. I'm invested in supporting the Parks & Recreation department through volunteerism and serving on the commission.

EDUCATIONAL BACKGROUND: BS in Recreation, Park and Nonprofit Management - 2012

OTHER RELEVANT EXPERIENCE:

- Certified Parks & Recreation Professional through NRPA
- Volunteered in numerous park clean ups
- Previously employed in municipal recreation departments
- Well experienced in fundraising

COMMUNITY INVOLVEMENT: Board member with Napa Valley Vine Trail
Employed by Napa Firewise

REFERENCE 1: Name: Andre Pichly
Address: Placerville, CA
Phone Number(s): 916-206-9977
Email: apichly2@csus.edu

REFERENCE 2: Name: Brent Randol
Address: 1791 Sulphur Springs
Phone Number(s): 707-481-3310
Email: bretrandol@comcast.net

REFERENCE 3: Name: Darrell Quirici
Address: 850 Fulton, St. Helena, CA
Phone Number(s): 707-480-0334
Email: dbquirici@att.net

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

Yes

What is your understanding of the role and responsibility of this Commission?

Commissioners support city staff, review policy, advise on programs and services, as well as advise city council and executive staff. The commission works to help support City Council goals with a focus on parks and

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

recreation while also providing recommendations to staff about it's parks, services, and any needs that may fall within the Parks & Recreation department.

What would be your goal(s) as a Commissioner?

I'd like to support city staff in a future parks master plan.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

No.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Stephanie Smithers

May 25, 2024

STEPHANIESMITHERS
St Helena, CA 94574 | E: Stephasmithers@mail.com

PROFESSIONAL SUMMARY

Highly motivated Marketing Communications professional with 10+ years of experience crafting engaging content and managing communications for non-profit organizations, government agencies, and small businesses. Proven ability to develop and execute strategic marketing campaigns that increase public awareness and engagement. Engaged Napa Valley local with experience in emergency communications including wildfires. Adept at presenting information, facilitating public meetings, and leading groups to achieve shared goals.

EXPERIENCE

April 2021 – Current | **Visit St. Helena** *Vice President & Chief Strategy Officer*

- Increased client retention by 6% through improved communication and systems.
- Manage over 260 accounts, collaborating with C and D level executives across corporations and small businesses.
- Oversee business development strategies including growing client list by 30% in under two years.
- Oversee email marketing and successfully Increased average email open rate by 33%.
- Develop creative for digital ads, webpage banners, social media content.
- Manage social channels (Instagram, Facebook, Pinterest) and strategy.
- Coordinate social media partnerships, giveaways to increase followers/email subscribers, and content creators.
- Spearhead educational initiatives, creating, facilitating, and leading virtual and in-person learning opportunities.
- Oversee press and media, including writing press releases, live TV appearances, and media inquiries.
- Work closely with elected officials and community stakeholders.

2020 – April 2021 | **City of St. Helena** *Public Information Officer (EOC)*

- Responded to public and media inquiries during local emergencies, contributing to communication strategy during incidents like LNU and Glass Fire.
- Wrote and disseminated daily press releases, both informational and educational.
- Served as liaison with other community/government agencies such as, CALFIRE, Napa County, local Chamber, Napa Valley COAD, and Napa County Sheriff.
- Oversaw social media channels and content creation.
- Increased Facebook following by 59% and average post reach by 1342%.
- Implemented strategies to support local businesses, including initiatives like outdoor dining, temporary use permits, and bi-weekly virtual forums.
- Aided in securing a federal grant to support businesses during COVID emergency.
- Digest complex information and re-write to share with the public.

2017 – 2020 **City of St. Helena** *Recreation Supervisor*

- Raised over \$89,000 for community special events in 2019.

- Oversaw the City's largest holiday special event, increasing downtown foot traffic by 615% over two years.
- Recruited, hired, and supervised part-time, contractual, and volunteer employees.
- Planned, implemented, and coordinated recreation and leisure activities.
- Developed presentations for the community, City management, and elected officials.
- Organized events, community programs, and opportunities for residents to engage and recreate.
- Developed marketing material for programs and events.

2011 – 2017 **Health Spa Napa Valley** *Operations Director*

- Developed and implemented operational systems, achieving short and long-term goals.
- Managed an operating budget of \$2.5 Million
- Led a team of 50+, resolving employee turnover from 65% in 2014 to 20% in 2017.
- Increased membership sales by 30%

SKILLS:

- **Writing:** Press releases, website content, social media posts, print collateral, reports, email marketing content, and newsletters.
- **Social Media Management:** Experience in most social platforms like Instagram, Facebook, Twitter, Pinterest, and TikTok. Skilled in content creation, influencer marketing, social media collaborations, and community engagement.
- **Content Creation:** Able to develop engaging content for various channels, including blog posts, marketing materials, low-fi social content and video, logos, fliers, and other minor graphic design.
- **Public Speaking:** Confident in presenting information to diverse audiences, media appearances, virtual meetings, and networking events.
- **Software Proficiency:** Microsoft Word, Excel, PowerPoint, Canva, Mailchimp, Asana, Google Drive, Dropbox, Salesforce, MS Teams, Sprout Social, Meta Business Suite, AI Prompts, Outlook and Google Calendar

References Available Upon Request



City of St. Helena

CA-24-024

COMMISSION/COMMITTEE APPLICATION

Received Date: June 10, 2024

Application Type: Active Transportation and Sustainability Committee

NAME: Richard Seiferheld

ADDRESS: 2020 Birch Ave., St. Helena, CA, 94574

PHONE: 7076950915

EMAIL ADDRESS: seiferheld@me.com

LENGTH OF RESIDENCY: St. Helena

EMPLOYMENT STATUS: Retired

REASON FOR APPLYING: I am a long time St. Helena resident, now a retired real estate professional, and have time to actively engage and contribute to the improvement and well being of our City.

EDUCATIONAL BACKGROUND: Moses Brown School 1957; Cornell University 1961 (BA); NYU Business School 1963; UC Berkley 1972; Napa Community College 1982-84

OTHER RELEVANT EXPERIENCE: Back ground in real estate, finance and environmental organizations

COMMUNITY INVOLVEMENT: Active with Land Trust of Napa County (BOT) 30+yrs; Former BOT Stonebridge Housing ; Volunteer coordinator for CDFW 2013 to present;Active BOT Mennen Environmental Foundation; Advisory Committee to Napa Regional Parks & Open Space district. ad hoc committee member with SH Parks & Rec for walking paths in the City

REFERENCE 1: Name: Maury Robertson
Address: 1475 Main Street St. Helena CA
Phone Number(s):(707) 227-9559
Email:Maury@riandahouse.org

REFERENCE 2: Name: David Duncan
Address:1715 Dean York Lane St. Helena CA
Phone Number(s): (707) 287-3909
Email: david@silveroak.com

REFERENCE 3: Name:William Densberger
Address:1508 Main Street St. Helena CA
Phone Number(s):(707) 483-7889
Email: will.densberger@evrealestate.com

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

no

What is your understanding of the role and responsibility of this Commission?

To advise Public Works on community traffic and transportation; explore policy and/or programs to improve

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

and enhance a sustainable and healthy community environment.

What would be your goal(s) as a Commissioner?

To both introduce and vet new ideas that will enhance the quality of life for SH citizens as well as provide feedback to City staff on issues that fall under the purview of this committee.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

ad hoc walking paths committee recommending formalization of pedestrian walkways

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Richard Seiferheld

June 10, 2024



City of St. Helena

CA-24-007

COMMISSION/COMMITTEE APPLICATION

Received Date: May 14, 2024

Application Type: Planning Commission

NAME: Autumn Anderson

ADDRESS: 950 Crane Ave, Saint Helena, CA, 94574

PHONE: 7073639692

ALTERNATIVE PHONE: 7073639692

EMAIL ADDRESS: anderson.autumnd@gmail.com

LENGTH OF RESIDENCY: Saint Helena

EMPLOYER: Self

EMPLOYMENT STATUS: Other

REASON FOR APPLYING: I am applying for reappointment for the opportunity to continue serving my community.

