



**Downtown Napa Association
Agenda
Tuesday, March 10, 2020 2:30 – 4:00 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*
Guests: Julie Lucido, Public Works, Vin Smith, Economic Development Dept; City of Napa

1. CALL TO ORDER AND INTRODUCTIONS

LaLiberte

2. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

3. ACTION/INFORMATION ITEMS

a. State of City Projects

Lucido/Smith

Information on projects taking place in downtown Napa

b. February Board Minutes

LaLiberte

Approval of minutes with comments/discussion as appropriate

c. WINED Up

Curry

Report on the Tasting Room Association Activities

d. Social Media Committee Update

Smith

Brooks, LaLiberte and Smith will interview two social media influencers as directed at the board retreat, and will recommend hiring one for an annual contract of not more than \$25,000.

e. Support for Book Festival

Chamblin

During the board retreat, Chamblin proposed donating \$1,000 to the April Napa Book Festival

f. Revised 2020 Budget

Smith

Revisions include 1) eliminating Napa Live and Clinton Cooks events, 2) adding \$25,000 for a social media/influencer contract 3) adding \$10,000 for Small Business Saturday type event, 4) add \$1,000 for Napa Book Festival and 5) review/amend/pass recommendation to put up to \$40,000 in reserves, and up to \$3,000 annually to hire a Quickbook consultant to work with the ED as needed.

g. Change of events

LaLiberte

Based on discussion at the board retreat, it has been proposed that the DNA drop Napa Live

from the event schedule. Because of issues with the Clinton Street Event, it is proposed that it be dropped also.

h. Bank signatures

LaLiberte

Approve Bill LaLiberte, Tom Finch, Allison Hallum and Craig Smith as check signers.

i. ED Report

Smith

PBID renewal update, report on meeting with Blue Note about the summer music series.

j. Executive Committee membership

LaLiberte

In the absence of an immediate past president who can serve as the fourth voting member of the committee, the organization's officer recommend that Connie Anderson fill that seat.

4. **ADJOURN** The next regular meeting is scheduled for April 14, 2:30 p.m. at Filippi's.

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.