

The draft Strategic Plan documents and notes from the retreat held in February are posted online. Do you have any feedback, questions or comments from these reports?

- I feel that the vision statement does not really address residents who really live here.
- While I was not able to attend the meetings, it seems the minutes are very comprehensive and establishes a clear direction. Although they captured every comment, thought and emotion, the minutes could be distilled down to a couple of pages as there seems to be a repetitive theme throughout.

The Town Council has worked extensively to define six critical factors for success. They are:

1. Exceptional Town Services and Staff: The Town supports its talented staff who deliver high quality municipal programs and services while maintaining public infrastructure for the benefit of the community.

2. Engaged Residents: The Town embraces our residents' commitment to community as seen through volunteerism, civic engagement and public participation that enhances the quality of life in Yountville.

3. Visionary Leadership: The Town's leadership maintains an open minded, forward-thinking decision-making process. We value engagement and participation from all members of the community as we work together to create policies and plan for the future

4. Responsible Fiscal Policy: The Town maintains its fiscal health through policies designed to maximize economic opportunities, manage expenses and ensure prudent reserves

5. Premier Destination: The Town values its rich history, natural environment, culinary excellence, arts and culture, and distinguished businesses that make our home a premier destination

6. Quality Amenities: Enhancing the livability of Yountville by providing well-maintained parks, trails and facilities, and quality programs and events which contribute to our unique sense of place.

What do you think of the 6 critical success factors? Did the Council get them right? Do you have any comments or suggestions?

- I would not have labeled them in this way--too sterile and PR oriented. Engages Residents: Valued and Engaged Resident Partners Visionary Leadership: Forward Thinking, Sensitive and Responsive Leadership Premier Destination: Vibrant, Active, Attractive and Welcoming Community Quality Amenities: Beautiful Surroundings enhanced by Creative and Thoughtful Actions
- If the Council is committed to keeping Yountville a healthy place to live, I think they should deal with the health hazards of vineyard burns and wood-burning fireplaces. Not only is this issue bad for residents but it cannot help but negatively impact tourists. I believe the environmental effects of this pollution on the rest of the Bay Area should be addressed.
- Absolutely!! I think they are totally accurate n thorough
- As pleased as I am that I have these amenities and resources at my fingertips, I don't necessarily see the reason to continue heavily promoting #5 to tourists. I've lived in Napa Valley for over 40 years and Yountville for nearly 20 of those years. Maybe it's just the word

"destination" that does not appeal to me. It's my home, not a "destination." If we don't have anywhere to grow (limited amount of both housing and business space), why are we trying to drive up demand that pushes prices up and pushes out the small business owner as well as low and middle income residents?

- I believe that #5, Premier Destination, is only desirable if the town takes into account traffic, parking and noise considerations.
- Having local sources for eating and entertainment, moderate in price, geared toward high quality, original concepts and resources.
- I'm not sure about "maximize economic opportunities". That seems a bit obscure. "...making our home a premiere destination." It is nice that the town is a tourist destination, but our "home"? To me that just invites people into our "house" and that is not important to me. Actually I am ok with the tourists as long as they stay on Washington St and NOT venture into my neighborhood.
- No. Community and full time residents no longer seem to be the base for this "community" please note quotation marks. This community is based ego, hotel and restaurant tax money. The veterans who basically found this town can't even afford to eat here and we all know there are no community based shops anymore. Most houses in town are short term rentals or empty. Oh how I miss having neighbors. No wonder crime is at a all time high for the town. Thanks for destroying the last real community in this valley. GREED, EGO, GREED. great job
- These factors always have been and should continue to be the fundamental underlying principles that the Council's decision making is based upon. Nothing new here.
- I feel like Yountville is very focused on the tourist destinations rather than the scenery that is at hand. Yes, it is a popular destination for restaurants and the local art, but we can also direct the attention to the local scenery and views. We offer so many other things such as mustard, mountains, creeks to the Napa River, and wildlife.

The following question refers to Exceptional Town Services and Staff: As a consumer of Town services, what do you believe the Town does well?