EDUCATIONAL BACKGROUND: Certified Travel Advisor, FORA travel, 2024
Digital Marketing, Digital Marketing Institute, 2020
Winemaking & Viticulture, Napa Valley college, 2014
Wine Analysis, UC Davis Extension, 2012
Adobe Applications, Santa Rosa JC, 2009

OTHER RELEVANT EXPERIENCE: I'm a 7th generation Napa Valley native with a career spanning marketing, winemaking and hospitality. I have over 20 years of experience relevant to the local industry and economy.

COMMUNITY INVOLVEMENT: COSH Parks and Rec, 2017-2019
COSH Planning Commission, 2019 - current

REFERENCE 1: Name:Lester Hardy
Address:St. Helena
Phone Number(s):707-480-8093
Email:

REFERENCE 2: Name: Jeff Feeney
Address: St. Helena
Phone Number(s):707-580-5678
Email:

REFERENCE 3: Name: Annette Smith
Address:St, Helena
Phone Number(s):707-738-3792
Email:

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

Yes

What is your understanding of the role and responsibility of this Commission?

The role of a city planning commission is to help determine how urban areas develop. It manages land use by zoning, reviews and approves development projects and plans, and also involves the public in planning processes. The commission advises city council and helps ensure that development is sustainable and in compliance with zoning laws. This helps achieve a balance between economic growth and environmental preservation and societal needs.

What would be your goal(s) as a Commissioner?

If I am reappointed to the commission, my goal would be to carry out the commission's duties as best as I could, to assist in economic growth and environmental preservation and the greater needs of the community.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

COSH Parks and Rec, 2017-2019

COSH Planning Commission, 2019 - current

Is there anything else you would like us to consider when reviewing your application?

I am applying to be reappointed to the city planning commission, having served a partial 1.5-year term followed by a full 4-year term. As another commissioner departs after a longer tenure next year, I am now positioned, if reappointed to a second 4-year term, to become the most tenured member of the commission. I believe there is great value in the historical perspective I'm able to bring to the commission. I have been enriched by my experience, and while I have gained much, I have much more to contribute, and would be honored and grateful for the opportunity to continue serving.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Autumn Dawn Anderson

May 14, 2024



City of St. Helena

CA-24-025

COMMISSION/COMMITTEE APPLICATION

Received Date: June 12, 2024

Application Type: Active Transportation Advisory Committee to NVTA

NAME: Glenn Smith

ADDRESS: 1730 Dean York Ln., St. Helena, CA, 94574

PHONE: 7073207612

EMAIL ADDRESS: glenn@smith-carr.com

LENGTH OF RESIDENCY: St. Helena

EMPLOYMENT STATUS: Retired

REASON FOR APPLYING: I would like to be reappointed and remain on the City's ATSC and also be considered for the City's representative on the ATSC to NVTA. I would like to be the conduit that shares vital information from the City to the NVTA.

I value the service these committees provides to the City administration and City Council.

EDUCATIONAL BACKGROUND: (High School, College, Professional, Vocational, or other Schools Attended. Please include Major or Field of Study, Dates attended, Degree and date of Degree)
Undergraduate degree--UC Berkeley--Economics
Graduate Master, Business Administration--Ohio State
Certifications from Wharton School, University of Pennsylvania; Stanford and Harvard business seminars

OTHER RELEVANT EXPERIENCE: Consultant with Watson Wyatt (an International human resources consultancy) and west coast practice leader in health care cost management

COMMUNITY INVOLVEMENT: Serviced for the past 8+ years on ATSC
Board membership on Marin Community Foundation and Marin AIDS Project
Certified member of Univ. of California Master Gardeners and Board member and officer of Marin and Napa Chapters
Served on Blue Zones' Built Environment Committee

REFERENCE 1: Name: Michael Caldorola
Address:1761 Vineyard Ave., St. Helena
Phone Number(s): 415-652-4423
Email: mimmo524@gmail.com

REFERENCE 2: Name: Richard Seiferheld
Address:2020 Birch St., St. Helena
Phone Number(s): 707-695-0915
Email: seiferheld@me.com

REFERENCE 3: Name: Pat Dell
Address: Vineyard Valley, St. Helena
Phone Number(s):707-799-9043
Email: priscillajdell@gmail.com

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

Yes

What is your understanding of the role and responsibility of this Commission?

To review programs and projects of interest to the City Council and brought to the committee by City administration; to advise the city administration on community interests effected by proposals; to identify issues for the city administration and Council that are of interest to the community

What would be your goal(s) as a Commissioner?

To fully participate in meetings through preparation and objectively contribute to the best advice to city administration on proposal formulation to support Council for their decision making.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

Yes, the ATSC

Served on SHAPE Committee

Is there anything else you would like us to consider when reviewing your application?

I've served on this Committee for many years including a year as acting Chair Person. I value this opportunity to contribute to the community and have active connection to City operations

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Glenn Smith

June 12, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



City of St. Helena

CA-24-006

COMMISSION/COMMITTEE APPLICATION

Received Date: April 24, 2024

Application Type: Active Transportation Advisory Committee to NVTa

NAME: Natalia Ramirez Guzmán
ADDRESS: 1103 Pope St, Apt E, Saint Helena, CA, 94574
PHONE: 7076995510
EMAIL ADDRESS: ramirezguz@sonoma.edu
LENGTH OF RESIDENCY: Saint Helena
EMPLOYMENT STATUS: Unemployed
REASON FOR APPLYING: I would also like to be considered for the City's ATSC and also be considered for the City's representative on the ATSC to NVTa. I would like to be the conduit that shares vital information from the City to the NVTa.

EDUCATIONAL BACKGROUND: I am a member of the St. Helena Community Academy as well as the Paso Adelante Committee hosted by the Napa Valley Grape Growers, and I serve on the board of the Napa Valley College Estate & Winery.
 I am a first generation student at Sonoma State University, I attended Napa High School. I currently working on obtaining my Bachelor's of Science degree in Business Administration with a concentration in Wine Business Strategies as well as pursuing a certification in ASL

REFERENCE 1: Name: Jill Durfee
 Address:
 Phone Number(s): 707-460-7666
 Email:

REFERENCE 2: Name:
 Address:
 Phone Number(s):
 Email:

REFERENCE 3: Name:
 Address:
 Phone Number(s):
 Email:

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

No, but I am a member of the St. Helena Community Academy

What is your understanding of the role and responsibility of this Commission?

The community! By bringing up voices that are not heard and making a difference, as well as using the opportunity to grow personally, we are able to make a difference.

What would be your goal(s) as a Commissioner?

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

Advocating on behalf of the Gen Z community and the younger generation, as well as Farmworkers, and making diversity a priority here!

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Natalia R. Guzman

April 24, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

Natalia R. Guzmàn

Napa, California, United States

nataliarguz@outlook.com

7076995510

[linkedin.com/in/natalia-r-guzm](https://www.linkedin.com/in/natalia-r-guzm%C3%A0n-146a30247)

[nC3%A0n-146a30247](https://www.linkedin.com/in/natalia-r-guzm%C3%A0n-146a30247)

Summary

As a wine enthusiast and a first-generation college student, I am pursuing a Bachelor of Science Degree in Business Administration with a concentration in Wine Business Strategies at Sonoma State University. My education has equipped me with the fundamentals of wine production, distribution, and supply chain, as well as the business and legal aspects of the wine industry.

I have also applied my knowledge and skills in various internships and jobs at reputable wineries, where I have demonstrated my hospitality, communication, and interpersonal skills. Most recently, I worked as a Sales and Marketing Representative Intern at Napa Valley College Winery Estate, where I developed and managed marketing campaigns, newsletters, social media, and wine club communications. Previously, I provided informative and engaging wine tastings, tours, and customer service to a diverse range of guests, achieving a 95% satisfaction rating and generating repeat business, as a Wine Specialist at Frog's Leap Winery and as a Guest Experience Associate at Foley Family Wines.

My goal is to contribute to the growth and success of wine businesses while offering memorable and enjoyable experiences to customers. I am always eager to learn new things, explore new opportunities, and create a homely environment for others. With my education, experience, and skills, I am confident that I can add value to any wine-related organization!

