



**Downtown Napa Association**  
**Minutes**  
**Tuesday, October 10<sup>th</sup>, 2023 2:30 – 4:00 p.m.**  
**Filippi's Italian Pizza Grotto**

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

**Excused:** Chrissy Pearce-Jeffries, Sara Brooks, Tom Finch, Anette Madsen, Peter Triolo

**Guests:** Neal Harrison – ED Manager; Vin Smith, Director, CDD; City of Napa.

1. **OPEN AND CALL TO ORDER** - Anderson called the meeting to order at 2:35pm
2. **PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA** – None
3. **INFORMATION / ACTION ITEMS**
  - a. **Approve August 2023 Meeting Minutes – (No September Meeting Held)** Hallum moved approval of the August minutes. Murphy seconded, approved unanimously.  
  
**Parking Management Plan** - Vin Smith and Neal Harrison gave an update of the October 3<sup>rd</sup> Council meeting where the council decided not to move forward with staff recommendations. Council felt timing was not right for a parking management plan which included paid parking. Harrison discussed possible next steps, but money was needed to implement them. Hallum made a statement that there currently are not enough all-day parking spaces to park all downtown employees. Harrison discussed the permit parking program and that currently enforcement is down one vehicle due to an accident that requires appx. \$60,000 in repairs. Vin Smith said that he would be talking with Tony Valadez and Neal Harrison to decide next steps and how to move forward.
  - b. **General Membership Meeting** – Possible agenda items were discussed. Adding parking to the agenda was discussed but the Board was concerned about the amount of time that would need to be dedicated to the meeting and that it could not allow enough time for other agenda items. Time limits were discussed that would allow for structured conversations. 2024 events and projects will also be added to the agenda for open discussion.
  - c. **Board Elections (10min)**  
Term expirations, open seats, bylaws were discussed. Anderson, Brooks, Finch, Magnani and Madsen terms expire at the end of 2023.
  - d. **Approve Holiday Trolley Rides** - LaLiberte discussed contracting with Napa Valley Trolley for a total of \$2400 to provide Holiday Trolley rides for the three Weekends in December Friday, Saturday, Sunday / 8 evenings. Dec 8<sup>th</sup> -23<sup>rd</sup> Magnani Moved to include December 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> to coincide with 12 Day of Giving for a total of \$3300, Murphy seconded, approved unanimously.
  - e. **DNA Storage Unit (5min)**  
LaLiberte Informed Board of canceling rental agreement for Store Quest storage unit. Event contents (tables, chairs, barricades, trash cans etc. are no longer needed because the DNA is no longer putting on the large event and any items needed for events would be cheaper to rent then to pay for monthly storage space. LaLiberte discussed the selloff / giveaway contents. Annual savings to DNA of \$5772. This was an informational item so no action was needed but board agreed with staff assessment.
  - f. **Downtown Security (15min)**  
Board had an open discussion regarding recent aggressive behavior by individuals, vandalism, car break-ins, bike theft, next steps, Napa PD and Bike Police. Board decided to invite Chief of Police Jennifer Gonzalez to a future meeting to discuss.

**g. Approve Changing Email Marketing Platform (5min)**

LaLiberte discussed 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. Chiapette moved for approval, Magnani seconded, approved unanimously.

**h. Event Updates / Review (20min)**

LaLiberte and Smith gave updates on Best Dam Burger – Show and Shine / Main Street Reunion – Hometown Halloween - Wanderland of Trees – Tree Lighting Christmas Parade - Grand Marshall Jennifer Gonzales – Mustard Celebration - . Main Street Reunion event termination was advised. Discussion opened Murphy discussed possible smaller event that utilized existing on street parking and surface parking lots so street did not need to be closed. LaLiberte and Smith will report back to Board at next meeting if 2024 Main Street Reunion is possible. Meyer suggested DNA board should schedule a meeting dedicated to discussing events for 2024. Magnani reported on an expansion of last years 12 Days of Giving to include retail and restaurants.

**i. Approve Financials (10min)**

Smith reported on financials which includes P&L Budget vs. Actual through September. Report shows net income of \$112,295.33 vs. budgeted loss of -\$11,917.55. Murphy moved to approve, McMaster seconded, approved unan.

**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.

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