



**Downtown Napa Association
Minutes
Tuesday July 11, 2017, 2:30 PM
Napa Chamber of Commerce
1556 First Street**

Present: Steve Pierce, Tom Finch, JB Leamer, Ruth Appleby; Celeste Carducci; Allison Hallum; Bill LaLiberte; Anette Madsen; Shari Thomas; *Craig Smith, Staff*

Absent: Sara Brooks, Gordon Huether

Guests: Jill Techel, Mayor, and Doris Gentry, City Councilwoman, City of Napa

1. **CALL TO ORDER AND INTRODUCTIONS** Pierce called the meeting to order at 2:35 and facilitated introductions

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

3. **ACTION ITEMS:**

- a. **Approve May Minutes** Finch moved approval, Carducci seconded. Approved unanimously.
- b. **Mayor/City Council Update**

Gentry began the discussion asking if members felt that tasting rooms should include a retail component outside of wine, as is currently required in some upvalley cities. Members pointed out that several rooms already offer entertainment, that some of this is controlled by ABC ordinances, and that some rooms may be happy with providing wine only. The conversation evolved from there, and included how we may be growing into the Downtown Specific Plan, how businesses should or could be doing more cross promotion, and other ideas. One member said that the city council is doing a great job.

c. **Annual Membership meeting** Members suggested an October meeting held at the Archer, preferably before it opens. Topics could include having Clay Gregory update on tourism, explain what TOT is doing, update from someone from the City, and possibly a developer.

4. **INFORMATION/DISCUSSION ITEMS**

Discussing promotion suggestions, members thought the DNA could create a Top Ten list.

Cross promotions were discussed. Get marketing students from the college involved.

Next agenda – include a discussion of what the board responsibilities look like today, how often it should meet, and the like. Also – what will events look like in 2018 and beyond?

5. **ADJOURN** Pierce adjourned at 3:44. All meetings are on the second Tuesday of the month. The next regular meeting will be Tuesday, August 8, 2:30 to 4:00 PM.

Recorded by Craig Smith