Experience



Sales & Marketing Representative Internship

Napa Valley College

Dec 2022 - May 2023 (6 months)

NVC Winery Estate

- Developing and managing marketing calendars, newsletters, monthly emails, and social media.
- Managing Wine Club Communications (Club Releases, Shipments, and Account Updates on Winedirect, Vinoshipper, Square)
- Responsible for managing campus events related to the Napa Valley College Winery Estate



Wine Specialist

Frog's Leap Winery

Mar 2022 - Jan 2023 (11 months)

- Extensive knowledge of International wines, vintages, and characters. As well as detailed knowledge of Frog's Leap House wines.
- In my discussions with guests, I provide information about the History and Sustainability practices behind Frog's Leap wine making styles.
- With guest, I provide information about Frog's Leap events and products during wine tastings. I also highlighted the benefits of wine clubs.



Concierge & Wine Educator

Foley Family Wines

May 2021 - Jan 2022 (9 months)

- Assisted with the daily organization and management of the reservation platform. (Tock)
- Assisted with reservations and winery information via telephone and email.
- Provided assistance with wine inventory, wine buffing, and maintaining the winery's appearance for guests.
- I operated and closed the winery on my own, managed reservations, inventory, wine club, hosted guests, and explained to them the background of Bill Foley and the Rutherford Appellation.



Summer Internship

Napa Valley Grapegrowers

Jun 2018 - Aug 2018 (3 months)

Field's of Opportunity - Summer Mentor Program

Wineries:

- Pine Ridge Winery, 5901 (Silverado Trail) / Gustavo Avina
- Walsh Vineyards Management, 1125 (Golden Gate Dr) / Rolando Sanchez
- Yount Mill Vineyards/Napa Wine Company / Sarah Meyer
- Silverado Farming Company, 390 (Taylor St)/ Arnulfo Solorio

Experiences:

Vineyard: learned various skills in vineyard management including (canopying, harvesting, graphing)
 Equipment: learned about and to recognize all of the equipment used in vineyard & winery operations
 Cellar: worked in the cellar and performed cleaning and sanitizing fermentation tanks
 Office: received comprehensive safety training

Education



Sonoma State University

Bachelor of Science - BS, Business Administration Concentration in Wine Business Strategy's

Aug 2023 - May 2025

- The French Language Wine Business Program



Napa Valley College

Associate of Science - AS, Business Administration, Management and Operations
 2022 - 2023



Napa Valley College

Associate of Science - AS, Wine Marketing & Sales
 2019 - 2022



Napa High School

GED

Aug 2016 - Jun 2019



California State Polytechnic University-Pomona

Jan 2024 - May 2024

Licenses & Certifications



Certificate of Achievement- Wine Marketing & Sales - Napa Valley College



Fundamentals of Digital Marketing - Google Digital Garage

SLMZGMVVF



Wines of Georgia Course - Napa Valley Wine Academy

73495414

Skills

Public Relations • Direct to Consumer Marketing • Knowledge Acquisition • Fostering inclusivity •
Account Management • Product Knowledge • Product Service • Negotiation • Office Administration •
Winemaking



City of St. Helena

CA-24-015

COMMISSION/COMMITTEE APPLICATION

Received Date: June 5, 2024

Application Type: Library Board of Trustees

NAME: Alexandra Haslip

ADDRESS: 1655 SYLVANER AVE,, SAINT HELENA, CA, 94574-2341

PHONE: 7073341113

ALTERNATIVE PHONE: 707-967-0876

EMAIL ADDRESS: ahaslip@comcast.net

LENGTH OF RESIDENCY: 50 years

EMPLOYER: private tech company

EMPLOYMENT STATUS: Retired

REASON FOR APPLYING: This is a re-apply. Already serving on Board. I & my family love the Library and would like to continue to serve it and the community.

EDUCATIONAL BACKGROUND: Graduate of UC-Berkeley in anthropology & archaeology

COMMUNITY INVOLVEMENT: SH Beautification Foundation, SH Public Schools Foundation, White Barn Board
.....

REFERENCE 1: Name:
Address: See previously submitted application
Phone Number(s):
Email:

REFERENCE 2: Name:
Address:
Phone Number(s):
Email:

REFERENCE 3: Name:
Address:
Phone Number(s):
Email:

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

yes

What is your understanding of the role and responsibility of this Commission?

Help keep the library a vibrant, welcoming place for the people of St.Helena. To help keep the budget on track and assist the staff in doing its wonderful work.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

Library Board 5 years ?

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Alexandra Haslip

May 6, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



City of St. Helena

CA-24-010

COMMISSION/COMMITTEE APPLICATION

Received Date: May 24, 2024

Application Type: Library Board of Trustees

NAME: Dana Johnson

ADDRESS: 2294 Boyson Lane, Saint Helena, CA, 94574

PHONE: 7077388942

EMAIL ADDRESS: danaelisejohnson@gmail.com

LENGTH OF RESIDENCY: Saint Helena

EMPLOYER: Nimbus Arts Board of Directors President

EMPLOYMENT STATUS: Other

REASON FOR APPLYING: I'm interested in supporting the mission of the St Helena Library and in finding ways to integrate the library with other community organizations and resources.

EDUCATIONAL BACKGROUND: I have a BS degree from Lewis and Clark College in a self-designed major of Community Arts. I also have an MLIS degree from the University of Washington School of Library and Information Science.

OTHER RELEVANT EXPERIENCE: I was a Librarian and Professor of Online Reference Services at Western Washington University from 1986-1989. I then worked for Bibliographic Retrieval Services (BRS) as a database designer from 1988 -1992 and then worked for Ovid Technologies as VP of Software Development from 1992-1998.

COMMUNITY INVOLVEMENT: I am the co-founder and Board President of Nimbus Arts, which will be celebrating its 20th anniversary next year.

REFERENCE 1: Name: Anne Cottrell
Address: 1752 Scott Street
Phone Number(s): 707-696-1166
Email: Anne.l.cottrell@gmail.com

REFERENCE 2: Name: Deb Claymon Boesch
Address: 1903 Vineyard Ave
Phone Number(s): 415-516-0070
Email: deborahclaymon@gmail.com

REFERENCE 3: Name: Stephanie Gamble
Address: 1801 Scott Street
Phone Number(s): 707-696-7140
Email: 707-696-7140

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

I have not.

What is your understanding of the role and responsibility of this Commission?

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

I understand that I need to work with my fellow commissioners to consider the range of challenges and responsibilities facing the library and provide advice, counsel and feedback in order to support and assist the library in moving forward with both the mission of the library and with integrating the library with other city services.

What would be your goal(s) as a Commissioner?

To provide advocacy and counsel that will strengthen and improve the library's capacity to engage and serve the St Helena community, especially during this time of leadership transition.
:

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

I do not, though I served briefly on an advisory committee assisting the city with considering the issues related to how to implement a real estate transfer tax.

Is there anything else you would like us to consider when reviewing your application?

I think it is important to have a person on the Board with a degree in Library Science.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Dana Johnson

May 24, 2024



City of St. Helena

CA-24-018

COMMISSION/COMMITTEE APPLICATION

Received Date: June 8, 2024

Application Type: Library Board of Trustees

NAME: Deborah Boeschen

ADDRESS: 1903 VINEYARD AVE, Saint Helena, CA, 94574

PHONE: 4155160070

EMAIL ADDRESS: deborahclaymon@gmail.com

LENGTH OF RESIDENCY: 18

EMPLOYER: Self

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: Continuing my service on the board

EDUCATIONAL BACKGROUND: MA Northwestern University
BA Stanford University
Yale Writer's Workshop

OTHER RELEVANT EXPERIENCE: 25+ years in journalism, media work and education

COMMUNITY INVOLVEMENT: Scholarship Chair, Napa Valley Community Foundation, 6 years
AVID tutor, RLS Middle School, 2 years
St. Helena Farmers Market to Food Pantry, Volunteer Coordinator, 4 years
Other significant community volunteership and leadership

REFERENCE 1: Name: Loraine Stuart
Address:
Phone Number(s):
Email: loraine.a.stuart@gmail.com

REFERENCE 2: Name: Jenny Ocon, UpValley Family Centers
Address:
Phone Number(s):
Email: jocon@upvalleyfamilycenters.org

REFERENCE 3: Name: John Harrington, teacher
Address:
Phone Number(s):
Email: johncharrington@comcast.net

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

Yes

What is your understanding of the role and responsibility of this Commission?