- The town is clean and beautiful--thanks to the parks and maintenance crews. The rec department works very hard for the kids programs and senior programs.
- Provides a professional atmosphere during public meetings
- The parks and rec department is fantastic. The classes offered and the recreation/excursions offered are great. The staff listens and pays attention to what the residents need and like. Great people and services. Also, the planning department is very responsive and helpful.
- I have enjoyed Town functions such as the Anniversary Bash. I appreciate that the Town works with the County to have flu shot clinics and a library. I have had positive interactions with Town staff regarding water/sewer services, less so with Town staff regarding neighbor violations of Town ordinances.
- Landscape, lighting, parks are wonderful, support of library, sheriff staff are excellent tho they rotate so much, water n support during storm w creek n however water movement occurs! Really outstanding this winter n Park n rec programs esp for tiny basketball players n Golden ticket choices for seniors.... excellent!
- Tourist Services, but needs more services for locals.

- The town maintains beautiful parks and walking areas. The friendly, helpful staff that encourages us to participate in town functions.
- I think they do an excellent job during the summer, but not much activity in the winter.
- How responsive the town staff is to the concerns of the residents.
- Not much. Not responsive in emergency and rude in communication
- There was a point in time (about 5-6 years ago) when the Town was more beautiful than it has ever been. The businesses were inspired to enhance and maintain their properties (especially, street frontage) and Public Works spent long hours in the parks and public right-of-ways cleaning, planting and maintaining their beauty. That seems to have go by the wayside and both the business community and Town should partner to bring back that "first impression" beauty (circa Tom McCormick).
- Good customer service. Staff regularly goes the extra mile for customers
- Trying to involve the community. I love the free local trolley.
- John Dunbar is an excellent mayor. Steve Rogers is exceptional too. The Parks and Rec department is also a bright spot. I like that the council listens to residents' concerns-although I do sense some cynicism amongst council members toward residents.
- I am in fear that the Town has little regard for local services other than high end tasting rooms and restaurants. Supporting the local Ranch Market and inexpensive Pacific Blues is doing it right. More inexpensive services are needed for locals.

The following question refers to Exceptional Town Services and Staff: As a consumer of Town services, what would you like to see the Town do differently?

- I think we have too many staff in Planning and Public Works for the size of the Town. Yountville used to contract most of the specific work for projects and as the town builds out, there would seem less need for so many in-house staff. Often the staff seem to be working for the developer/business rather than the residents. Enforcement is heavy on the residents and seems quite lenient on the businesses--ie--changing rules so that behavior is no longer a violation....The old song lyric "Let it Be" would be useful to ponder.
- Have fewer staff members and not so many layers and assistants ---excessive for a town this size. WE are a SMALL, dying community.
- I'd like the town to post all approvals for music and evening events, and include the hours of the approved event. I'm tired of hearing drunk and cheering partiers singing 'time of my life' late into the night. There should be enforcement of time limits and public notice of events and parties that are approved. I think the planning department needs more staff to help handle and monitor all of the 'remodels' that become new structures.
- Although this is not strictly under the Town's purview, I believe the Sheriff's dept. should enforce speed limits along Finnell Rd. through the vineyards to Y. Crossroad.
- Really happy as things are Glad we will work With County on poor air issues
- I would to see more businesses that cater to locals. I don't like restaurants closed like Compadres and Pacific Blues. Small business loses out to big ones.
- Be more vigilant about illegal rental housing and RV parking in neighborhoods. Encourage the bikers in this town to use our Vine Trail bike path, not busy streets and sidewalks. BTW, why is there no access to retail areas directly from the bike path? Shouldn't there be more openings for bikers to access businesses along the (back) way? Enforce leash laws. My poor pup has been

charged at by off leash dogs more times than I can count and it's scary for me, as an avid dog walker, as well.

