



**Downtown Napa Association
Agenda
Tuesday, January 14, 2:30 P.M.
Filippi's
645 First Street**

DNA Members: Bill LaLiberte, President; Allison Hallum, Vice-President; Tom Finch, Treasurer; Connie Anderson; Sara Brooks; Naomi Chamblin; Andrew Curry; Tamer Hamawi; Anette Madsen; Julie Meyers; Jessica Pinzon; *Craig Smith, Staff*

1. CALL TO ORDER AND INTRODUCTIONS

LaLiberte

2. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

3. ACTION/INFORMATION ITEMS

Various

a. Budget Preview

Finch/Smith

The budget currently shows net income of \$25K, with 2019 finishing with about a \$40K surplus. The budget includes numerous special events. If adopted, here's how they will affect the bottom line:

Main Street Reunion – will *add* \$7500 to the bottom line

Halloween – will *add* \$2050

Blues, Brews & BBQ – will *subtract* \$1850

Clinton Street Cooks! – if this gets \$25K in funding, will *subtract* \$4850

Locals Night Out – with the same funding as last year, will *subtract* \$9100

Napa Live – if three were held, would *subtract* \$10,960

Christmas – will *subtract* \$11,150.

Additionally, several events are being considered – a Food Stroll on Main Street, Wine and Chocolate event and a 2021 Family Table event.

Action step – *preliminary approval of budget, and the allocation of \$25K for any new initiatives that come from the retail meeting (below) and \$25K to reserve fund.*

b. Retail meeting

LaLiberte/Smith

Retailers and some others will be meeting from 8:30 to 10:00 a.m. on January 29th to review the current marketing efforts and to brainstorm new ideas.

Action step – *preliminary approval of up to \$25K to fund initiatives coming from this meeting*

c. Tasting Room Association Update

Smith

This group, which has been meeting for six months or so, might be interested in being more closely aligned with the DNA.

d. Promotional Cards

Smith

As of now, there is not a 2020 Tasting Room Card, due to lack of participants. If the number of

interested rooms increases by one, a card will be issued. The Beer promotion card, which includes six downtown area breweries, will be on the market in February.

e. February 11th Board Retreat

Smith

The retreat will be at Archer Hotel from Noon to 3 p.m. (lunch included.) The Executive Committee has discussed some agenda items (how the association can better incorporate member feedback, ways to move projects along and a few others.) What would the board members like to discuss? .

4. ADJOURN The next regular meeting is scheduled for February 11, Noon to 3 p.m., as the board retreat.

BROWN ACT:

Government Code 54950 et seq. (the Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Napa Downtown Association posts Agendas at 1290 Napa Town Center. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Craig Smith at (707)257-0322 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate.