



# "What's Up?" Your Napa Sunrise Rotary Bulletin

<http://www.rotary5130.org>

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## Upcoming Speakers.

- August 6 - Barry Martin, Lucky Penny
  - August 13 - Anna Paulson, CHP
  - August 20 - Bob Harris - Craft Talk
  - August 27 - Travis Stanley, Napa Chamber of Commerce
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## Club Events

- August 7 - Board Meeting, Gasser Bldg
- Oct 3 - Evening at Monticello, featuring Lobster Feed
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## Birthdays

- Lenore Hirsch  
August 05
- Raymond F. Sercu  
August 07
- Todd Walker  
August 10
- Iris Barrie  
August 14
- Alexander J Myers  
August 16
- Scott J Heun  
August 16
- Rose Sheehan  
August 23
- George Lambrix  
August 24
- Debby Wheeler  
August 25
- Ron Driscoll  
August 25
- Harold Moskowite  
August 26
- ..

## District Calendar Events

July 30, 2015

Submitted by Charlie Bogue

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**Welcome:** President Hugh (at Dean Lumbert's suggestion) promptly called the meeting to order on at the Ballroom of the Silverado Resort.

**Pledge & Thought:** Past President Jamie Buffington led the pledge and had the wise thought that came from Dr. John Dumars office, "the only teeth you need to floss are the ones you want to keep".

**Song:** Upon request Song Master Tom and Charlie Bogue joined with the chorus to sing "The Coffee Song", a remnant of our past Guatemala coffee fundraising efforts.

**Visiting Rotarians:** No visiting Rotarians joined us for this breakfast.

**Guests of Rotarians:** Brian Doughty's son Justin was looking dapper and enjoying breakfast with dad. Patricia Lawrence brought her niece Bella for a return trip to Napa Sunrise.

**Announcements:** Joe Fisher announced that he is looking for **donors of auction items** for trips, events or other items that will create a unique experience and be of interest to members and guests at our first Sunrise Lobster Feast at Monticello Winery. Contact Joe if you have ideas....Chris Craiker has filled the roster for **The Table** on August 4<sup>th</sup> and reminded cooks to be there at 12 and servers at 2:45. He also said that our District Governor will be driving 7 hours from Ferndale to join in the event so everyone be on best behavior....Iris Barrie announced that the **BBQ for Pathway Home** at the bocce courts in Yountville was a big success and 6 of the veterans stayed until 8PM enjoying the food and fun. She recognized Morgan Putnam for organizing the event and Rotarians Kyle Iverson and George Nielson for also helping out to make it a success....Cathy Dickey announced that Student of the Month sponsor list is filled for the year with the exception of the week October 1<sup>st</sup> and one week in April. The signup board was passed or call Cathy if you want to volunteer....and President Hugh announced that the Board Meeting for August will be held Friday August 7<sup>th</sup> at 7:00 AM at the Gasser Board Room on Soscol. He proclaimed a budget will be approved.

**Happy Dollars:** Happy to announce that he is breaking out on his own, **John Cordeiro** noted that his Vintage Wealth Advisors will be neighbor to Eddie Berruezo on the same floor and cautioned not to turn left if you intended to turn right. He put \$50 to his Paul Harris in honor of his new venture....**Ed Berruezo** welcomed his new neighbor with a \$50 donation to the Endowment....on time **Dean Lumbert** put \$42 to the Endowment announcing that he is finishing his last week of 42 years of providing tax service to his clients and likely, for the first time, looking forward to next April...**Mark Diekroetger** and **Matt Salsman** apparently won their bracket at the Napa Valley Country Club Invitational and shared the \$200 prize money. Not the best investment as they paid \$800 to enter and likely why they had only \$10 each to give to Pathway Home....returning from a great trip to Alaska,**Jose Rossi** was 50 happy to his Paul Harris for the trip and for safely scaring away a curious

September 18 & 19 Institute for  
Leadership (IFL), Santa Rosa JC

Friday, October 23 WORLD POLIO DAY

Saturday, October 24 Foundation Dinner  
South (Santa Rosa—Flamingo)

Saturday, November 14 Foundation Dinner  
North (Ferndale)

May 6-8, 2016 District Conference in  
NAPA

Dear....**Gary Lieberstein** picked up his daughter after her 3 day bar examination and was \$50 happy to the Endowment as she await her results this coming Thanksgiving....Tim Long was forced into admitting that he also was a winner at the Napa Valley Invitational and put \$20 of his winnings to the Club.....as was **George Nielson** a winner and shared \$100 of his winnings to his Paul Harris....President Hugh pressed Joe Fischer into a \$25 gift to the Club for his happiness over the success of Porch Fest this past Saturday.