- I am the mom of a young family that lives permanently in town. I love the library! Keep it up! Love the family events.
- I would like the Town to consider contracting for some services including landscaping services to help prevent a heavy burden of pensions. Or eliminating the pension option for employees.
- Be helpful and not rude. Provide services more ran a few hours each business day.
- Provide locals with some sort of "locals' card" that provides us with a discount or reward or recognition of some sort. Loyalty should be rewarded.
- Offer locals discounts at tasting rooms, etc.
- XInt services in general, except water billing. Part of the charm of our town is its (green) cosmetics. Residents should get a better break on water prices, as an incentive to do their part in maintaining town beautification.
- I think we need to actively market YV to young families. They clearly use the park at the North end of Town- I think we should spread the word that the school is worth driving to- just as much as the park. I think there should be a "shopping shuttle" for the elderly people that need to get to Napa. Maybe even team up with Uber van drivers - so that say Wednesday the van drives between Napa and YV in a loop from noon - 4pm. People could shop for 30 min (one loop) 60 minutes or even longer w/o holding up the whole group. I'd like to see tennis promoted and the court resurfaced. Pickleball is fine- but please do not forget that there are many tennis players in Town. Kids should be encouraged to play tennis too.
- I would like to see the Town limit or suspend any further influx of tasting rooms. I would like more shopping and creative businesses to give the Town a more rounded identity.

The following question refers to Engaged Residents: How do you stay connected with the Town Council (i.e. eNotifier, Agenda, the Yountville Sun, The Parks and Recreation Guide)?

- I am on e-notifier though it is still glitchy and I don't get all the notices on a regular basis nor do I get the ones I signed up for (all of them). I am on Nextdoor Yountville and I get the Sun as often as I think about it...perhaps the town could subsidize home delivery and advertise what is happening at the governmental level in the Sun--help make it an even more indispensable part of the community experience.
- SUN, Parks and Rec Guide, Nextdoor network, emails off agendas
- All of the above. The yountville speaks website seems to have petered out, but that is a great way to communicate with the town. Nextdoor app, to some extent.
- I read the Yountville Sun, Napa Valley Register, the Parks and Rec. Guide and subscribe to Yountville Neighbor. I occasionally follow items on the Town Council Agenda.
- I get the agenda in the mail. Best for me Realllly appreciated agenda in Sun last week. Think most of us rely on Sun for info. I like Park n Rec guide to plan ahead. Also library events need better awareness and publicity. Wish Town could help with that somehow
- Through the Sun, Parks and Rec Guide and the Chamber and Visitor Center.
- The Yountville Sun, Parks and Recs Guide but also talking to my neighbors about developments around the town as I run into them or volunteer with them. (What about Engaged BUSINESSES? Do they regularly attend Council meetings and learn about the needs of the residents? What about Engaged part time residents, weekend homeowners?

The following question refers to Engaged Residents: What could the Town do better to engage residents?

- More workshops/feedback gathering sessions and less "official" meetings. Meet once per month to do the legal voting and regulating.
- Because of the declining age of our population, this is difficult for staff. The Golden Ticket program has more seniors engaged than is usual
- The town does a great job of encouraging residents to participate. The high number of 2nd homers makes it seem like we're not engaged, but most of the people who live here full time are fairly engaged.
- I attended the recent Strategic Plan for Napa Co. held in Yountville. It seemed those attending were engaged in the process. I think the more specific and clear the agenda for a meeting, the more successful it is likely to be.
- Question might be how do we engage younger residents more. Most of my 42 unit neighbors work in Industry Home late. Play hard when not at work. 3 neighbors volunteer for things that I know of. 1 at library. I couple for film festival. Out of 42 units! Young families DO bring we ones to library for reading wed morning n we have a teen volunteer fabulous n creative. Might we have a teen involved with input to Council?? In an "as needed " basis??? When pot being discussed??? I like questioners myself esp when might win a gift certificate to Bakery for instance , when you turn in questioner
- Businesses catering to local residents needs.
- Ask residents what they are interested in doing for recreation. Increase events and services that are "exclusive" for residents (i.e; get to know your neighbor events); as we get to know each other, we get more involved with fellow citizens with mutual interests. It is important that we are, at least, acquainted with one another. Make an effort to better engage part time residents, too, to generate involvement in the community.
- Offer community get-togethers during Winter.
- I like it when town staff comments on Nextdoor
- Find a way to reach second homeowners, to entice them to be more a part of the community.
- Change rules so only full time residents allowed. Stop filling town with festivals and tourist attractions. GREEDY!!! Nobody needs yet another tasting room or restaurant that don't provide parking. I would LOVE to be able to park in front of MY house
- Encourage local neighborhood get togethers such as block parties
- Communication. Let the residents know when the Town plans to do something that will directly impact them and their perception of the Yountville.
- Bingo night? I feel like if residents of the vets home as well as the town participate, it could bring everyone together...old and young.
- I think having a Happy Hour type of meeting would be good- similar to the Chamber Mixers but with more of an agenda. Take the meeting outside- to Vineyard Park- or the Bocce Courts- or the Community Park. Get people to engage in a new setting (wine will help)
- Retain the small town atmosphere so residents feel connected. Town Hall talks.

