



napa valley vintners

November 19, 2025

Napa County Board of Supervisors
1195 Third Street, Suite 310
Napa, CA 94559

Dear Chair Cottrell and Board of Supervisors,

The Napa Valley Vintners is the non-profit trade association which has been cultivating excellence since 1944 by inspiring its 540 winery members to consistently produce wines of the highest quality, to provide environmental leadership and to care for the extraordinary place they call home. One of the ways we have sought to care for our community is through our signature philanthropic endeavor – Auction Napa Valley (ANV).

On behalf of both NVV and ANV, I am writing to request that the Board adopt a new resolution updating its current approval of ANV as a Category 5 Event and Subsequent ANV Events.

History & Impact

Since first being established in 1981, ANV has hosted annual fundraising events which have raised nearly \$250 million dollars for our community. The proceeds have been exclusively donated to Napa County non-profits to fund community healthcare, early childhood learning initiatives, forest health and fire reduction and youth mental health services.

The impact of these funds has helped bolster community resilience and the quality of life in Napa County. For example, through our cumulative investments of \$65 million with OLE Health, we have helped provide two permanent health centers in the City of Napa, supporting OLE's ability to serve 40,000 Napa County residents annually. Similarly, the Boys & Girls Clubs in Napa County have also been important beneficiary partners, utilizing \$10 million dollars in ANV support to build new clubhouses in Calistoga, St. Helena and American Canyon.

Original Resolution

In March 2006, the Napa County Board of Supervisors signed Resolution No.1272 which approved ANV's "Friday Barrel Auction" and "Saturday Live Auction" and its associated ancillary events. This Resolution allowed ANV events to be permitted as a "Category 5 Temporary Event" under the Napa County Temporary Events Ordinance. As part of the 2006 Resolution, NVV and ANV were required to comply with the requirements of the Temporary Event Manual.

ANV subsequently submitted annual notices and certificates of insurance and indemnification to Napa County to meet the "Subsequent Event" requirements within the Temporary Event Ordinance code. This programmatic approval process has significantly reduced the permitting burden on NVV and ANV each year and has allowed for more time and resources to be dedicated to ensuring a successful community fundraiser.

New Resolution

Our request for the Board to adopt a new resolution seeks to: reaffirm the Board's recognition of the value Auction Napa Valley provides to Napa County, provide additional clarification regarding future event locations, and reauthorize both core and ancillary activities historically allowed as part of Auction Napa Valley.

ANV Events:

Friday, June 6

Napa Valley Barrel Auction

Noon – 4 p.m.

Robert Mondavi Winery

7801 St. Helena Hwy, Oakville

Attendance: 1,200 – 1,500 guests

Saturday, June 7

Live Auction Celebration

4 p.m. -10 p.m.

Inglennook

1991 St. Helena Hwy, Rutherford

Attendance: 400 guests

ANV Ancillary Events:

Thursday, June 5

Vintner-Hosted Welcome Dinners

6 p.m. – Locations throughout Napa Valley

Attendance: 20-40 guests per location

ANV Top Donor Dinner

6 p.m. – 10 p.m.

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4240 Silverado Trail, Napa

Attendance: Max 48 guests

Friday, June 6

Vintner Hosted Dinners

6 p.m. -10 p.m.

Throughout Napa Valley

Locations throughout Napa Valley

Attendance: 20-40 guests per location

Venues & Logistics

There are a limited number of venues in Napa County that are well-suited to host the Napa Valley Barrel Auction and Live Auction Celebration. In the years to come, we anticipate that the location of the Napa Valley Barrel Auction will continue to rotate among those venues with the necessary and appropriate infrastructure to host. Among others, this includes venues like Louis Martini Winery, Raymond Vineyards, Robert Mondavi Winery and Charles Krug. Similarly, we expect the Live Auction Celebration venue to change each year, however we are hopeful for an eventual return to Meadowood Napa Valley.

ANV events necessitate year-round planning for event logistics, vintner participation, bidder recruitment and overall event participation. NVV and ANV staff conduct these events with attention to every detail to provide exceptional hospitality, with an emphasis on extensive public safety measures including utilizing the onsite presence of the Napa County Sheriff Department, California Highway Patrol, Emergency Medical Services and private security. NVV and ANV will continue to implement best practices for health and safety, to ensure a safe and successful event annually.

We appreciate the Board's longstanding partnership in supporting Auction Napa Valley and the vital role these events play in strengthening our community. Thank you for your consideration and continued support of our shared commitment to our community.

Sincerely,



Michelle J. Novi
Counsel & Sr. Director of Industry Relations
Napa Valley Vintners