

ILEA Napa-Sonoma

Master Series: Guidelines & Advocacy

Wednesday, September 16, 2020



Upcoming Programs

Member's Annual General Meeting:

- Thursday, September 24 at 3pm

Networking:

- Thursday, September 24 at 4pm

Sip & Learn:

- Tuesday, October 13 at 11am

Master Series:

- Wednesday, October 21 at 11am

MEMBER SPOTLIGHT



Heather Nelson

ENCORE *Events*
RENTALS



Overview of Local Guidelines

Napa County & Sonoma County



Napa County

Current Risk Level: **Substantial**

Weddings:

- Wedding (ceremonies only)
- Indoors with modifications
- Max 25% capacity or 100 people, whichever is fewer

Gatherings:

- Gatherings. All public and private gatherings of any number of people occurring outside a single household or living unit are prohibited, except as otherwise modified by the County Public Health Officer through guidance documents and/or frequently asked questions.

Faith Based:

- Places of worship may resume indoors at 25% capacity or 100 people, whichever is less. Places of worship may also operate outdoors with physical distancing and in compliance with State guidance.

Data Source: <https://www.countyofnapa.org/2813/Shelter-at-Home-Order>
<https://covid19.ca.gov/industry-guidance/#worship>



Sonoma County

Current Risk Level: **Widespread**

Weddings:

- Weddings (ceremonies only)
- Outdoors only with modifications
 - *Outdoor venues must allow proper physical distancing of 6 feet between people. Therefore, the number of attendees allowed vary, depending on the size of the space.*
 - *Wedding receptions or parties aren't allowed at this time, by the state.*

Gatherings:

- Generally no, but there are a few exceptions for groups of 12 or fewer who aren't sheltering in the same household. Those groups can do an outdoor activity together, like hiking or biking, but must strictly adhere to social distancing, hygiene, and face coverings requirements.

Worship:

- Worship services and cultural ceremonies (for example: weddings and funerals)
– outdoor services only

Data Source: <https://socoemergency.org/order-of-the-health-officer-c19-15-stay-well-sonoma-county/>
<https://covid19.ca.gov/industry-guidance/#worship>

CA Blueprint for a Safer Economy

County risk level	New cases	Positive tests
WIDESPREAD Many non-essential indoor business operations are closed	More than 7 daily new cases (per 100k)	More than 8% Positive tests
SUBSTANTIAL Some non-essential indoor business operations are closed	4 - 7 daily new cases (per 100k)	5 - 8% Positive tests
MODERATE Some indoor business operations are open with modifications	1 - 3.9 daily new cases (per 100k)	2 - 4.9% Positive tests
MINIMAL Most indoor business operations are open with modifications	Less than 1 daily new cases (per 100k)	Less than 2% Positive tests

Guidance for places of worship and providers of religious services and cultural ceremonies, like weddings and funerals, to create a safer environment for workers and visitors.

- **Widespread**
 - Outdoor only with modifications
- **Substantial**
 - Indoor with modifications
 - Indoor activities must be limited to 25% of capacity or 100 people, whichever is less
- **Moderate**
 - Indoor with modifications
 - Indoor activities must be limited to 50% of capacity or 200 people, whichever is less
- **Minimal**
 - Indoor with modifications
 - Indoor activities must be limited to 50% of capacity



Federal & Local Advocacy



Nancy Shaffer President,
Live Events Coalition

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Nancy Shaffer is the Founder and CEO of BRAVO! Events. Established in 1997, Nancy and the BRAVO! Events team plan, market and produce events for corporations, associations and non-profits; mentoring clients to appreciate the purpose, and triumph in the success of, in-person experiences while instilling interest, pride and impact.