The following question refers to Visionary Leadership: Do you have any forward thinking suggestions for the Council to consider?

- I think the Council should go out of its comfort zone and really establish a dialog with the community--workshops are more effective at providing constructive feedback and suggestions than meetings. Meetings could be reserved for finalizing projects and ordinances after input. The council should be more bold in protecting the environment-banning gas blowers and chemicals on town property and expanding that ban into the rest of the town. Establishing an all-electric fleet of vehicles including town shuttles and even autonomous electric tram for Washington Street. Developing a fund to support local-serving business building properties and considering a broader acceptance of home occupations. These are all things that would help the local residents and meet the challenges of the shrinking land resources of the town.
- At times some of the council members seem dismissive of resident concerns and more interested in promoting business concerns. I can envision the eyes rolling as they read this, but it's a real perception by many in the town.
- I think the Town Council should take a leadership role in banning vineyard burns and wood-burning fireplaces. The negative health effects of wood smoke are well-documented and it is time for more responsibility on the part of vineyard owners and homeowners. I also think the Town Council should resist pressure from business to grant additional parking from public spaces.
- Guidelines for pot management. Calistoga today allowing 2 plants outdoors 4 indoors I think. I hope we do not allow outdoor growing. We are Not Calistoga. N I'd lijevvyem to help w problem of toxic burning which seems mostly a problem for Yountville
- Be proactive. The Council seems to be doing a great job staying on top of political developments but they need to be very sensitive to the changes on the state and federal levels that will impact our town (i.e. education, climate change, etc.). Have we considered working to attract new, full time residents, regardless of their income status? I'm concerned about future corporate buyers of our homes and small business locations.
- Land commercial endeavors for middle class residents to participate in and visitors of all ranges can enjoy.
- Prioritizing our natural resources. Yountville would be nothing without its soil health so it can have vineyards and Hopper Creek flowing through it. Take care of these. Not aesthetically but ecologically. Widen the riparian corridor to allow plants that shade/cool the water allowing for healthier aquatic life. Allow people to walk along the whole length of Hopper Creek. When a house on Heather Street comes up for sale, there should be an easement placed at the back of it for a future Hopper Creek Corridor Plan. That concrete channel is NOT a creek. It looks like the LA River. You can have flood control without putting a creek in concrete!
- STOP!@☆
- Politics aside, the Town needs to consider what is best for Yountville and avoid those few vocal individuals who always seem to be complaining about "what's in it for me?"
- Always ALWAYS keep the locals in mind. Sometimes living in the Napa valley can be very "people pleasing". Don't lose sight of what the locals have in mind!
- Washington Street should be more bike friendly. When people rent bikes they are carefully guided away from Washington and they take their dollars with them UpValley. I was thinking about a closure on Sundays- like GG Park- or maybe widening the street. I know it would be tough- but it would make it much easier to bike, walk and spend in YV.

- As we promote YV, we need to distance ourselves from "Yountvegas" type thinking. We need to maintain a dignity about our town and expect those visiting to abide by this standard. As we go forward we need to hold touring companies responsible for their charges.

The following question refers to Responsible Fiscal Policy: Do you think the Town does a good job of providing public services within its financial means?