I am chair the sub-committee clarifying the roles and responsibilities of this commission. Our redefined vision is to advise and advocate for the St. Helena Library to the director of the library and the St. Helena City

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

Council, and for members to serve as positive ambassadors to the community on behalf of the library.

What would be your goal(s) as a Commissioner?

To revitalize this commission in a positive direction; to help in the transition with new organizational structure and new leadership at the library.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

Yes, I serve currently on this commission.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Deborah Claymon Boeschen

June 8, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



City of St. Helena

CA-24-021

COMMISSION/COMMITTEE APPLICATION

Received Date: June 9, 2024

Application Type: Library Board of Trustees

NAME: John ("Jack") Stuart

ADDRESS: 22 Crane Avenue, Saint Helena, CA, 94574

PHONE: (707) 260-5565

EMAIL ADDRESS: jstuartwine@gmail.com

LENGTH OF RESIDENCY: 41 years

EMPLOYMENT STATUS: Retired

REASON FOR APPLYING: To help sustain and improve the library, an important institution of our community. Little Saint Helena is fortunate to have its own library, and I'd like it to stay that way.

EDUCATIONAL BACKGROUND: Public schools in Saratoga, California; A.B. English, Stanford University, 1968; Graduate Masters Program, Enology & Viticulture, U.C. Davis, 1976-1978

OTHER RELEVANT EXPERIENCE: Friends & Foundation, Saint Helena Public Library (see below)

COMMUNITY INVOLVEMENT: Friends + Foundation, Saint Helena Public Library, member 2013-2019; Land Trust of Napa County, board and committee member 2006 to present; Napa Valley Vintners, board member

REFERENCE 1: Paul Dohring
1830 Spring Mountain Court
(707) 942-1298
pdohring@cityofstheleena.org

REFERENCE 2: Anna Chouteau
1100 Paulson Court
(707) 968-1865
achouteau@gmail.com

REFERENCE 3: Maria Criscione Stel
1115 Chiles Avenue
(707) 363-3002

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

Yes, a few times when I was on Friends & Foundation board

What is your understanding of the role and responsibility of this Commission?

To advise library leadership and the city council regarding the stewardship of the institution and to be ambassadors for the library in our community, and by specifically, to attend meetings, communicate regularly, engage in discussions and decisions, participate in projects or other work, and always keep our purpose in

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

mind.

What would be your goal(s) as a Commissioner?

To do the above with interest, imagination, reasoning and teamwork.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

Design Review Committee, 1980s; Revenue Task Force, 2015, Water Rates Task Force, 2016; Library, City Hall, and Recreation Task Force, 2019

Is there anything else you would like us to consider when reviewing your application?

Nope!

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

John ("Jack") Stuart

June 10, 2024



City of St. Helena

CA-24-009

COMMISSION/COMMITTEE APPLICATION

Received Date: May 22, 2024

Application Type: Library Board of Trustees

NAME: Michelle Deasy

ADDRESS: 702 McCorkle Avenue, St. Helena, CA, 94574

PHONE: 4155770915

EMAIL ADDRESS: michellecdeasy@gmail.com

LENGTH OF RESIDENCY: 5 years

EMPLOYER: QA Commons

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: I am applying for the opportunity to meaningfully support the educational, cultural, and social enrichment of all St. Helenans. I hope to contribute to equitable access to information and resources and foster a vibrant and inclusive environment in our town.

I love libraries. I chose my college, in part, due to the “feel” of the A.D. White Library. Earlier this year, when taking one of St. Helena’s U10 soccer teams to watch the Cal/Stanford game, we stopped in at the Doe Library (also one of the country’s most beautiful). I was struck by the looks of awe and fascination in our group of young boys. I see libraries serving as sanctuaries that offer boundless opportunities for learning, exploration, and connection - and can inspire hopes and dreams.

I am also very interested in “the future of public libraries,” which I believe lies in their evolution into dynamic community hubs that offer a wide range of services beyond traditional book lending. Already, we are seeing libraries transform into multifunctional spaces offering services and resources such as digital literacy training, maker spaces, and flexible meeting areas for collaboration and events.

EDUCATIONAL BACKGROUND: BS, Rural Sociology, Cornell University, 1994
MA, Demography, UC Berkeley 2003
Design Futures Training Certificate, Institute for the Future, 2019
Higher Education Teaching Certificate, Harvard BOK, 2024

OTHER RELEVANT EXPERIENCE: I have 25 years of experience in the non-profit, corporate, and higher education realms. (My resume is attached.) Currently, I lead a small, national nonprofit organization dedicated to ensuring today’s learners are prepared for the rapidly changing world of work. We work with colleges, universities, workforce programs, and carceral institutions to develop “employability” skills in their students.

COMMUNITY INVOLVEMENT: Employed by QA Commons (501c3)
Formerly employed by the RP Group (501c3)
Former Board Member, Mural Music & Arts Project (501c3)
Former Board Member, Presidio YMCA (501c3)

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

Former Board Member, South End Rowing Club (501c3)
Former Board Member, Cornell Track Association (501c3)

REFERENCE 1: Name: Doug Boesch
Address: 3242 Silverado Trail N
Phone Number(s): 707.815.6141
Email: doug@boeschvineyards.com

REFERENCE 2: Name: Matt Demchuk
Address: 1000 Brown St Apt 14
Phone Number(s): 707.975.7076
Email: matthew@demchuk.com

REFERENCE 3: Name: Kristen Knight
Address: 706 McCorkle Avenue
Phone Number(s): 707.290.3637
Email: kritknight@gmail.com

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

No. (I am sorry to have to answer no. I intended to attend on May 8th, but was sidelined with a short-term medical issue.)

What is your understanding of the role and responsibility of this Commission?

As per the statement on the city's website, the Library Board of Trustees' role and responsibility is to make and enforce all regulations for the library's administration, subject to approval by the City Council; purchase books and publications for the library; maintain inter-library lending; and establish conditions for nonresident lending; administer any trust created for the library; and receive and dispose of gifts and bequests.

I believe there may also be opportunities to advocate for library services within the community, collaborate with library staff on strategic planning, represent the interests of library patrons and stakeholders in decision-making processes, engage in community outreach initiatives, and serve as a liaison between the library board and other community organizations.

What would be your goal(s) as a Commissioner?

My goals would focus on advocating for equitable access to lifelong learning, empowering city residents to pursue their passions, explore new interests, acquire valuable skills, and improve their overall well-being.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

Parks & Recreation Commission, 2020 to 2024 (term ending 6/30/24)

Is there anything else you would like us to consider when reviewing your application?

I would be excited to meet and collaborate with fellow commissioners and other community stakeholders if selected. One of the things I have enjoyed most about serving on the Parks & Recreation Commission has been learning more about our community and hearing new perspectives on challenges and opportunities facing the city.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which

I have submitted this application.

☒ I AGREE

Michelle Deasy

May 23, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

MICHELLE DEASY

mcd1@cornell.edu | St. Helena, CA | 415.577.0915

Profile

Thoughtful leader with a breadth of experience in the non-profit and corporate realms. Specialties in education and workforce. Able to connect with high-level stakeholders. Passionate about issues of social equity.

Professional Experience

The Quality Assurance Commons (QA Commons) – Washington, DC / Remote May 2019 – present

Non-profit organization dedicated to ensuring today's students are prepared to succeed in the rapidly changing workforce by focusing on the topic of Employability Skills.

Executive Director (full-time, Jan 2024 - present)

- > Leading the organization's strategy, operations, project, and funding efforts.

Vice President (part-time, April 2021 - Dec 2023)

- > Developed and led Employability projects with universities, community colleges, and carceral institutions.
- > Invited to speak at conferences and webinars across the country and internationally.

Director, Operations & Planning (full-time, May 2019 - July 2021)

- > Brought services to market in two states, transitioned from a fiscally sponsored project of the National Center for Higher Education Management Systems (NCHEMS) to a 501(c)3, and began to scale nationally.
- > Managed a \$1.7 million grant from Lumina Foundation.

Clutch Social Strategy – St. Helena, CA / Remote

March 2021 – present

Principal

Strategy and operations for small- to mid-sized education and social impact organizations.

