



Downtown Napa Association
Agenda
Tuesday, October 10th, 2023 2:30 – 4:00 p.m.
Filippi's Italian Pizza Grotto

Members: Allison Hallum, Connie Anderson, Toni Chiapetta,, Anette Madsen, Bob Magnani; Kimberly McMaster, Chuck Meyer, Garret Murphy, Peter Triolo, *Staff: Bill LaLiberte, Craig Smith*

Excused: Chrissy Pearce-Jeffries, Sara Brooks, Tom Finch

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| 1. | <u>CALL TO ORDER</u> | Anderson |
| 2. | <u>PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA</u> | Anderson |
| 3. | <u>INFORMATION / ACTION ITEMS</u> | |
| a. | <u>Approval of Minutes</u>
Approve minutes from August 8 th , 2023 Meeting | Anderson |
| b. | <u>Parking Management Plan (10min)</u>
The council decided not to move forward with Staff recommendations. | Smith |
| c. | <u>General Membership Meeting (10min)</u>
Thursday October 26 th 9:30am Archer Hotel | La Liberte |
| d. | <u>Board Elections (10min)</u>
Discuss term expirations, open seats, bylaws | Anderson / Smith |
| e. | <u>Approve Holiday Trolley Rides (5min)</u>
Three Weekends in December Friday, Saturday, Sunday / 8 evenings. Dec 8 th -23 rd
Contract with Napa Valley Trolley for a total of \$2400 | La Liberte |
| f. | <u>DNA Storage Unit (5min)</u>
Cancel existing rental agreement, selloff / giveaway contents.
Annual savings to DNA of \$5772 | La Liberte |
| g. | <u>Downtown Security (15min)</u>
Open discussion regarding recent aggressive behavior by individuals, vandalism, car break-ins, bike theft, next steps, Napa PD and Bike Police | Hallum / La Liberte |
| h. | <u>Approve Changing Email Marketing Platform (5min)</u>
Switching from Now Backroom to Mailchimp-Monthly service fee of \$100 and a one time fee \$1800 from Augustine to produce custom DNA templates for our email broadcasts and newsletter. | La Liberte |
| i. | <u>Event Updates / Review (20min)</u>
Best Dam Burger – Show and Shine / Main Street Reunion – Hometown Halloween
Wanderland of Trees – 12 Days of Giving -Tree Lighting
Christmas Parade - Grand Marshall Jennifer Gonzales – Mustard Celebration | La Liberte / Smith |
| j. | <u>Approve Financials (10min)</u>
Report includes P&L Budget vs. Actual through September. Report shows net income of \$112,295.33 vs. budgeted loss of -\$11,917.55 | Smith / La Liberte |

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 1300 First Street, Suite 290. 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:

PUBLIC COMMENT: The public may directly address the PBID on any matter within the Council's subject matter jurisdiction, including any matter that is not on the agenda. However, State law strictly limits the Council's authority to respond at the meeting to any matter that is not on the agenda.

RULES OF ORDER FOR THE CONDUCT OF PBID MEETINGS: The PBID conducts its meetings in accordance with the requirements of state law (the "Ralph M. Brown Act," California Government Code Sections 54950, et seq.) and the City's Rules of Order (Council Policy Resolution 19, R2016-6). Members of the public are expected to conduct themselves with courtesy and respect and comply with the Rules of Order. **PROCEDURES TO DIRECTLY ADDRESS THE PBID:** Any member of the public may directly address the Council regarding: (a) any matter identified on the agenda; or (b) during the Public Comment portion of the meeting for any matter within the Council's subject matter jurisdiction that is not identified on the agenda. Speakers should direct comments to PBID Chair and Committee members, not the audience. Speakers are expected to yield the floor when the time limit is identified. For each item, speaking time is limited to no more than three minutes per person, unless otherwise specified for hearings and appeals, or at the discretion of the PBID Chair to address special circumstances. The PBID Chair may modify (increase or decrease) any time requirements for any speaker, or change the order of the items on the agenda, in accordance with the Rules of Order in order to facilitate the efficient and fair conduct of the meeting. This may include moving all or a portion of the Public Comment portion of the agenda to the end of the meeting (see Council Policy Resolution 19, R2016-6 section 6.1.4).