



**Downtown Napa Association
Agenda
Thursday, February 15, 2018 9 a.m.
Napa Chamber of Commerce
1556 First Street**

DNA Members: Steve Pierce, President; Tom Finch, Vice-President; JB Leamer, Secretary/Treasurer; Sara Brooks; Ruth Appleby; Celeste Carducci; Allison Hallum; Bill LaLiberte; Anette Madsen; *Craig Smith, Staff*
Guests: Mary Beth and Tim Herman, First & Oxbow; Rick Tooker, Robin Schabes, City of Napa

- 1. CALL TO ORDER AND INTRODUCTIONS** **Finch**

- 2. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**

- 3. ACTION ITEMS:**
 - a. Approve November 2017 Minutes** **Finch**
 - b. Approve December 2017 Minutes** **Finch (5 min.)**
 - b. Appoint 2018 Board Members** **Finch (5 min.)**

Ruth Appleby, Celeste Carducci, Tom Finch and Allison Hallum have all been re-elected to serve 2018-2019 terms. Bylaws dictate that the board appoint two additional members. Naomi Chamberlain, owner of Napa Bookmine, and Paige Smith, owner of Cake Plate, have expressed interest in filling those terms. Review/Approve
 - c. Approve 2018 Schedule of meetings** **Finch (10 min.)**

Move to meet the second Tuesday of every month at 2:30 PM. No meeting will be held in April, as the Executive Director will be on vacation.
 - d. Review/Approve 2017 P&L Statement & Balance Sheet and 2018 Budget** **Smith (20 min.)**
 - a. The 2018 Budget does not reflect \$107,000 in carryover income from 2017. The board has discussed setting up a reserve fund and can take action at this time. The 2018 budget should be amended to reflect the carryover and reserve fund, as appropriate. Review/approve
 - b. Review/approve events and marketing strategy included in the 2018 budget
 - c. Authorize PBID payment - DNA Board approves an annual payment to the City of \$200,000 for the sidewalk cleaning and hanging flower basket program. 100% of the funds will be paid by PBID.
 - e. Review 2017 Goals and adopt 2018 Goals** **Finch (20 min.)**

2017 goals.

 - Continue the ambassador program of board members visiting 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. Send board agendas to the general membership via the newsletter.
- 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.

2018 goals, in addition to the above:

- Develop at least one additional event or promotion that does not rely on closing the streets.
- Increase efficacy of social media as a promotional tool and decrease traditional advertising costs
- Refine the DoNapa website. As an example, sub categories for restaurants need work. Review site with Augustine quarterly.
- Instead of the Excel Spreadsheet discussed in 2017, refine and maintain mailing lists, so that there isn't just one list, but separate lists by business type.

4. INFORMATION/DISCUSSION ITEMS

a. The board of the Napa Farmers' Market has decided not to host a mid-week market downtown.

b. First & Oxbow

Mary Beth & Tim Herman

Presentation of hotel project slated for First Street in the Oxbow

c. City Update and Introduction

Rick Tooker, Robin Schabes

Introducing Robin Schabes, the Economic Development Manager for the City, and updates on Dwight Murray Plaza and other projects

5. ADJOURN All meetings are on the second Tuesday of the month, except for April, when there will be no meeting. The next regular meeting will be Tuesday, March 13, 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.