- > As a subcontractor to **WorkEd Consulting**, led a Labor Market & Career Pathways project for an Oregon community college and served as a qualitative researcher on a Regional Talent Pipeline Initiative for a Virginia workforce development board. Co-wrote a \$495,000 winning DOL Critical Jobs grant.
- > Provided guidance and implemented a strategy to secure funding to the **Go Green Initiative**. Wrote and co-wrote over \$1.2 million in winning grants from federal and philanthropic funders.
- > Led development for the **National Association for Media Literacy Education** and **KidNuz**.

The RP Group – San Rafael, CA / Remote

Sept 2016 – May 2019

Director, Organizational Strategy

Non-profit organization focusing on research for student equity-based policy and practice within the California Community Colleges. (Promoted from Corporate Secretary)

- > Re-shaped operations by championing the concept of in-house backoffice vs. outside management service provider. Proposed to board and executed, reducing annualized administrative costs by over 65%. Included implementation of new accounting, banking, HR, IT and legal infrastructure.
- > Built from scratch the RP Group's FY2017-18 budget of \$5.5m, collaborating with department directors. Accurate within 2%, allowing for informed decisions and investments.
- > Led the RP Group management team in a collaborative process of creating and monitoring key performance indicators, ensuring organizational goals were met and keeping the board abreast of progress.

Professional Experience, continued

Atlas Capital Advisors – San Francisco, CA Managing Director	Apr 2012 – Sept 2016
Merrill Lynch/Bank of America – San Francisco, CA Senior Financial Advisor	May 2006 – Apr 2012
Oracle Corporation – Redwood Shores, CA Account Representative; Direct Response Rep; Oracle OpenWorld Coordinator	Aug 1996 – Aug 1999

Board Leadership

Strategic planning, fundraising, policy & procedure, and special projects with mission-oriented organizations.

- > **City of St. Helena** – St. Helena, CA 2020 – present
Commission Chair, Parks & Recreation; Open Space, Equity, and Strategic Plan Committees
- > **Cornell Track Association** – Ithaca, NY 2012 – 2018
Executive Committee member; Secretary & Head of Nominating Committee
- > **Mural Music & Arts Project** – East Palo Alto, CA 2004 – 2015
Board of Directors; Treasurer
- > **South End Rowing Club** – San Francisco, CA 2011
Board of Directors; Swim Commissioner
- > **Presidio YMCA** – San Francisco, CA 2005 – 2010
Board of Directors

Formal Education

- > **University of California, Berkeley** – Berkeley, CA 2002 – 2003
M.A., Demography
Quantitative study of the causes and consequences of population change
Conducted original research using SPSS, R, S-Plus and other statistical computing packages
- > **Cornell University** – Ithaca, NY 1990 – 1994
B.S. with Honors, Rural Sociology (now Global Development)
Concentration in Social Indicators, Data Management and Analysis
Dean's List, Alpha Kappa Delta International Honor Society

Continuing Education

- > **Harvard BOK Center for Teaching & Learning** – Boston, MA / Remote Feb 2024
Higher Education Teaching Certificate
- > **Institute for the Future** Dec 2019
Design Futures Certificate



City of St. Helena

CA-24-027

COMMISSION/COMMITTEE APPLICATION

Received Date: June 15, 2024

Application Type: Parks and Recreation Commission

NAME: Cheryl Rainville

ADDRESS: 1734 Vineyard Avenue, Saint Helena, CA, 94574

PHONE: 707-318-3984

EMAIL ADDRESS: casanrain@gmail.com

LENGTH OF RESIDENCY: 16 years

EMPLOYER: Napa Valley Unified School District

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: I would like to be more involved in my community.

EDUCATIONAL BACKGROUND: Sonoma State University 2001 Bachelors Degree - Liberal Arts
Sonoma State University 2003 Teaching Credential Program
Touro University 2015 Masters Degree - Educational Technology

COMMUNITY INVOLVEMENT: I have been a volunteer Coach for Girls on the Run for 4 seasons.
I happily serve on jury duty when served.

REFERENCE 1: Name: Michelle Murre
Address: 613 Harvest Lane, Saint Helena
Phone Number(s): (917) 664-3333
Email: Sassymichelle@gmail.com

REFERENCE 2: Name: Claudia Schmidt
Address: 1939 Vineyard Avenue, Saint Helena
Phone Number(s): (707) 480-9571
Email: claudia@claudiaschmidtlandscaped

REFERENCE 3: Name: Michele Michell
Address: 1662 Adams Street, Saint Helena
Phone Number(s): (917) 494-9762
Email: michele.mitchell@filmat11.tv

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

No but I have attended many other commission meetings in my life time.

What is your understanding of the role and responsibility of this Commission?

My understanding is to attend all meetings, listen, participate, and make unbiased comments and votes during the meetings. I am to notify the committee if there is any conflicts of interest immediately.

What would be your goal(s) as a Commissioner?

My goal is to hear what our community wants and needs, then determine the best routes to accommodate them within reason and budget.

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

no

Is there anything else you would like us to consider when reviewing your application?

I am a homeowner in Saint Helena and have been living here for 16 years. I am vested in this community because I will be living here for 20+ more years.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Cheryl Rainville

June 15, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



City of St. Helena

CA-24-016

COMMISSION/COMMITTEE APPLICATION

Received Date: June 7, 2024

Application Type: Parks and Recreation Commission

NAME: Christopher Smith

ADDRESS: 1171 Starr Avenue, Saint Helena, California, 94574

PHONE: 4156027759

EMAIL ADDRESS: christopher.smith777@gmail.com

LENGTH OF RESIDENCY: Saint Helena

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: I love living in Saint Helena and would like to contribute to keeping it a fun, lively, and healthy environment.

EDUCATIONAL BACKGROUND: BS - Hotel Management
MBA - Entrepreneurial Studies and Health care administration

OTHER RELEVANT EXPERIENCE: Assisted neighbors and city in getting the pickleball courts built.

COMMUNITY INVOLVEMENT: Extensive work in the non-profit sector of providing health care housing to children and adults dealing with life threatening illnesses.

REFERENCE 1: Name: Jim Anderson
Address: 1775 Scott Street - Saint Helena
Phone Number(s): 707 363 4440
Email: jimanderson4@me.com

REFERENCE 2: Name: Elaine Lund
Address: 1166 Hudson Ave - Saint Helena
Phone Number(s): 415 726 8500
Email: echanlund@yahoo.com

REFERENCE 3: Name: Michelle Deasy
Address: 702 McCorkle - Saint Helena
Phone Number(s): 415 577 0915
Email: michellecdeasy@gmail.com

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

Yes

What is your understanding of the role and responsibility of this Commission?

Aid and assist with strategic vision, gaining community input, and actively participating in tasks to help the city employees when necessary.

What would be your goal(s) as a Commissioner?

Beautify the parks, foster and further develop the robust activities offered by Park and Rec. - Ensure the community has clean, safe, fun and beautiful parks to enjoy and meet other neighbors. Support park and

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

rec's efforts offering activities for all ages.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

no

Is there anything else you would like us to consider when reviewing your application?

I'm a passionate, friendly, motivated individual who truly values and works towards creating community.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Christopher Smith

June 7, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



City of St. Helena

CA-24-012

COMMISSION/COMMITTEE APPLICATION

Received Date: June 2, 2024

Application Type: Parks and Recreation Commission

NAME: Denise Nelson

ADDRESS: 59 Laguna Seca Court, Saint Helena, CA, 94574

PHONE: 16503463490

EMAIL ADDRESS: denisenelson10@comcast.net

LENGTH OF RESIDENCY: 2 years

EMPLOYER: self

EMPLOYMENT STATUS: Part-time

REASON FOR APPLYING: To have a positive impact on my community through service

EDUCATIONAL BACKGROUND: Carlmont 1975, various business courses and vocational classes on an ongoing basis

OTHER RELEVANT EXPERIENCE: Please see attached resume

COMMUNITY INVOLVEMENT: An active member of the Yountville Kiwanis with a goal of fundraising for scholarships

REFERENCE 1: Name: Ann Nevero
Address: 58 Laguna Seca CT
Phone Number(s): 4083945926
Email: Ann@nieman.org

REFERENCE 2: Name: Mary West
Address: 3 Laguna Seca CT
Phone Number(s): 7072277127
Email: artsy101@comcast

REFERENCE 3: Name: Maryam Malek
Address: 1025 Crinella CT
Phone Number(s): 4159992293
Email: QBMIMSF@gmail.com

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

No

What is your understanding of the role and responsibility of this Commission?