- Yes. But I think the town actually has too many employees and too detailed contracts with the sheriff. Enforcement of petty parking and aesthetic violations against residents is increasing. We have always been a more accepting and live-and-let-live kind of town! Concentrate parking enforcement on Washington Street and the Southern part of Yount Street. Also--we have survived so many projects in the last 5 years or so--give it a rest- let us have a summer without all the noise, smell and inconvenience of "improvement" projects!
- I was aghast that the Town spent 3-5 million dollars in legal fees to handle construction defects in the Community Hall that cost less than a million to correct. The ones who benefited from this suit was the lawyer who persuaded our Town leaders to engage in this unsuccessful suit. That's a lot of money that could have helped to fund other more worthwhile causes in town.
- Absolutely!!!
- For me personally, at this point in my life, I am satisfied with the public services as well as the support the town provides to fundraisers and non profit organizations.
- Yes, but, sometime the town strives too hard to make everything to everyone. It is not always necessary to make requested idea a reality, nor every suggested regulatory improvement. Here again I think that the town needs to consider reducing the pension obligation with more concern for contracting employees or eliminating pensions.
- Sure if your tourist. All community service based retail and service run out of town. We live in an island
- Yes, except for # 4, above, and parking. Visibility at corners is a problem. Vehicle Code specifies how far away a car can be parked from an intersection, and because town parking is limited, this is not enforced - even with regard to where parking slots are painted on streets. At intersections ,overgrown shrubbery blocking intersection views are often overlooked, both on Town and private properties; Town should monitor/control this problem Trying to spare their own parking domains, residents place illegal rocks on city easements in front of their homes, and often people park in FRONT of the rocks, creating a traffic bottleneck - especially at corner lots.
- For the most part, yes. I think the Town could do more such as retaining the Town Trolley. This could be done by charging restaurants and tasting rooms a support fee to maintain the Trolley. Also there is a wealth of talent and interest at the YV Veterans Home. I think YV should work with senior management to facilitate a great working relationship to use the talents and energy the veterans possess. It's a win/win situation and I am sure the Vets would take great pride in helping to manage YV initiatives.

The following question refers to Responsible Fiscal Policy: Have you reviewed the Town's budget? If so, did you find the information helpful?

- The town is very fiscally strict but I think many decisions are made to do projects that enhance the visitor experience rather than concentrating strictly on the residents. The prioritization is not always listening to what residents really want.
- Perhaps more allocations to support residents programming---just cut the pie a little differently
- The budget is clear and helpful. The envision presentation on business v. residents was very helpful in understanding the fiscal realities of living in a tourist town.
- No, not recently. However, now that we are such a big tourist destination I can hardly see how one can justify spending large sums of the Town's money to support more tourism. The traffic congestion has increased dramatically and from my point of view, we have enough tourists already.
- Just as it's presented to Council only thing i would question is the amount given to the Chamber. Esp with the Big groups buying hotels recently surely They!!!! Can donate much more to the Chamber. Which refers to them when rooms available
- No

The following question refers to Premier Destination: Do you think being a premier destination is important to supporting the quality amenities the Town provides?

- I think it has played a positive and a negative role in the Town. How Premier do we need to be? Just a great place to be with good restaurants and a vibrant community would still be a draw-- we don't need to go over the top to have nice things for the town.
- It is nice to have tourist dollars pay for our amenities, but tourists bring problems we wouldn't otherwise suffer---traffic, drunken public behavior, increased security
- Yes, but it's not more important than the residential aspects of the town. I think that most people visit here and 'envision' themselves living here and that is part of the draw. If it's all hotels and restaurants 2nd home rentals, Yountville won't be as attractive to visitors. Don't let us become Carmel. Please.
- Yes, we Need our visitors to spend money on rooms food and wine Wish we had a bit more retail to keep that money here as well
- I think we need to diversify our offerings to lower our exposure and risk to a significant change in tourism/wine industry/veterans home.
- It seems that we have more mass tourism with bus loads of visitors looking to purchase tee shirts, souvenirs and a bite at Bouchon Bakery. I question how that enhances the town for its residents.
- I think the TOT allows us to keep our town looking nice
- No. Yes, we have many benefits to being a tourist destination, but there is a tipping point when enough is enough.
- NO!!! THE ENTIRE VALLEY IS DESTINATION BASED. GREED AND EGO HAVE TURNED THIS TOWN TO A SHELL OF WHAT IT WAS
- Always, as this is a true statement. Imagine where we would be if Yountville was not a "premier destination?" The revenue the town receives from Tourism is what sustains us and provides all of the amenities and services we enjoy (and take for granted).
- The town needs more "normal" town retail amenities like a real grocery store and more retail storefronts. There are also too many parking lots fronting the street. These make the town feel too "suburban."

