



**Downtown Napa Association
Agenda
Tuesday August 8, 2017, 2:30 PM
Napa Chamber of Commerce
1556 First Street**

DNA Members: Steve Pierce, Tom Finch, JB Leamer, Sara Brooks, Ruth Appleby; Celeste Carducci; Gordon Huether; Allison Hallum; Bill LaLiberte; Anette Madsen; Shari Thomas; *Craig Smith, Staff*

1. CALL TO ORDER AND INTRODUCTIONS

Pierce

2. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

3. ACTION ITEMS:

a. Approve July Minutes

Pierce (5 min.)

b. Budget Report

Smith (10 min.)

Review/Approve P&L and Balance vs. prior year through July

c. Shop Napa Guides

Smith (15 min.)

PBID supplemented \$10K for these and is no longer involved. Does the DNA want to pick this up?

d. Halloween

Appleby/Smith (10 min.)

Last year, the Bank of Napa set up four photo ops, which were well received. However, they are difficult to staff, and costumes are expensive. Is there a way to involve merchants or some other group in staffing the photo ops? Would the board like to approve up to \$500 for costumes?

e. Christmas Advertising

Smith (15 min.)

Last year, the DNA spent just under \$6K for co-op advertising in the Marketplace, which offered businesses \$200 quarter page ads. Would the board like to approve this for 2017?

f. Christmas Parade Theme

Smith (10 min.)

Board Members can choose a parade theme using the attached list as a guide.

g. Review/Amend Board Goals

Pierce (30 min.)

Review goals and progress made. Do these need to be revised? Does the current meeting schedule meet the demands of the organization?

4. INFORMATION/DISCUSSION ITEMS

As appropriate

5. ADJOURN All meetings are on the second Tuesday of the month. The next regular meeting will be Tuesday, September 12, 2:30 to 4:00 PM.

BROWN ACT:

Government Code 54950 et seq. (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Napa Downtown Association posts Agendas at 1290 Napa Town Center. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Craig Smith at (707)257-0322 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and 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.