To act as a citizen advisory committee regarding programs, services, facilities, and development

What would be your goal(s) as a Commissioner?

I believe Park & Rec is vital in our city, for not just the infrastructure provided, but in its capacity to keep the residents connected in a positive manner through programs and events. My goal is to provide my time, experience, and ideas to help facilitate that to some small degree.

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

No

Is there anything else you would like us to consider when reviewing your application?

Please see attached letter of reference

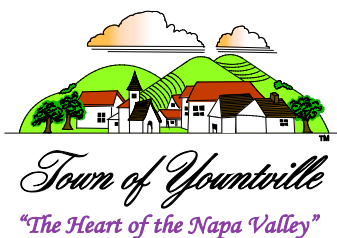
I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Denise Nelson

June 2, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



May 29, 2024

To Whom it May Concern,

I am writing to recommend Denise Nelson for a position on your Parks and Recreation Commission. Denise has been teaching various arts and crafts classes for us for over 6 years. Denise has also volunteered in various capacities with the Town as well including during the Yountville Days Parade, Egg Hunt, Halloween Carnival and more. Denise not only teaches classes but provides an environment for participants to get to know each other and form long lasting bonds that benefit their lives outside of class time.

My direct experience working with Denise in various capacities has been that she is helpful, shares ideas, is friendly and fun to be around. Denise is well versed in what it takes to offer inclusive and interesting parks and programming for communities. I believe she would be an asset on the St. Helena Parks and Recreation Commission Board.

Denise's unique talents, interests and her clear love for her "new" home city of St. Helena would make her a great fit on your board. Yountville's loss is St. Helena's gain!

Please feel free to reach out with any questions.

Sincerely,

Samantha Holland
Parks and Recreation Director

Denise Nelson

59 Laguna Seca Court
Saint Helena, Ca 94574
650-346-3490
DeniseNelson10@comcast.net

Profile

Productive team member with a demonstrated ability to individually succeed. Strong communication and supervisory skills with an emphasis on performance management, coaching, training, customer service, and sales.

Experience

Independent Contractor 2018 - Present

Conducting weekly classes for the Yountville Park and Recreation program with an emphasis on community connection as well the skills taught.

Self Employed/Social Media Influencer/Affiliate 8/2015 - 2020

Conducted workshops for arts as a contracted teacher at various locations in the Bay Area contracting direct with brick and mortar studios. Created and managed 2 private social media groups of 160,000+ members for selling and support of font and graphic design license. With a working knowledge of FTC guidelines for social media, managed engagement and brand awareness for increased sales, maintained day to day social media marketing.

General Manager/Buyer, Perfect Edge Cutlery, San Mateo, 5/2011 - 7/2015

Responsible for the hiring, training, and development of staff. Accountable for daily planning, directing, accounting of retail outlet POS system. Responsible for product procurement, pricing negotiations and purchasing analysis. Directly responsible for written marketing material, ads, promotional flyers. As GM, oversee all guest relations, dealing with in store customers, contractors, wholesalers, and mobile units, as well as overseeing back office functions such as billing, reporting. Successfully implemented events for community exposure and sales.

Columnist, San Mateo Patch/AOL, San Mateo, 4/2011 - 12/2013

Author of the paid weekly column "My San Mateo" published Mondays via AOL & San Mateo Patch exploring local issues or events in the community.

Owner, The Perfect Ten, San Mateo, CA 1991-2010

Responsible for the development and maintenance of a strong client base through effective marketing, customer service, and community education. Accountable for all product procurement, price point analysis, merchandising, and sales success. Successful supervision of three independent contractors including sub-lease negotiations, training, and performance management. Responsible for all tax preparation and licensing requirements for state, federal, city, and health agencies.

Credit Supervisor, Provident Central Credit Union, Burlingame, CA 1983-1991

Responsible for the hiring, training, development, and supervision of staff of 24 within the Consumer Lending Division and Loan Call Center Departments. Coordinated the daily operations of consumer lending from loan sales through credit analysis and student loan servicing. Developed, implemented and monitored operating procedures for the centralization of consumer lending. Developed and administered a comprehensive training guide for departmental procedures including lending regulations and laws, judgmental credit analysis, auto leasing, California Student Loans, system interpretation and use. Prepared and managed administrative reporting including performance appraisals, federal reporting. Initiated and conducted training workshops in lending and related products. Responsible for credit granting of loans over the credit limits of staff loan officers.

Community Service

As Director/President of the 25th Avenue Merchant's Association successfully implemented a committee structure for goal attainment. Was responsible for written publications, marketing ads, interfacing with the City of San Mateo. Coordinated the homeless jobs program for 25th Avenue. Currently a member of the Yountville Kiwanis.



City of St. Helena

CA-24-014

COMMISSION/COMMITTEE APPLICATION

Received Date: June 5, 2024

Application Type: Parks and Recreation Commission

NAME: Donna Hinds

ADDRESS: 1106 Chiles Ave, Saint Helena, CA, 94574

PHONE: 7077994844

EMAIL ADDRESS: donna@donnahinds.com

LENGTH OF RESIDENCY: 8 years

EMPLOYER: Coldwell Banker Brokers of the Valley

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: I love Saint Helena and want to do my part to make the town the best it can be. I have served on Parks and Recreation previously and really enjoyed working on this committee.

EDUCATIONAL BACKGROUND: University of Texas, BBA, University of Houston J.D.

OTHER RELEVANT EXPERIENCE: I have worked on various boards and committees included the St. Helena Parks and Rec Commission; I am very organized; Completed Napa Valley Master Gardeners Program

COMMUNITY INVOLVEMENT: St. Helena Ad Hoc Revenue Task Force, St. Helena Active Transportation Commission, St. Helena Parks and Recreation Commission, St Helena Chamber of Commerce Committees and current member, Various school committees when my children were young, former HOA President of Magnolia Oaks

REFERENCE 1: Name: Jim Anderson
Address: 1775 Scott St
Phone Number(s): 707-363-4440
Email: jim@cypress-grp.com

REFERENCE 2: Name: Jeff Green
Address: 2000 Howell Mountain Rd
Phone Number(s):
Email: jgreen@stifel.com

REFERENCE 3: Name: Oliver Caldwell
Address: 235 Crane Ave
Phone Number(s): 415-999-9272
Email: oliver@caldwellsnyder.com

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

Yes, many

What is your understanding of the role and responsibility of this Commission?

Evaluate, discuss and make recommendations regarding park facilities and recreational events and activities.

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

I served on the Active Transportation Commission (2014-2017); I served on the Parks and Recreation Commission (2016-2017) (Served as Vice Chair); Chair of the St Helena Ad Hoc Revenue Task Force (2016)

Is there anything else you would like us to consider when reviewing your application?

See Attached Resume

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Donna Hinds

June 5, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION



Donna Hinds * Broker Associate

Donna Hinds is dedicated to giving her clients personalized attention and professionalism throughout the entire process of buying or selling properties. Having practiced law (including real estate law) for over 15 years, together with her business background and residential construction/development business, Donna has skills and experience that will benefit clients in various phases of their transactions. Donna is passionate about real estate and studies the market constantly to maintain knowledge of current listings and market conditions. Donna's negotiating skills, knowledge of the market, strong work ethic and dedication will ensure that your transaction is smooth and successful. Donna is also a licensed real estate Broker.

AWARDS: (top selling awards yearly since 2017)

2022-23 • President's International Premier: Top 1% of Coldwell Banker agents worldwide
 2021 • President's Elite Award; Top 3% of Coldwell Banker agents worldwide
 2020 • International President's Circle Award; Top producing 6% of Coldwell Banker agents worldwide

COMMUNITY INVOLVEMENT:

- Vice Chair of Parks and Recreation Commission of the City of Saint Helena; (2016 - 2019)
- Member of Active Transportation Commission of the City of Saint Helena; (2014 - 2017)
- Member of the Saint Helena Renaissance Foundation; (2014 - 2016)
- Master Gardener of Napa County; (2014 - 2019)
- Member of the Active Transportation Commission of the County of Napa; (2014 - 2016)
- Meadowood ladies tennis team; (2014 - 2018)
- Crane Park Bocce League; (2014 - current)
- Yountville Bocce League; (2021- current)
- Savvy Saints Investment Club; (2016 - current)
- Saint Helena Book Club; (2019 - current)
- Chair of the Ad Hoc Revenue Task Force for the City of Saint Helena; (2016)
- Numerous school, social club and professional committees (2000-2014)

EDUCATION:

1982 Bachelor of Business Administration – University of Texas
 1986 Doctor of Jurisprudence – University of Houston

PERSONAL:

Donna's hobbies include gardening, home decorating/remodeling, cooking, bocce, yoga, cycling and reading.

