



**Downtown Napa Association
Minutes
Tuesday, January 8, 2019
Napa Chamber of Commerce
1556 First Street**

Present: Steve Pierce, Tom Finch, , Bill LaLiberte, Connie Anderson, Andrew Curry, Allison Hallum; Tamer Hamawi, Anette Madsen, Julie Meyers, Jessica Pinzon, *Craig Smith, Staff*
Absent: Naomi Chamblin

1. **CALL TO ORDER AND INTRODUCTIONS** Pierce called the meeting to order at 2:30

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

3. **ACTION/INFORMATION ITEMS**

a. Election of 2019 Officers Pierce nominated Bill LaLiberte for president, Allison Hallum for vice-president and Tom Finch for treasurer/secretary. Madsen seconded, approved unanimously. Pierce then turned the meeting over to LaLiberte.

b. Approve December 2018 Minutes Finch moved approval. Pierce seconded, approved unanimously.

c. Approve 2019 Board Meeting Schedule Meetings were proposed for 2:30 p.m. on these dates: 2/12, 3/12, 4/9, 5/14, 6/11, 7/9, 8/13, 9/10, 10/8, 11/12, 12/10. Pierce moved approval, Hallum seconded. Approved unanimously.

d. Organizations Overviews Smith presented an overview of the DNA, PBID and TID. He will discuss specifics of the Downtown Promotional and Oxbow Assessment districts in more detail next month, when the board reviews the 2018 P&L statement

e. 2019 Program of Work

i. Members discussed downtown and needs from their individual perspectives. Although the percentage of locals versus visitors varied from business to business, most agreed that local business is important and needs a boost, especially during the first months of the year. The four issues that rose to the top are increasing the number of locals who frequent downtown, the availability (or lack thereof) of parking, ABC permitting, particularly type 75 licenses and what restaurants can do, and workforce housing.

ii. Smith briefly discussed a multi- prong approach to re-engaging locals, which members are interested in pursuing. This will be an on-going discussion.

f. Review/Approve 2019 Budget. Members reviewed the 2019 budget, with income and expenses of \$490,600, agreeing to emphasize programs to re-engage locals, relieving parking issues and ABC licenses. The number of Napa Live events might be reduced, based on last year's response to the program, which would free up funding. Pierce moved approval of the budget, Madsen seconded, approved unanimously.

4. **ADJOURN** The next regular meeting will be Tuesday, February 12, 2:30 p.m. LaLiberte adjourned the meeting at 4:05.

Recorded by Craig Smith