- Of course. Yountville has a great reputation for its fine dining. Let's keep in mind we need to have pleasant service as well! I feel like there is always room for improvement on the service side.
- Yes. I think we lost some of the synergy though between businesses and residents. In the past restaurants needed residents to support them during the winter months. Now even with so many seats to fill residents aren't valued. The prices are very high at many places. I fear for Hurley's and Protea when RH opens up so many more seats.
- Yes. However that can't mean tasting rooms and high end restaurants only. YV needs to be multidimensional in order to maintain its charm. YV needs to have a feel unique to itself. One that can't be duplicated by other towns in the valley.

The following question refers to Premier Destination: Do you value that Yountville is recognized as a premiere tourist community?

- Let's not kill the goose that laid the Golden Egg. The more tourist-oriented and upscale we go the less "regular" people can afford to live here and the more transient our population becomes--cutting the heart out of the community. Then there is no "there" there--Yountville became a draw because of the casual, quaint, cute shops and businesses and unique small houses--as we move more corporate, we lose our center and with less full-time residents there is no one to welcome anyone to town!
- Many of the events that make Y. a "premier destination" are financially out of reach for most residents. Being a premier destination was not what attracted me to this area 25 years ago.
- Absolutely! We need the TOT money to fund our own projects and they add a vitality that I love!! Like long lines at Bakery. Love chatting with visitors
- I'm certainly proud to be able to live here but I'm concerned that promoting it to the degree that we currently do will only make it more difficult for us to stay.
- Yountville has the challenge of attracting tourists with its fine dining establishments and its hotels while maintaining the charm of a small town. We now are replacing local stores with mail-order retail chains and out-of-town wineries. The town begins to feel less authentic and more mass tourism.
- yes. I consider it the adult "Main Street on Disneyland" for adults.
- Yes, but not to the extent that others do since I can't afford to eat in the restaurants or buy anything at its stores
- No. Tourists add nothing to the town. It lines the pockets of those allowed to have rest and hotel here. They suck the life out of our community.
- Desperately need more and better airport transport.
- Yes. But I also feel like it can be a little "stuffy". People come here to relax and vacation....not feel like they don't know anything about anything. Yountville does tend to have a "know it all" attitude. The goal is to make people feel relaxed!
- Yes. But let's not get lost in the "Tourist" part. We are a community first and that is what maintains its charm. This is easy to brush aside as we strive for touristy attractions.

The following question refers to Quality Amenities: Do you participate in Parks and Recreation and Town community events? What do you enjoy most?

- I like the no-cost events like Movies in the Park (could do a whole adult series in Veterans Park) and Music in the Park. They bring out a broader cross section of the community and are really low-key and fun. These are events aimed strictly at locals...Could broaden the appeal of the music program to include our Latino demographic.
- Yes some. Locals bash in August has been such fun!!! The old fashioned Yountville Days parade used to be fun, it has lost it's "downhome"funkiness"
- Yes. The exercise class, open gym, pickleball, lifestyle classes, excursions. The public art and the arts commission are great assets to our quality of life and to the attractiveness of yountville to visitors.
- Yes. I've attended some events over the years, mostly bus trips. I've enjoyed them.
- Loved senior safe driving Miss when streets were closed for Taste of Yville and Ville days n Festival of Lights. I loved!! Them outdoors. Not so much indoorsakas
- Take part in the excursions that the town pro- vides.
- Yes, and we enjoy many of the classes and programs offered. As we get older and work less, we hope to be able to enjoy even more of them!
- live music with food trucks, art fairs.
- Yes. Family-centered events like the tree lighting, carriage rides, library events
- I like the special events but the online booking with cellar pass for locals discounts is ALWAYS problematic.
- Yes. The way it "was" several years ago, when community events were for the community (and surrounding Napa community). Events have evolved into purely profit and seem to be geared toward those who can afford and who are typically new visitors to Yountville.
- I have participated in the toddlers at the gym on Wednesdays. I anticipate participating more in other events.
- Yes. Pickleball. Tennis. Baseball games. Bocce.
- I am tending to stay away lately due to size of crowds. I enjoy the Festival of Lights and community center events. Pickle ball. Bocce ball. The cost of some of the events is getting too high.