Donna Hinds • www.donnahinds.com • 707-799-4844 • donna@donnahinds.com



City of St. Helena

CA-24-023

COMMISSION/COMMITTEE APPLICATION

Received Date: June 10, 2024

Application Type: Planning Commission

NAME: Sue Furdek

ADDRESS: 1861 Spring Mountain Road, Saint Helena, CA, 94574

PHONE: 707-738-9330

EMAIL ADDRESS: sue@eonianwines.com

LENGTH OF RESIDENCY: Saint Helena

EMPLOYMENT STATUS: Retired

REASON FOR APPLYING: To make a meaningful contribution to my community by using my leadership, communication, consensus building, problem solving, and analytical skills.

EDUCATIONAL BACKGROUND: 1983-1985: San Francisco State University: Bachelor of Science in Business, Marketing, Magna Cum Laude
1980-83: University of California, Santa Barbara; Major in Economics, Minor in Communications, Varsity Soccer Team

OTHER RELEVANT EXPERIENCE: I've spent my entire career as a marketing, communications, and business development professional in leadership roles in fast-paced industries and companies both very large (international) and smaller (family owned, including with Warren Winiarski at Stag's Leap Wine Cellars. I mention that only because we all just learned of this legendary man's passing.) I am skilled at analyzing a lot of data or a complex situation, I excel at problem solving and finding win-win solutions whenever possible, while being respectful and considering many points of view.

COMMUNITY INVOLVEMENT: St Helena Community Academy - Class 1, 2023
St Helena Transfer Tax Citizens Committee, 2024
Citizens for Yes on Measure (charter city) and (RPTT), Chair, 2024
Nimbus Arts Board of Directors, Secretary, Since March 2019
Nimbus Arts Sponsorship Committee Chair since 2018
Nimbus Arts Live Auction Committee Chair since 2023

REFERENCE 1: Name: Grace Kistner
Address: San Juan Court, St Helena CA
Phone Number(s): 707-799-7095
Email: gdkistner@comcast.net

REFERENCE 2: Name: Dana Johnson
Address: 2294 Boysen Lane, St Helena CA
Phone Number(s): 707-738-8942
Email: danaelisejohnson@gmail.com

REFERENCE 3: Name: Oliver Caldwell
Address: 235 South Crane Ave, St Helena CA
Phone Number(s): 415-999-9272

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

Email: oliver@caldwellsnyder.com

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying?

No. I have had no personal business before the commission but I do follow many of the issues before it by watching videos of select meetings or reading articles in the Star.

What is your understanding of the role and responsibility of this Commission?

To decide on land-use and development issues important to the future and well-being of the community. The ability to analyze challenging issues and resolve difficult situations.

What would be your goal(s) as a Commissioner?

To be respected by the community as a good listener and problem solver. Someone who is fair-minded and can clearly explain why I've arrived at a decision.

Have you previously served, or do you currently serve, on a St. Helena Commission or Committee? If yes, which one(s) and for what period of time?

St Helena Transfer Tax Citizens Committee, 2024 (past)
Citizens for Yes on Measure (charter city) and (RPTT), Chair, 2024 (current)

Is there anything else you would like us to consider when reviewing your application?

It would be an honor and privilege to be of service to my community :)

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.

☒ I AGREE

Sue Furdek

June 10, 2024

THIS DOCUMENT AND ALL ATTACHMENTS ARE AVAILABLE FOR PUBLIC INSPECTION

SUE FURDEK

1861 Spring Mountain Road, St. Helena, CA 94574

(c) 707-738-9330 | sue@eonianwines.com

SUMMARY A passionate, strategic, and creative marketing, ecommerce, communications, and business development professional with a successful track record for developing new brands and reviving old ones.

Qualifications include: P&L responsibility / budget development and tracking / strategic planning / brand positioning, messaging, and voice / brand identity development / marketing and public relations long term plan development, analysis & execution / new product development / packaging design and development / website design and content development / channel and pricing strategies / trade, press and collector relations / wholesale and direct-to-consumer program development / copywriting / collateral development / event production and management / partnership development / project management / brand ambassadorship / corporate and brand spokesperson / internal and external brand champion.

EXPERIENCE

3/2018-12/2023 Keto-Mojo (Napa, CA)

Startup in the health and wellness space which took on big pharma and became the #1 blood glucose and ketone meter in the US within its first two years.

Director of Ecommerce & Marketing

Reporting to the Founder, responsible for all ecommerce platforms, sales, marketing, market expansions, and content development.

- Created four Shopify ecommerce platforms to serve sales in 30 countries.
- Developed robust Wordpress content site with over 1000 pages of content including hundreds of recipes developed by our proprietary culinary team.

1/2016-2/2018 STUDIO 4forty (St. Helena, CA)

The fastest growing event fundraising group in the U.S., with two event concepts: Wine Women & Shoes and Farm to Table(aux)

Director of Marketing & Business Development

Reporting to the President and Founder, responsible for sales, marketing, and public relations.

- Sold 10 new events to nonprofits in 2016 (above goal). Developed all new sales materials and analytics.
- Led and managed the development and launch of a new company name/identity and second event series.
- Managed the development of 3 new website, wrote all the copy for two.
- Launched a PR campaign: hired and managed PR consultant
- Updated and developed all marketing and sales materials for nonprofit, winery, and corporate sponsorship partners.

11/2014-5/2015 Clos Du Val (Napa, CA)

An iconic Napa Valley winery estate which gained recognition at the famed Judgment of Paris Tasting in 1976. Family-owned, with 350 acres of estate vineyards.

Director of Marketing

Reporting to the President and CEO, responsible for marketing and public relations strategy, plan development, and execution at a time of critical change to revitalize the business. Managed PR agency, numerous creative consultants, and one employee.

- Realigned products, portfolio architecture, and pricing to maximize brand equity and profitability for future brand repositioning and relaunch.
- Created new branding and wine club material establishing a new, more sophisticated look and feel for the brand.
- Redesigned packaging for the top tier wine and created new packaging for DTC only wines.
- Created library wine program and policies including inventory management, release schedule, and pricing.
- Pitched and placed community-oriented feature story in the Napa Valley Register to build the winery's local profile.
- Oversaw winery relationship with trade organizations: NVVA, Stags Leap Winegrowers, Carneros Wine Alliance.

8/2013- 11/2014 Jackson Family Wines (Oakville, CA)

Family -owned and ranked among the top 10 US wine companies, with over 30 wineries in California, France, Chile, Italy and Australia.

Sr. Marketing Manager, Artisan Brands

Cardinale, Lokoya, La Jota, Mt. Brave, Galerie

Responsible for brand plan development and execution, supporting growth in all channels (3-tier, DTC, and international) on brands ranging in price point from \$30-\$350. Managed a creative agency and one employee.

- Shipments up 65%, depletions up 62% across brands in my first fiscal year.
- Cardinale: Rolled out new brand identify in collateral, web, DTC. Developed partnership with luxury travel club Inspirato.

Sue Furdek, page 2

- Lokoya: Created all new brand material and style guide. Developed partnership with luxury brand Swiss watchmaker Ulysses Nardin.
- La Jota: Developed all new collateral, brand standards and style guide. Created successful on-premise waistaff trade incentive program in key markets utilizing library wine inventory.
- Mt. Brave: Developed high-end on-premise by-the-glass pour plan for sales utilizing Coravin wine systems. Developed and launched social media campaign.
- Galerie: Designed packaging and launch materials/plan for new Cabernet products.

2012 - 2020

EONIAN Wines (St. Helena, CA)**Proprietor**

Co-founded a small boutique Napa Valley wine brand with my husband Wayne Donaldson - a well-known and highly regarded winemaker in the US and Australia - to capture the love of two countries and the grape varieties that brought them fame. EONIAN is a blend of Napa Valley Syrah and Cabernet Sauvignon.

