



**Downtown Napa Association
Minutes
Tuesday August 8, 2017
Napa Chamber of Commerce
1556 First Street**

Present: Steve Pierce, Sara Brooks, Ruth Appleby; Celeste Carducci; Bill LaLiberte; Anette Madsen; *Craig Smith, Staff*

Absent: Tom Finch, JB Leamer, Gordon Huether; Allison Hallum; Shari Thomas

1. **CALL TO ORDER AND INTRODUCTIONS** Pierce called the meeting to order at 2:35 p.m.

2. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA** *None*

3. **ACTION ITEMS:**

a. Approve July Minutes Madsen moved approval, Carducci seconded. Approved unanimously

b. Budget Report Brooks moved approval. Pierce seconded, approved unanimously.

c. Shop Napa Guides After discussion, Brooks moved spending up to \$10,000 to print Shopping Guides. It was suggested that no date appear on the cover, that the price be raised so that more than 10,000 copies can be printed, and that the cover appear more upscale. Pierce seconded, approved unanimously.

d. Halloween Appleby said that, while the Bank of Napa fully supports this project, their staff is spread thin trying to cover multiple photo staging areas, and that the cost of costumes makes it a challenge, as bank employees spend their own money on these. Madsen moved spending \$500 annually on a costume fund. LaLiberte seconded, approved unanimously.

e. Christmas Advertising Last year, the DNA spent just under \$6K for co-op advertising in the Marketplace, which offered businesses \$200 quarter page ads. After discussion, Brooks moved approval to spend up to \$6,000 for the same project this year. Carducci seconded, approved unanimously.

f. Christmas Parade Theme After discussion, the board chose the theme “Rockin’ Around the Christmas Tree” as the 2017 parade theme.

g. Review/Amend Board Goals After discussion, the board decided that the 2017 goals were appropriate. “Host up to three Job Fairs” has been eliminated. The association will instead work with a special school based project. Smith will prepare a list of 2017 accomplishments

4. **INFORMATION/DISCUSSION ITEMS**

- 1) The board agreed to explore the possibility of helping host a midweek downtown farmers market.

2) Smith is working with the Archer hotel about hosting the October General Membership meeting.

5. **ADJOURN** Pierce adjourned the meeting at 3:48 p.m. 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.

Recorded by Craig Smith