



**Downtown Napa General Membership Meeting  
February 7, 2023, 9:00 AM to 10:30 AM.**

**Archer Hotel**

**Agenda**

- 1) **Welcome and introductions**
- 2) **Meeting overview**
  - a. Outcomes/purpose
    - i. To draw attention to what the Napa Downtown Association does
    - ii. Agree on direction and priorities – where do we want to spend our energy?
    - iii. Create action items and develop a plan to track progress and accomplishments
  - b. Meeting guidelines
    - i. Engagement by all attendees
    - ii. Fully explore ideas and be open to brainstorming
    - iii. Create a “parking lot” for ideas to be considered later/no ideas are lost
      - Paid Parking task force
      - Sponsorship strategy task force
- 3) **Brief DNA overview** – describe what the DNA does and the value it brings to members and community
- 4) **Highlights from the February 2020 meeting/accomplishments-** *Full minutes sent out with the meeting reminder*
  - Move from events to promotional activities – Action – 23 events in 2019. Five in 2022
  - Participate in Small Business Saturday – Action – worked with Second Street merchants in 2022.
  - Dream up more “events” like Halloween Trick or Treating – Action – created Wanderland of Trees
  - Establish a Long Table Dinner event – Action – created The Table to Celebrate Napa’s 175<sup>th</sup> anniversary

Develop a social media campaign specifically for locals Action – Our Napa launched, July 2020

Develop or tie into music events Action – Napa City Nights Re-Do for July 2023

5) **What else do we need to do to serve members and drive business to members through events, promotions and programs?**

a. New and existing promotions –what these should look like or how to improve them?

(BILL to describe each in brief to set context)

Friday's in the Park

Shop, Sip and Stroll

Wanderland of Trees

Halloween

Main Street Reunion and Show and Shine

Christmas Tree Lighting

Christmas Parade

b. How to attract/appeal to locals through events and promotions?

6) **Next steps and follow up – where do we go from here?**



### **Mission Statement**

To foster better business in the Downtown area, to provide support for the merchants and professionals and to promote Downtown as the core of our community for business, entertainment and culture.

Napa Downtown Merchants and Professional Association founded in 1971 under state Parking and Promotion District. 501 (c) (6) Subject to Brown Act.

- Two “circles” – parking exempt district pays their retail tax plus 70%, which goes to the City. Second circle (which includes the above) pays additional 40%, which goes to the DNA
- Oxbow District formed in 2001. Businesses pay 40%

+/- 75 retail businesses, 80 restaurants, 45 tasting rooms. Hotels, insurance, financial, banking excluded

During a 2020 marketing meeting, members said the DNA should do less events, more promotional activities. In 2019, DNA did 23 events. In 2022, it was 4.

### 2022 DNA Projects:

- June Napa Table – dinner for 300 on First Street
- Updated Shop Napa Guide
- Expanded social media outreach via Augustine Agency and Good Things Done Right (DoNapa and OurNapa)
- Wanderland of Trees
- Shoe and Shine
- Main Street Reunion Car Show
- Hometown Trick or Treating
- Christmas Tree Lighting and Parade
- Small Business Saturday

### 2023 Projects (as of now)

- All of the above
- Shop, Sip & Stroll (June)
- Napa City Nights (July)
- Best Pizza & Best Burger

### “Sister” Organizations

- Property Based Improvement District (PBID) formed in 2006 as a DNA subcommittee. Annual budget of \$500,000. Past projects include paying for returning First Street to two-way. Current – hanging flower baskets, garage/sidewalk cleaning, Christmas tree and other decorations, roof lights, new vehicular signage program, Ambassador program, over \$100,000 supporting DNA programs/events. In 2020, funded \$200,00 for parklets and \$25,000 to ‘paint’ 23 utility boxes.
- Tourist Based Improvement District – TID Funded by increase in TOT taxes. Raises close to 1 million annually. Goal is to put heads in beds and enhance the guest experience. Provides the DNA with +/- \$50,000 for events/projects. Members are all hotels within Napa City limits.



## DNA Board Retreat Summary – February 11, 2020

### **INTRODUCTION:**

- Craig provided summary of downtown business statistics in 1996, 2006, and 2020.
- Craig provided a recap of the Retailers Meeting.

### **EVENTS COMMENTS:**

- Currently coordinating 23 events. Is this the right number and mix?
- Specific events help retail and others help restaurants – Need a balance.
- DNA hosts profit generating events like the Car Show and public events like Christmas Tree Lighting and Parade
- Events like the Napa Live – music event in stores - may have run its life – It is not the draw it once was. Other music events have taken over during the same time period.
- Halloween is a big event for businesses brings lots of foot traffic. Consider providing funding to cover the cost of candy.
- Consider other events that would have a similar draw as Halloween for the holidays- store lighting festival, window decorations – may need a hook like candy canes or Christmas cookies.

