



**Downtown Napa Association  
Minutes  
Tuesday March 14, 2017  
Napa Chamber of Commerce**

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

**Absent:** Tom Finch, Gordon Huether; Anette Madsen; Shari Thomas

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

2. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA** Travis Stanley from the Napa Chamber invited the DNA to help design and host an event that might benefit members.

3. **ACTION ITEMS:**

a. **Approve February 2016 Minutes** Carducci moved approval, Leamer seconded. Approved unanimously.

b. **Downtown Growth/Development** Members agreed that the DNA should explore taking a position on this issue. Brooks suggested that before doing so, board members meet with city staff and city council members to get their take on the issues. Pierce will appoint two Executive Committee members to set up a meeting with Mike Parness and Jill Techel.

c. **Introductory Packets for New Merchants** Members thought the packet should include contact info for DNA and City Staff, a calendar of events, introduction to the webpage, and information on Visit Napa Valley's NV training/introduction. Smith will check with the Chamber and see what they include for their members.

d. **Summer Event** LaLiberte said that events that include lots of food actually hurt sales at the Market, but he thought programming art or other activities was a good idea. All decided to measure the success of this year's expanded Napa Live program and decide if that's a good direction to go.

e. **Authorize PBID payment** Brooks reviewed the sidewalk cleaning/hanging basket program. Because the City owns the PBID, they cannot enter into an agreement with PBID. Brooks moved that the DNA enter into the agreement with the City, wherein the DNA will pay the City \$200,000 annually for the program. PBID will pay the same amount to the DNA, so the DNA will effectively be a pass through agent. LaLiberte seconded, approved unanimously.

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. Members suggested that the DNA host a 3 to 5 p.m. for half a dozen restaurants and/or retail businesses.

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. Pierce adjourned the meeting at 3:35 p.m.

*Recorded by Craig Smith*