



**Downtown Napa Association  
Minutes  
Tuesday, January 14, 2020  
Filippi's**

**Present:** Bill LaLiberte, President; Allison Hallum, Vice-President; Connie Anderson; Sara Brooks; Andrew Curry; Anette Madsen; Julie Meyers; Jessica Pinzon; *Craig Smith, Staff*  
**Absent:** Tom Finch, Treasurer; Naomi Chamblin; Tamer Hamawi;  
**Guests:** Gloria Bazon, LeAnne White

1. **CALL TO ORDER AND INTRODUCTIONS** LaLiberte called the meeting to order at 2:25 p.m.

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

3. **ACTION/INFORMATION ITEMS**

**Various**

**a. Approval of November Board Meeting minutes** – Anderson Moved approval, Pinzon seconded. Approved unanimously.

**b. Financial Report** Smith presented the 2019 P&L vs. Budget report, and the 2020 Budget. Madsen asked that the amounts shown in the 2019 report for commercial vendors and alcohol sales be adjusted to accurately reflect both. Regarding the 2020 budget and 2019 over run, Smith suggested that \$25K be added to the reserve account, \$25K be held for other events that may come from the 1/29 Retail Meeting, and that the balance be shown as unallocated. Anderson moved approval with the change to the 2019 report and with the allocations suggested for 2020. Pinzon seconded. Approved with Brooks abstaining.

**c. Retail meeting** LaLiberte reviewed the format. As much of the format was discussed in 3a., the board moved on.

**d. Tasting Room Association Update** This group, which has been meeting for six months or so, might be interested in being more closely aligned with the DNA. Curry, who is part of the organization, will keep the board updated on that.

**d. Promotional Card** 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 11<sup>th</sup> Board Retreat** The retreat will be at Archer Hotel from Noon to 3 p.m. (lunch included.) Some of the agenda will come from the Retail Meeting on January 29<sup>th</sup>. Smith will schedule a facilitator.

4. **ADJOURN** The next regular meeting is scheduled for February 11, Noon to 3 p.m., as the board retreat. LaLiberte adjourned the meeting at 3:31

*Recorded by Craig Smith*