The following question refers to Quality Amenities: Do you use the Town's streets, sidewalks, paths and parks? If so, what do you enjoy the most about them?

- I walk every day. I like the pathways to be casual without a lot of finished or hard edges-- a more open and rural feel. I also enjoy walking in Old Town where there is no designated "sidewalk". I like when the designated paths are along the creek and are separated from car traffic.
- Yes to all the above. They are always clean and neat and well groomed.
- Of course I use the town's streets. The parks and paths are wonderful.
- I am a regular walker and use the streets to walk. They are usually maintained well, some better than others. When I had children we used the parks a lot.
- Alas not much walking these days but I do love the parks n look forward to new Veterans park. Love Blessings in front of Community Hall but maybe back to Veterans park next fall. Love most of the art thibthink we are in danger of being over- arted(? A word)
- That they are clean and well maintained.

- Yes, as an avid walker, all seem to be very well maintained. Disappointed in lack of shade in seating areas at some of the parks. The new park on Oak Circle has wonderful seating but it's all in direct sun, with no trees planted to provide shade in the future. I never see anyone using the tables.
- Walking is our number one favorite thing to do, and go to parks, but we walk there. I wish we could walk the whole length of Hopper Creek. But we love the little bridges and interacting with the creek.
- Love streets and parks. Hate the new signs But change based on retail so money talks
- I live at the Arroyo Grande Villas with my door to the pathway. It makes me happy that there are people that enjoy the same pathway that I neighbor with. I have never had issues except getting a pack wage stolen around Xmas time.
- Good maintenance, great cosmetics, user friendliness. However, there are exceptions: 1) Relating to seniors' use of the areas. When light is limited, a senior with poor eyesight can walk into an overhanging branch or one jutting out into a pedestrian area; this can create a serious "startle" effect that can trigger a fall. Overhanging branches are not always cut up above or back from walking areas. 2) At night when pedestrians (often wearing dark clothing) cross Washington, it's hazardous. Every resident who drives in town has had their close calls with almost striking pedestrians in front of Bouchon, Pacific Blues, and at Mulberry. It might be worth the cost to look into electronic pedestrian technology that flashes a yellow light when a person enters a crosswalk (a good example is on the street between the north side of Kaiser and the Post Office property across the street from it).
- They are clean. Dog bags are available. The artwork is well placed.
- They are beautifully maintained and very pleasant. The trees and flowers are wonderful. The lighting very good. It's nice to offer these amenities.

The following question refers to the proposed Vision Statement: "Yountville embraces its small town charm while welcoming the world to enjoy life here in the heart of the Napa Valley." What does the Town need to do in order to achieve this Vision for our future?

- Council and Planning and Administrative staff need to enforce the rules and the spirit of our General Plan (being lenient to residents when needed) so that development reflects our values and the spirit of the community rather than the brand or idea of corporations.
- The public is fickle. We need to look beyond the charm that attracts visitors and find a basic way to grow the school and community---the 2nd homeowners have nothing at stake other than partying and entertaining
- keeping full time residents
- Limit further growth of business (especially more tasting rooms) and the resulting increase in traffic and congestion.
- Don't know that we can have many more tourists here on nice weekends.trolley helps n parking at opposite ends of Town will help. So will cara that drop off people n pick them up, with no cars left here in Towni wish
- Try to maintain the small town feel for the resi- dents as well as tourists.
- Work to keep residents happy and engaged and involved in the community (determine what makes them happy and what keeps them engaged). Offer services that they're interested in so they get involved and volunteer to keep the community thriving.