9/2007- 11/2012 **STE. MICHELLE WINE ESTATES (Napa, CA)**

One of the top 10 premium wine companies in the U.S. with estates in Washington, Oregon and California.

Director of Marketing, CA Brands

Stag's Leap Wine Cellars, Conn Creek Winery, Antica Napa Valley, Hawk Crest, Villa Mt. Eden

Reporting to VP Marketing, led portfolio and brand strategy and managed profitability for brands spanning super-premium to ultra-luxury price points with volumes up to 120,000 cases. Responsible for brand building, new product development and launch, channel strategy, allocations, pricing, packaging, collateral & POS development, consumer & trade promotion, website redesigns, direct to consumer and digital initiatives, strategic partnerships, and research. Supervised one Brand Manager.

- Stag's Leap Wine Cellars: Restored image and business vitality to venerable but dusty Napa Valley brand resulting in a 48% increase in volume and 22% increase in profitability. Developed new product tier resulting in highly successful launch with annual sales of 10,000 cases and product selling out in the first year.
- Conn Creek Winery: Comprehensive brand repositioning, packaging, and pricing overhaul that breathed new energy and sales velocity into declining brand. Grew volume 73%. Created revolutionary AVA Barrel Blending Room & Experience which won the "Innovative Wine Tourism Experience" award in 2011 from the Great Wine Capitals Global Network.
- Villa Mt. Eden: Comprehensive brand repositioning, packaging, and pricing overhaul to eliminate portfolio redundancies. Was still being rolled out in 2012.
- Antica Napa Valley: Took nascent luxury wine brand in crowded Napa Cabernet competitive set from 1,400 cases in 2007 to 6,700 cases.

12/2005- 9/2007 **STAG'S LEAP WINE CELLARS - (Napa, CA)**

World renowned winery recognized for Cabernet Sauvignon and for bringing international recognition to California winemaking and the Napa Valley when it won the now legendary 1976 Paris Tasting.

Director of Marketing & Communications

Reporting to owner and proprietor, responsible for corporate and brand marketing, packaging, collateral & POS, promotion, new product development, corporate communications, media relations, and consumer and trade events. Supervised a Marketing & Communications Coordinator and Creative Services Manager.

- Enhanced company-wide branding and communications materials.
- Capitalized on 30th anniversary of the Paris Tasting to secure cover and feature articles in prestigious publications including San Francisco Chronicle, LA Times, Decanter Magazine, as well as coverage in TV, radio, and documentaries.
- Developed wine collector initiatives and managed relationships resulting in record prices paid for the winery's Premiere Napa Valley and Auction Napa Valley auction lots.

12/2000-11/2005 **DOMAINE CHANDON, INC - (Yountville, CA)**

Napa Valley's leading producer of sparkling wine and one of the most highly visited destinations in Napa Valley. Owned by LVMH—the world's leading luxury goods company.

Director, Public & Community Relations

Reporting to VP Marketing, responsible for media relations, corporate communications, company branding and messaging, consumer events, sponsorships, and PR agency relationships for promoting sparkling and varietal wine brands, the Visitor Center, and the Restaurant to consumers and the trade. Supervised a PR Manager. Hired and managed public relations agency.

- Achieved highest-ever press coverage in the consecutive years of 2003 and 2004, delivering over \$1.4 million in advertising equivalency each year. Secured placements in high profile lifestyle publications including Gourmet, Food & Wine, Bon Appetit, In Style, and Sunset magazine as well as national TV and local TV and radio.
- A key member of the marketing team that revamped brand strategy and consumer marketing programs for Chandon sparkling wines which resulted in consecutive years of double-digit sales growth in 2003 and 2004, outpacing the category.

Sue Furdek, page 3

- Initiated first-ever comprehensive PR plans for the Restaurant at Domaine Chandon resulting in the chef being named a San Francisco Chronicle's Rising Star Chef in 2005.
- Developed new company-wide messaging points and led extensive media training with executive team and winemaking spokespersons.
- Conducted multi-market press tour for launch of Domaine Chandon varietal wine brand.

6/1999-9/2000 WINESHOPPER.COM (San Francisco & Napa, CA)

E-commerce startup backed by \$46 million in funding from Amazon.com and Kleiner Perkins Caufield & Byers (eventually became wine.com).

Director of Advertising & Promotion

Reporting to VP Marketing, developed and managed the second largest budget in the company. Responsible for establishing and developing the brand look, feel, and personality across all advertising, promotions, events, and collateral material to multiple channels including consumers, producers, wholesalers, retailers, and regulators. Managed staff of three. Hired and managed advertising, design, and research agencies.

- Developed brand logo, letterhead system, shipping box, gift box, trade advertising campaign, consumer advertising campaign, event booth, premiums, and collateral (brochures, newsletters, etc.)
- Set advertising and media plan objectives and strategies. Managed the development and execution of a multi-million dollar advertising campaign to consumers and trade.
- Managed the design and development of all research including an ongoing national Attitude & Usage study.
- Established an events and promotions department. Set the strategic direction for participation in events. Managed the design and development of an event booth and event booth materials.
- Negotiated strategic corporate partnerships (alongside business development and editorial) with Food & Wine, The New York Times Group, Wine & Spirits, among others.
- Developed business systems for the marketing department. Worked cross functionally to identify and develop business requirements for site features and functionality.

7/1997-6/1999 DETAILS MAGAZINE – CONDÉ NAST PUBLICATIONS (San Francisco, CA)

A men's lifestyle magazine by one of the country's largest and privately held publishing companies.

Northwest Advertising Manager

Reporting to the Publisher, responsible for managing, developing, and growing the Northwest territory by establishing key industry relationships, customizing promotional programs, preparing all presentation materials, analyzing research data and developing research tools.

- Grew revenue by 69% to make it the second largest territory (next to New York) in the country.
- Named *Sales Person of the Year* in 1998. Earned awards for *Best Save* and *Most Up*.
- Key new business wins in technology, apparel, and spirits categories including Microsoft, Dockers, and Skyy Vodka.

5/1996-7/1997 HARPER'S MAGAZINE (San Francisco, CA)

One of the country's oldest magazines with coverage of politics, culture, and literature.

West Coast Advertising Manager

Reporting to the Publisher, responsible for managing, developing, and growing the West Coast region by finding creative ways to overcome the magazine's small circulation and lack of syndicated research.

- Grew revenue over 25% versus the previous year.
- Grew billings against current accounts by 50%.
- Developed category presentations for the national sales force. Designed and developed media kit materials. Helped establish research tools.

11/85-5/96 HAL RINEY & PARTNERS (San Francisco, CA)

One of the largest independently owned advertising agencies on the West Coast with offices in San Francisco, Chicago, New York.

Vice President, Associate Media Director

Reporting to Sr. VP, Media Director, responsible for the strategic direction and management of clients' advertising and media strategies, media plans, testing, tracking, and research needs. Led, trained, and supervised teams of planners in the development, presentation, and implementation of national and regional media plans and promotional programs with budgets up to \$30 million.

- Media Futures task force member: identifying and recommending strategies for emerging media.
- Frequent guest speaker at client seminars and conferences.
- Developed the agency's first media training program and manual.
- Managed a staff of up to 11 team members.
- Promoted from starting position as Assistant Media Planner.

Key clients included: Saturn Cars (General Motors), Clinique, Alamo Rent A Car, Stroh Brewery, Swanson Frozen Foods, TCI (Telecommunications Inc), Security Pacific Bank, Gallo (Bartles & Jaymes), PBS, Spectrum Foods (Restaurant Group).

Sue Furdek, page 4

EDUCATION

San Francisco State University

- **B.S. Business, Marketing, Magna Cum Laude** (1983-1985)

University of California, Santa Barbara

- Majored in Economics, minor in Communications (1980-1983)
- Varsity Soccer Team

VOLUNTEERING

Nimbus Arts Board Secretary (Mar 2019 – present)

- Napa Valley Community Arts Nonprofit

The Ketogenic Foundation Board Member (Sept 2018 - Jul 2023)

- Public charity dedicated to fostering ketogenic education and clinical research.