



**Downtown Napa Association
Minutes
Tuesday, October 8, 2:30 P.M.
Filippi's**

Present: Allison Hallum, Vice-President; Steve Pierce, Past President; Connie Anderson; Andrew Curry; Tamer Hamawi; Anette Madsen; Julie Meyers; Jessica Pinzon; *Craig Smith, Staff*
Absent: Bill LaLiberte, President; Vice-President; Tom Finch, Treasurer; Naomi Chamblin;
Guests: Gloria Bazon and Leeanne White, Mario Bazon Cellars

1. **CALL TO ORDER AND INTRODUCTIONS** In LaLiberte's absence, Hallum called the meeting to order at 2:35 p.m. Bazon and White introduced themselves and the tasting room.

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

3. **ACTION/INFORMATION ITEMS**

a. **Approve September 2019 Minutes** Madsen moved approval. Anderson seconded, approved unanimously.

b. **General Plan** LaLiberte and Smith met with Chuck Shinnamon, Chair of the General Plan Action Committee (GPAC), who proposed options for how the DNA board can interact with GPAC members. After a lot of discussion, the board decided talk to the Chamber and see if there is interest in working together.

c. **Partnering with the DNA** Two instances of outside businesses participating in activities with DNA members have been presented. Board members decided to go forward with a one-year trial on Beer Tasting promotional card that would include two non-member breweries partnering with three downtown breweries. Something similar will be done to accommodate tasting rooms that are members of the Napa Downtown Tasting Room Association that are outside the district. Madsen moved approval, Pierce seconded. Unanimously approved.

d. **New Event** After discussion, Smith was instructed to pursue a new midweek event on Clinton Street between Main and Brown. He will meet with the businesses that would be most impacted and see if there is interest.

e. **Items for next agenda** General Plan, New Event, Christmas Parade and Budget

4. **ADJOURN** The next regular meeting is scheduled for November 12th. LaLiberte adjourned the meeting at 3:50 p.m.

Recorded by Craig Smith