- As my comments above make clear, we should not strive to welcome the world. A smaller goal would be better for the residents and for the visitors' experience.
- Showcase local artists and musicians to tourists as well as local audiences.
- More walking, less cars. Bigger sidewalks. Better bicycle lanes, get rid of some street parking (I know - we don't have enough parking as there is) but better bicycle experience! It's dangerous for my kids to bike on Washington or Yount!!!
- Keep the small town charm, that is what makes Yountville special. And that comes from the residents, not the corporate owned businesses in town. If they overtake our town we will lose the charm.
- Keep the charm which is then people who freaking LIVE here. Not rent their houses or year down our houses to build bigger. Do you realize old town now only consists of Panchas? Shame on this greedy a blow town council
- Better airport transport which may decrease the need for some to rent cars and thus lessen the traffic especially on weekends.
- Enhance the visitor experience.
- Stop being so stuffy! People come here to be relaxed, while gaining knowledge.
- Sustain the school. Support the mobile home parks and VH. Ultimately I think the VH may need to sell or lease some of their acreage to another entity. Just as the golf course benefits both VH members and the Town- I think it would be interesting to see some more homes for workers and their families at the VH. Homes go to administrators and are allotted in an arbitrary way. If there was a partnership to build homes with the Town, or a third party- the priority should be for workers to rent those homes.
- Continue to provide amenities affordable to the locals. Resist the need to commercialize more to accommodate more tourist. Strive to maintain the small town charm. Don't allow bogus "book stores" to be promised only to allow for a winery to come in. Encourage non-wine tasting business to make YV multidimensional.

How well does the proposed vision statement capture your hopes for the future of Yountville?

- I think the vision as stated is outward-directed rather than an internal community statement. It is more PR than a working reference point. Suggest wording more like: Yountville is a small, neighborly (or neighbor-oriented) community with a casual atmosphere where residents enjoy being surrounded by natural beauty and friendly interactions and feel happy to share their healthy and creative lifestyle with visitors from around the world.
- As above, I feel it ignores residents concern
- it's fine
- I think we're on the tipping point of going too far in "welcoming the world to enjoy life here," if we haven't already.
- I wish it can stay small charming and bucolic always. No Smell of pot in the air still views of hills n vineyards around us. Hope the vineyard can stay at Villagio
- I hope we can keep it that way and big business doesn't take over.
- I think it is aimed at tourists and I'd prefer we had a more diversified mission statement.
- The tourists coming to Yountville are looking for a small town experience, something that their very presence ultimately destroys! So the key to creating a satisfying experience for them as

well as for the town residents is to MANAGE the town's commercial growth and to offer as real an experience as possible. Napa Valley wines offer the best terroir and our town must also offer a sense of place.

- Art and music create rich, unique, enhancing, original programming.
- Put a limit on how many vacation rentals the Town can have. I feel like our neighborhood is dying...4 houses around us are vacation homes and only 1 of them actually comes on a monthly basis...the others never or maybe once per year. That is not safe (no eyes on the street or houses) and it is NOT a community! It's an empty/retirement village. It's not genuine and is eventually going to look fake and without character.
- Very well. If we can keep our Small Town Charm.
- Not great. Local housing disappears and there goes you so called culture. We have become Disneyland. St Helena has more community. That says it all
- I hope the Council doesn't get bogged down in the minutia of the planning process. Listen to the recommendations of your committees, ZDRB, etc. Sometimes, less is more, lets not clutter the town with signs, too many art installations, etc. Fill in where we can with business/residential that fits and fills a community need and stay true to the 6 guiding principles. Thanks!
- It would be great to have more housing that's affordable to people who work in town
- It's ok as long as we keep the employees of Yountville businesses happy before anything. Because disgruntled employees can't give perfect customer service 😊
- Well its a bit vague- who is "Yountville"? I'm not much for vision statements anyhow.
- I am worried about the future of YV as a town. I have always enjoyed the strong sense of community just beneath the touristy layer but this layer is slowly deteriorating and giving way to a larger single dimensional tourist identity.