

NAPA VALLEY TOURISM CORPORATION

BOARD OF DIRECTORS MEETING

Napa County Administration Building, 3rd Floor
1195 3rd St, Napa, CA 94559

Thursday, June 25, 2026

8:30am – 11:00am

It is the policy of the Napa Valley Tourism Corporation to fully comply with the anti-trust laws of the United States and the State of California. This applies to all Directors, employees and partners convened at any meeting or corporate function. A full list of anti-trust policies is on file with the Corporation at 1001 Second St., Ste. 330, Napa, CA 94559

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| 1. Call to Order | Brooks, Vice Chair | |
| 2. Public Comment: | | |
| In this time period, anyone may address the Board regarding any subject over which they have jurisdiction, but which is not on today's posted agenda. In order to provide all interested parties with an opportunity to speak, time limitations shall be at the discretion of the chair. As required by Government Code, no action or discussion will be undertaken on any item raised during the comment period. | | |
| 3. Welcome, Introductions | Brooks | |
| 4. Review & Approval of NVTC April 30, 2026, Minutes | Brooks | Recommend Approval |
| 5. Governance | Brooks | |
| a. Update on RFP for Independent Administrator Role | | |
| 6. Finance | Coleman | |
| a. Review & Approval of NVTC FY26 March-April Financials | | Recommend Approval |
| b. Review & Approval of NVTC FY27 Budget | | Recommend Approval |
| c. Review of VNV FY26 March-April Financials | | |
| d. Review of VNV FY27 Budget | | |
| 7. VNV CEO Report | Gallagher | |
| 8. Business Planning Cycle | Gallagher, Poppen | |
| a. VNV FY27 Annual Plan | | |
| b. Long Range Plan Update | | |
| 9. VNV Department Reports | Gallagher, Poppen | |
| a. Destination Marketing Paid Media Update | Amanda Moul
The Shipyard Agency | |
| 10. Local TID Reports | Jurisdiction Reps | |
| 11. New Business | Brooks | |
| 12. Adjourn | Brooks | |
| 13. Next Meeting: Thursday, November 5th, 2026, 9:00am | | |

BROWN ACT: Government Code 54950 (The Brown Act) requires that all materials relating to an agenda item for an open session of a regular meeting of the Napa Valley Tourism Corporation Board of Directors, which are provided to a majority or all of the members of the Committee by Committee members, staff or the public with 72 hours of but prior to the meeting, will be available for public inspection on or after at the time of such distribution, in between the hours of 9:00 a.m. and 5:00 p.m., except for County holidays. Materials distributed to a majority of all the members of the Committee at the meeting will be available for public inspection at the public meeting if prepared by the members of the Committee or Committee staff and after the public meeting if prepared by some other person. Availability of materials related to agenda items for public inspection does not include materials which are exempt from public disclosure under Government Code sections 6253.5, 6254, 6254.3, 6254.7, 6254.15, 6254.16. or 6254.22.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (three minutes maximum per person, subject to adjustment at the discretion of the Board Chair) on items listed on the agenda when they are called. Comments from large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

In compliance with the Americans with Disabilities Act, a person requiring an accommodation, auxiliary aid, or service to participate in this meeting should contact (707) 226-5813 or Linsey Gallagher (linsey@visitnapavalley.com), as far in advance as possible, but no later than 72 hours prior to the meeting. Best efforts to fulfill the request will be made. Assistive listening devices, translators and sign language interpreters will be made available if requested prior to the meeting. To request a translator, interpreter or any reasonable accommodation that may be necessary to participate in the meeting, please contact (707) 226-5813 or linsey@visitnapavalley.com at least 72 hours prior to the meeting.