



**Downtown Napa Association  
Agenda  
Tuesday March 14, 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 February 2016 Minutes**

**Pierce (5 min.)**

**b. Downtown Growth/Development**

**Pierce (30 min.)**

Should guidelines for the number and types of businesses be reviewed? How should the “right” number of hotels, tasting rooms and all others be determined?

**c. Introductory Packets for New Merchants**

**Pierce (15 min.)**

What should be included in these? City contacts, PR contacts, event calendars – what else?

**d. Summer Event**

**Smith/Carducci (10 min.)**

Is there interest in bringing back a regular mid-week event in the Oxbow Commons?

**e. Authorize PBID payment**

**Smith (5 min.)**

NDA Board has to approve an agreement with the City to pay \$200,000 annually for the sidewalk cleaning and hanging flower basket program. 100% of the funds will be paid by PBID.

**4. INFORMATION/DISCUSSION ITEMS**

- a. The March 21 Job Fair to be held with the Napa Hospitality Industry Partnership resulted in no downtown restaurant participation. There is a new plan in the works.
- b. The Archer hotel’s opening is now scheduled for August 18<sup>th</sup>.

**5. ADJOURN** All meetings are on the second Tuesday of the month. The next regular meeting will be Tuesday, April 11, 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.**