



**Downtown Napa Association
Agenda
Tuesday February 14, 2017, 2:30 PM
Napa Chamber of Commerce
1556 First Street**

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

Guest: John Ferrons, Shannon Barcal, and Rick Tooker, City of Napa

1. CALL TO ORDER AND INTRODUCTIONS Smith

2. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

3. ACTION ITEMS:

- a. Approve December 2016 Minutes Smith (5 min.)**
- b. Election of Board Members Smith (5 min.)**
Five candidates are eligible for another term and ran for re-election – Brooks, LaLiberte, Leamer, Madsen and Pierce. Two of the five are to be elected by the board. Action: approve the slate of five candidates.
- c. Election of Board Officers Smith (5 min.)**
Action: Elect a President, Vice President and Treasurer/Secretary
- d. 2017 Goals President (20 min.)**
The following are the goals discussed at the December meeting. Action: Review, approve and discuss next steps to be taken.
- Continue the ambassador program of board members to visit other businesses. Participation for at least one session of visits mandatory for all board members, so that at least 11 meetings take place annually. Invite non-board members and city staff to participate.
 - Invite non board member business owners to each board meeting.
 - Strengthen ties with the Napa Chamber board and Visit NV board/committees. Include invitations to DNA board meetings
 - Meet at least quarterly with the City Manager and appropriate members of the management team.
 - Report from city liaison a standing agenda item.
 - Create an introductory system for new merchants. Include contact info, website and PR opportunities, goals, events, etc.
 - Host up to three Job Fairs
 - Prepare and maintain a membership data base in Excel.
 - Assist the City in determining the need for an installation of downtown Wi-Fi.

e. Approve 2017 Meeting Schedule

Board meetings will be held on the second Tuesday of the month from 2:30 to 4:00 p.m.

f. Review/Approve 2016 Profit & Loss Statement

4. INFORMATION/DISCUSSION ITEMS

- a. Status on Dwight Murray Plaza and other projects from City Staff
- b. BottleRock is Memorial Day weekend, followed by other events at the Expo, Arts in April Silverado Country Club and others. Are there ways to better tie these into downtown?
- c. **First 2017 Job Fair** to be held with Napa Hospitality Industry Partnership
- d. **Coffin Races** – Steve Pierce and Craig Smith are exploring taking over this aspect of the Halloween event in the Oxbow Commons
- e. Other as appropriate

5. ADJOURN All meetings are on the second Tuesday of the month. The next regular meeting will be Tuesday, March 14, 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.