### **New events discussed:**

- 2020 - Book Festival - \$1,000 allocated to help publicize this event held at the Library.
- 2020 Small Business Saturday – Create a shopping list of items available in downtown stores and where you can purchase.
- 2021 Restaurant Week – Better promote downtown restaurant specials to Locals.
- 2021 Main Street Dinner table – Will benefit restaurants who participate, patrons for the wine tasting event that don't have a seat at the dinner table will go to other local restaurants, and retailers should benefit from foot traffic.

### **Action Items:**

- Survey businesses regarding effectiveness of events.
- Reallocate Napa Live budget to marketing/advertising of DNA businesses.
- Need to research budget for Lighted Art Festival – cost to PBID and TID was \$205,000 this year
- Brand each event with “Brought to you by DNA”
- Tie the Napa Beer 2020 Card with Blues Brew and BBQ events

### **MARKETING COMMENTS:**

- Need campaign directed at locals. “Downtown is for Locals.”
- Develop Specific digital website, visuals and social media campaign, and promotions

- Need paid for Instagram and Facebook posts - campaign

**Action Items:**

- Get a proposal from Allison Day and Astra Digital to create locals website and social media campaign linked with other promotional opportunities.
- Sara and Annette to send Craig bullet points regarding what is needed and should be included in a proposal.
- Craig to look at budget available for Locals campaign through DNA and PBID.
- Respond to "DO NAPA" on-line comments. Make sure businesses are listed.

**ADVERTISING:**

- Work with Marketplace and Register to develop a specific advertising campaign reminding Locals about the businesses, shopping and dining opportunities downtown.
- Should write "Letters to the Editor" – and be advocates for business
- Consider promoting downtown events through existing businesses newsletters: Gran Electra, Eiko's –Napa Noodle, Annette's, Bookmine & Bookends, etc.

**Action Items**

- Craig to determine budget for advertising.
- Determine how paid advertising links with "Locals" website
- Develop Ad campaign promoting NDS businesses – what is available downtown, reminder what is open.
- Like the idea of Posters for events in windows maybe "Locals" campaign too.

**RELATIONSHIP WITH OTHER EVENT COORDINATORS:**

- Events put on by others like First Street Napa – Locals Night, Safeway Gold, Bottlerock, City Parks and Rec – Lighted Art Festival and Oxbow Common and Veteran Park events, Blue Note – Oxbow Commons, CIA Copia, Napa Film Festival. Is there a way to link with these sponsors to tie visitors to downtown businesses. Possible ways mentioned – special offers for visitors to downtown restaurants, van to drive folks from Silverado to downtown,
- Need to connect with Wine Tasting Rooms.
- How do we connect with the visitors to other sponsored events.
- What do we need to plan for in terms of the new Visitor Center Space.

**ACTION ITEMS:**

- Reach out to other event coordinators/corporate sponsors to discuss ways DNA businesses can connect with the patrons of their events.

**RELATIONSHIP WITH CITY OF NAPA COMMENTS:**

- DNA should be an advocate with the City on downtown business interests and issues.



- Need to connect with developers and property owners regarding timing of new development , and to get vacant spaces leased.
- City should not allow spaces to remain vacant. How can DNA work with City to fill vacant spaces?
- Vin Smith – CDD and Julie Lucido – Public Works Director coming to March DNA meeting to provide an update.

**Action Items:**

- Invite Vin Smith to DNA meetings as a non-voting member.
- Invite Steve Potter to attend quarterly to discuss what is happening downtown..
- Invite City Council members to attend meetings.
- Meet with Developers to better understanding the timing of new development, and what types of tenants will they are trying to recruit.
- Meet with Commercial Brokers to determine what is happening in terms of leasing downtown – Maybe invite them to a Board meeting.
- Meet with Property Owners about vacant spaces, why they remain vacant, what are the leasing issues? What can DNA to help fill spaces?
- Need to engage new Economic Development Manager on downtown.

**EDUCATING MEMBERS COMMENTS:**

- Members liked the Retailers Meeting. They also like the HR session with Aura.
- Need to better understand the implications of Prop 13 on local business and potential impacts of increased property tax if Prop 13 passes.
- DNA has sponsored Debates in the past that drew about 100 individuals.
- Should consider Debate for City Council election and need to better understand the proposed City Council Districts boundaries and how that will affect downtown.
- Can we link with the Chamber of Commerce and attend some of their training sessions.
- Can we link with Chamber on their legislative analysis of upcoming ballot measures.

**ACTION ITEMS:**

- Consider education/training on HR and business law; lease negotiations or re-negotiations, and Proposition 13.
- DNA should host another City Council debate.

**NEW COMMITTEES DISCUSSION:**

- Do we need committees to work with Craig or work on their own to implement some of the action items.

**Action Items - Possible new committees:**

- 1) Marketing, Website and Social Media
- 2) Events
- 3) Corporate Event Sponsors Liaison