



**Downtown Napa Association  
Minutes  
Tuesday, September 10<sup>th</sup>  
Filippi's, 645 First Street**

**Present:** Bill LaLiberte, President; Allison Hallum, Vice-President; Tom Finch, Treasurer; Steve Pierce, Past President; Connie Anderson; Andrew Curry; Tamer Hamawi; Anette Madsen; Julie Meyers; *Craig Smith, Staff*

**Guests:** Hilary Zunin, Napa CanDo; Ron Scharman, Ryan Neergaard, Abby Lynch and Erika Fernandez; Astra Digital

**Absent:** Naomi Chamblin; Jessica Pinzon

1. **CALL TO ORDER AND INTRODUCTIONS** LaLiberte called the meeting to order at 2:33 p.m.

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

3. **ACTION/INFORMATION ITEMS**

a. **Approve August 2019 Minutes** Pierce moved approval, Anderson seconded. Approved unanimously.

b. **Napa CanDo** Zunin introduced the organization, focusing on the Give Guide, and discussed how merchants can get involved.

c. **Astra Digital** Astra handles social media for TID, and therefore the DNA. They talked about the meetings they are hosting with different groups, and reported on the meeting with restaurant groups. They highlighted three takeaways from that meeting:

- i. Restaurants wondered why Main Street and Blues and Brews are only one week apart, and why they are held in August, when traffic is good anyway.
- ii. What can the DNA do to get people into restaurants year-around?
- iii. What do other cities do to drive traffic?

Madsen, who attended the meeting, said that was a good recap. LaLiberte said a board member should attend all future meetings.

d. **Events**

i. **Feedback on Blues, Brews & BBQ and Main Street Reunion** – Smith reported that both events were well attended and looked good, but that income would be down due to the increased demands of the City (additional security guards, ambulance.)

ii. **Christmas Parade** Meeting with Steve Potter, John Coates and Pete Hangen, along with LaLiberte, Anderson and Smith on September 12<sup>th</sup>. (*Follow-up: At that meeting, the City agreed to handle volunteers at the intersections.*)

e. **Farmers Market** – The market managers are currently interested in, in order of their interest, the Expo, Parking Lot X, the Sullivan lot and Safeway on Jefferson. The Oxbow commons is the most likely place for the Tuesday market, if the Expo site doesn't work out.

f. **General Plan** Members wondered if the plan will include a downtown specific plan. They suggested that members of the GP committee be invited to the next board meeting.

**g. Items for the next agenda** Two items – a general plan discussion and how the DNA can work with businesses outside of the boundaries when it benefits member businesses.

**4. ADJOURN** The next regular meeting is scheduled for October 8th. Meeting adjourned at 3:58 p.m.

*Recorded by Craig Smith*