



**Downtown Napa Association  
Minutes  
Thursday, February 15, 2018  
Napa Chamber of Commerce  
1556 First Street**

**Present:** Tom Finch, Vice-President; JB Leamer, Secretary/Treasurer; Sara Brooks; Celeste Carducci; Bill LaLiberte; *Craig Smith, Staff*

**Absent** Steve Pierce, President; Ruth Appleby; Allison Hallum; Anette Madsen;

**Guests:** Mary Beth Tim Herman, First & Oxbow; Rick Tooker, Robin Schabes, City of Napa

**1. CALL TO ORDER AND INTRODUCTIONS** Finch opened the meeting at 9:04 a.m., and asked that agenda items 3b, 4b, & 4c be moved to the top. LaLiberte moved approval, Leamer seconded. Approved unanimously.

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

**3. ACTION ITEMS:**

**b. Appoint 2018 Board Members** Smith reported that Cake Plate was closing, and therefore Paige Smith had decided not to serve. Brooks nominated Naomi Chamberlain, owner of Napa Bookmine, to serve a two-year term, 2018-2019. Carducci seconded, approved unanimously. All welcomed Chamblin

**4. INFORMATION/DISCUSSION ITEMS**

**b. First & Oxbow** Mary Beth Herman presented the project, a 74 room, Five Star boutique hotel at the SE corner of Soscol and First Street, of which JB Leamer is a partner. The project will go to City Council at an as-yet undetermined date. Members discussed the need for additional foot traffic downtown and the effect of higher rents on retail.

**c. City Update and Introduction** Rick Tooker introduced Robin Schabes, the new Manager of Economic Development. He said that the issue preventing him from serving on the DNA board had been resolved in that Schabes could fill a board seat, if asked. He updated members on the Bounty Hunter, which has not set a date for construction, the BurgerFi building (soon to open as Dukes by a team from Healdsburg) and the remodel of Dwight Murray Plaza, which is under cost/design review and likely won't happen until 2019.

**3. ACTION ITEMS:**

**a. Approve November 2017 Minutes** LaLiberte moved approval. Leamer seconded, approved unanimously.

**b. Approve December 2017 Minutes** Brooks moved approval. Carducci seconded, approved unanimously.

**c. Approve 2018 Schedule of meetings** Brooks moved that the board meet the second Tuesday of every month at 2:30 PM, except for April, when no meeting will be held.

**d. Review/Approve 2017 P&L Statement & Balance Sheet and 2018 Budget** Smith presented the 2018 Budget which does not reflect \$107,000 in carryover income from 2017. The budget should be amended to reflect that carryover. Additionally, the board has discussed setting up a reserve fund. Brooks moved that the carryover be added to the budget, with \$75,000 earmarked for a reserve fund, a policy for which will be presented in March. Leamer seconded, approved unanimously. Smith discussed the impacts of the budget to special events. The primary change is to add a fourth Napa Live event, while scaling back costs. Leamer also moved to authorize a \$200,000 PBID payment to the City for the sidewalk cleaning and hanging flower basket program, 100% of which will be paid by PBID. LaLiberte moved approval.

**e. Review 2017 Goals and adopt 2018 Goals** Goals were discussed, amended and approved as follows:

- Continue the ambassador program of board members visiting 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.
- Develop at least one additional event or promotion that does not rely on closing the streets.
- Increase efficacy of social media as a promotional tool and decrease traditional advertising costs
- Refine the DoNapa website. As an example, sub categories for restaurants need work. Review site with Augustine quarterly.
- Instead of the Excel Spreadsheet discussed in 2017, refine and maintain mailing lists, so that there isn't just one list, but separate lists by business type.
- Invite the Chamber CEO to board meetings throughout the year.
- Consider re-formatting the Shop Napa Guide (Chamblin to assist.)

#### **4. INFORMATION/DISCUSSION ITEMS**

**a. The board of the Napa Farmers' Market** has decided not to host a mid-week market downtown. The Market will open April 7, and hopes to operate year-round.

**5. ADJOURN** The next regular meeting will be Tuesday, March 13, 2:30 to 4:00 PM. Agenda items could include hosting a city council candidates debate in October, a DMP update, NVTA report on bridge toll increases and a report from the downtown police officers. Finch adjourned the meeting at 10:32 a.m.

*Recorded by Craig Smith*