**Rotary Joker:** It is time to start playing the Rotary Joker with the current pot approaching \$1000. It took a while for him to figure it out but George Nielson had the winning ticket but pulled the jack of hearts and not the joker he was looking for. Everyone was very sad for him.

**Speaker Program: Todd Zapolski, Update on Napa Town Center**

City Manager Mike Parness gave a thoughtful introduction to Napa Town Center developer and investor Todd Zapolski appreciating his vision to transform our city core to a vibrant center of the Napa Valley experience. Todd began this process with his first real estate purchase 4 years ago and expanding to over 350,000 square feet of lease and hotel space in Napa's Downtown 1 District. His holdings represent 90% of the core and on completion will have over 40 tenants offering the highest quality experience for locals and visitors alike. To borrow from their website [www.shopnapacenter.com](http://www.shopnapacenter.com) is the following vision:

"Our team is pursuing a compelling mix of world-class retailers, culinary artists and local and regional merchants to transform the property into a one-of-a-kind shopping, dining and gathering place that residents will frequent and visitors will return to again and again"

In presentation Todd made clear that "retail" is a dynamic and constantly changing environment. In order to compete with online sales, the entire industry is moving to creating an "experience" for the consumer that cannot be achieved online.

He noted that the tenants they are courting are sophisticated and can go wherever they want with their known brands and experience. He added that the Napa Valley market is not proven and cannot be sold on population demographics, history and confirmed consumer confidence. In this way they are breaking new ground and asking tenants to invest with them in a ground breaking idea and opportunity.

Todd told of the almost 6 month setback that was faced by labor unions attempting to block the hotel project as a way of making inroads to the community. Fortunately stronger forces prevailed with that the Archer Hotel was moved forward and development partner Lodge Works (builder of Andaz) had the confidence to complete plans and break ground.

Mr. Zapolski said that the Archer moving forward was critical in attracting quality retail tenants because of the 183 downtown hotel rooms it would provide and the guests who would be filling the streets to enjoy a downtown social experience. He described it as "pivotal" and that the signing of noted restaurateur Charlie Palmer added even more gravity. Palmer will have a first floor grill and provide food service to hotel guests. The roof top lounge will have a bar and lounge area with views of the east and west foothills. Completion time is anticipated for late 2016 with possible extension into early 2017 depending on weather.

Todd provided a list of other less known but deep pocket projects that are happening from Silverado Trail to the old Tuscany building indicating

that there is a diverse and positive future for downtown that is not currently visible.

Clearly experienced in every aspect of community development Todd began his career in North Carolina and was lured to the Napa Valley by virtue of his friendship with local vintner and investor Leslie Rudd. The collectively did projects starting in 1998 and in 2000 began in San Francisco and South Napa. Later, with Rudd wanting to focus on his wine and food interests, Todd continued by creating his own investment and development company which led to his interests downtown and the eventual purchase of the town center from George Altamura.

Todd is clear that he is seeking the highest level of tenant to create a unique social and retail experience for locals and visitors alike. Clear that he is on the cutting edge of the needs of his tenants and their consumers we are likely to see a downtown Napa in the next five years that would make Larry Brewster proud.

Concluding Breakfast: President Hugh thanked Steven for his presentation and sent all out for a positive thinking and very successful week.

Submitted By: Charlie Bogue, Broker - Coldwell Banker Real Estate,  
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Disclosure as to accuracy: No responsibility taken for the accuracy of the content within this bulletin or for the reliability for what may or may not have occurred at this gathering.

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