



**Downtown Napa Association
Minutes
Tuesday February 14, 2017, 2:30 PM
Napa Chamber of Commerce**

Present: Sara Brooks, Steve Pierce, Ruth Appleby; Celeste Carducci; Allison Hallum; JB Leamer; Bill LaLiberte; Shari Thomas; *Craig Smith, Staff*

Absent: Tom Finch, Gordon Huether; Anette Madsen;

Guests: John Ferrons, Shannon Barcal, 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 opened the meeting at 2:39 p.m. Carducci moved approval of the minutes. Thomas seconded, approved unanimously.

b. Election of Board Members Smith asked for nominations approving the re-election of Brooks, LaLiberte, Leamer, Madsen and Pierce to the board, explaining that all had received votes from the general membership. Hallum moved approval, Appleby seconded. Approved unanimously.

c. Election of Board Officers Brooks nominated a slate of candidates, including Steve Pierce for president, Tom Finch for vice president, and JB Leamer for secretary/treasurer. Smith said that Finch has one year left to serve on the board. LaLiberte seconded, approved unanimously. All officers and Smith will have check signing authorization.

d. 2017 Goals After discussion and suggested edits, the following were proposed as 2017 goals. Brooks moved approval. Hallum seconded, approved unanimously.

- 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. 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.

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. Hallum moved to accept the meeting schedule. Carducci seconded, approved unanimously.

f. Review/Approve 2016 Profit & Loss Statement The board reviewed the 2016 P&L, which shows net income of \$45,619, vs. a budgeted \$8390. Hallum moved approval of the report, Carducci seconded.

4. INFORMATION/DISCUSSION ITEMS

a. Status on Dwight Murray Plaza and other projects from City Staff

Ferrons and Barcal brought the board up-to-date a number of construction projects.

- Dwight Murray Plaza will break ground in April and construction will last 2-3 months.
- The sidewalks at the intersections of Second and Randolph and Second and Franklin will be built out to slow traffic and allow better visibility.
- Construction on the Goodman Library should begin in March and last the rest of the year.
- Elevators in the Second Street garage will be fixed.
- China Point overlook – under construction
- Parking lot G – behind Kohl’s. The old bus stop will be torn down and the parking lot expanded.
- Public restrooms will be built at Parking lots X (the old Cinedome) and J (Between Downtown Joes and the Bounty Hunter)
- The now-gravel parking lot area at McKinstry and Soscol will be pave

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? After discussion, the board suggested goody-bag offerings when possible

c. First 2017 Job Fair to be held with Napa Hospitality Industry Partnership

d. Coffin Races – Steve Pierce and Craig Smith are looking into whether or not the current organizers would like the DNA to take over this aspect of the Halloween event in the Oxbow Commons

e. Other as appropriate

5. ADJOURN All The next regular meeting will be Tuesday, March 14, 2:30 to 4:00 PM. Pierce adjourned the meeting at 3:31 p.m.

Recorded by Craig Smith