An industry veteran and authority, Nancy frequently speaks at business events, forums and gatherings and is oft-featured in trade publications. Nancy serves as the Board President of the National Live Events Coalition elevating the voice of the industry to build awareness and gain the attention of policy makers. In addition, she is a founding member of the DC Events Coalition where she is one of two members tasked with developing and leading the Diversity, Inclusion and Equity programing. She continues to assist and sit on the board of EnventU, a pipeline to professions in the event industry for youth, as well as the Bermuda Event Planners Advisory Board, and is an Ambassador for Safe Shores, a D.C. Children's Advocacy Center. Nancy's passion for mentoring has extended to programs such as Ladies America/Ladies DC and since 2015 continues their mission of entrepreneurial "women helping women" and her commitment to the future of the live events industry hosting over 20 interns at BRAVO! Events since 2012.

Under her tutelage, commitment to excellence, and with a gift for storytelling, BRAVO! Events has won numerous awards including: Best Conference/Tradeshow Event Planner: ISES Capital Awards, Best International Special Events Team: ISES Capital Awards, Best Public Event: ISES Capital Awards, and Finalist for Event Planner of the Year: Event Solutions, Spotlight Awards.

Nancy is passionate about the power of live events and during this unprecedented time she has committed her time and leadership to make sure the industry and its people survive. community she has called family for 25 years.

The driving force behind Alicia's innovative vision for her company is pretty simple: Mom. Raised by a single mother, Alicia quickly learned the importance of a strong work ethic and commitment to being the best. After Alicia was born, her mother moved them from the Jersey Shore to the West Coast. They settled in San Francisco, where her mom launched her floral company. Growing up in the city, Alicia was a member of one of the first female classes at the prestigious college prep school, Saint Ignatius. With determination on her side and a strong belief in community, Alicia went on to graduate from the University of California, Santa Barbara with a B.A. in Sociology.

After graduation, her adventurous spirit led her on a journey to foreign lands. She traveled around the world, exploring Europe, the South Pacific, and Southeast Asia, where she met her Australian soul mate. Bringing home one very special souvenir, she and her Aussie husband have been happily married nearly ten years. "My travels gave me perspective and insight and most of all – depth. I carry those experiences close to my heart and they encourage my journey as a designer."

It was evident from an early age that Alicia shared and admired her mother's passion for entertaining. After growing up in the "biz" Alicia entered the service industry as a college student to pay the bills, soon realizing this wasn't just a job for her, but a passion and soon a career. She then went on to begin her own business, Alicia K Designs in 2001 out of her garage – determined to build a successful event firm. With friends and family as her first employees, she began to build a name for herself and a business she would be proud of. "when I started I did everything on my own; planning flowers, set up, break down... I did whatever it took to put an event together."

With the courage it takes to branch out on your own and start something from scratch, Alicia is no stranger to facing her fears head on. One of her biggest challenges also turned out to be life changing. In 2005, while aboard a small plane returning from scouting an event in the Bahamas, Alicia's tenacity and bravery kicked into high gear when the plane dove into the Atlantic, six miles from the Miami coastline. An avid scuba diver and adventurer, she is among the seven passengers who survived the accident. She not only lived to tell the tale, but was determined enough to coordinate the event at the Bahaman location just six months later.

Now a mother of two, a wife, and independent business owner, Alicia has honed her craft by planning and designing nearly three hundred private and corporate events. Her expertise and professionalism have landed her on television travel spotlights and wedding programs. The dream that began when she was a little girl emulating her mother, continues today through the success of AK Designs. "I have always dreamed of creating a company where not only our clients are happy but the employees are happy. Creating a workplace that puts importance on team work, laughter, and encourages a work life balance." At the heart of her ambition is the determination to give her mother the security she never had as a young, single parent.

At AK Designs, great events transcend the ordinary and offer the extraordinary. From inspired weddings to unforgettable corporate gatherings – from destination events to special celebrations...event designer Alicia Falango continues to create one of a kind experiences. Intimately involved in every aspect of event design, coordination and execution, Alicia and the Alicia K Designs team work side by side with clients, to ensure that each event embodies the distinctive vision, charm and personality of its hosts.



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INTERNATIONAL
LIVE EVENTS ASSOCIATION

NAPA-SONOMA CHAPTER

THANK
YOU
FOR
JOINING
US!