



**Downtown Napa Association
Minutes
Tuesday September 12, 2017
Napa Chamber of Commerce
1556 First Street**

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

Absent: Tom Finch, Gordon Huether; Shari Thomas

Guests: Karen Schuppert and David Layland, Napa Farmers Market; Pete Mott, Napa City Council; Rick Tooker, City of Napa

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 August Minutes Brooks moved approval. Leamer seconded, approved unanimously.

b. Downtown Farmers Market The board of the Farmers Market is considering hosting a Tuesday or Wednesday evening market downtown and would possibly want to partner with the DNA and City. The Market would be on Tuesday or Wednesday, from 4:00 p.m. to dusk, tentatively from May to November. It would be a smaller market than Saturday's, as the two major farmers would not participate, and would include more prepared foods and light entertainment. Members liked the idea. Mott suggested that the Market approach the City about help with fees, security and the like. Smith suggested that if the flood district allows a container to be placed under the bridge near the Wine Train, the DNA may provide tables, tents, and chairs to other organizations hosting events there. Brooks moved that the board offer support and possible partnership with the Farmers Market as the event moves forward. Hallum seconded, approved unanimously.

c. Ambassador Program Smith will email a sign up for members

d. October Board Meeting Smith will arrange for a November 14th meeting at The Archer and will plan the meeting once that's done.

4. **INFORMATION/DISCUSSION ITEMS**

- a. Review Main Street Reunion, Blues Brews & BBQ and Napa Live, Inside and Out** Smith reported that merchants did not consider the events to support business as they have in the past, although the feedback was inconsistent. Merchants on First Street said they 'lost' as much as \$4,000 during Blues, Brews & BBQ alone. Regarding BB&BBQ, Smith said he will present P&L figures in Oct., but that the heat

clearly impacted the day. At least nine EMS visits were needed to treat attendees affected by the heat. Beer sales, the major revenue source, were strong from Noon to 3 p.m., then fell dramatically, which is the same as when the event is only held until 6:00 p.m.. Dbi, the primary sponsor, and most of the food vendors would like to see the event end at 6:00 p.m. That would reduce overall expenses for the DNA and would also mean that attendees might be more inclined to eat dinner downtown. Board members liked the idea of moving the event to June, possible June 30 in 2018.

- b. Coffin Races** Pierce reported that the races are well on the way, and that the team working on these is organized.
- c. General Membership meeting** – November 14th at the Archer
- d. Project Update** – Rick Tooker reported on progress being made on several projects:
 - Brown Street corridor is being studied
 - Bounty Hunter doesn't seem to be moving. Smith added that the owners are focused on the new Walnut Creek location.
 - Entitlement for the City Hall project could be pulled by Dec.
 - DMP work is expected to begin in Dec./Jan.
 - A new parking person will begin in January. Three lots, totaling 168 spaces, are on the drawing board.
 - A Cinedome Master Plan update is planned, although the Napa Sanitation District, partners in the parcels, has been quiet.

5. ADJOURN The next regular meeting will be moved up a week to Tuesday, October 3, 2:30 to 4:00 PM. Pierce adjourned the meeting at 4:00 p.m.

Recorded by Craig Smith