



Downtown Napa Association
Minutes
Tuesday, December 12th , 2023 2:30pm – 4:00pm
Filippi's Italian Pizza Grotto

Members: Allison Hallum, Connie Anderson, Bob Magnani; Kimberly McMaster, Chuck Meyer, Garret Murphy, Peter Triolo, Chrissy Pearce-Jeffries, *Staff: Bill LaLiberte, Craig Smith*

Excused: Tom Finch, Anette Madsen, Toni Chiapetta, Sara Brooks

Guests In Attendance – Vin Smith, Community Development Director- City of Napa

1. **CALL TO ORDER** - Anderson called the meeting to order at 2:32pm
- 2.
3. **PUBLIC COMMENTS** - None
4. **INFORMATION / ACTION ITEMS**
 - a. **Approval of Minutes**– Garret Murphy moved approval of the August minutes and Peter Triolo seconded, approved unanimously.
 - b. **Merchant Outreach**

General Membership Meeting were discussed and LaLiberte proposed having two General Membership meeting in 2024. One in march and one in September which was supported by the board.
Not canceling future Board meetings due to light agendas was discussed. Meetings with light agendas will be used to invite merchants to discuss downtown issues, invite guest speakers, and DNA planning.
As part of merchant outreach the DNA will bring back the Ambassador walks with board members, city staff and DNA executive director to meet and talk with merchants in their spaces. Chuck Meyer added it would be advantageous to have DoNapa and OurNapa teams meet with merchants in their spaces to gather content for marketing efforts due to Owners busy schedules.
 - c. **Board Elections**

Informational, LaLiberte informed the board there were nine candidates and ballots would be sent out 12/15/23 with voting through 12/31/23.
 - d. **2024 Event Calendar**

LaLiberte reviewed and discussed the 2024 event and meeting calendar. Board discussion added supporting more district events similar to the SOFI and Clinton Street events, possibly bringing Napa Live / Inside Out back in September, combining a weeklong Restaurant week with the Mustard Celebration, and creating an event connected to the Lighted Arts Festival in Jan-Feb.
 - e. **Car Show / Show and Shine**

LaLiberte confirmed there would not be a Main Street Reunion Car Show in 2024 but the Show and Shine event will return. Garret Murphy volunteered to join the Show and Shine committee with Chuck Meyer and Craig Smith.
 - f. **2023 Event Updates / Review**

Wanderland of Trees -Tree Lighting - Christmas Parade were reviewed and discussed. McMaster discussed the Street Closures for the Christmas Parade happened earlier then listed on the closure signs causing confusion and disruption to her business and customers. Pearce- Jeffries discussed the parade closure of Second Street not needing to occur as early as it did. LaLiberte will meet with the City Parks and Recreation team to discuss these concerns.
 - g. **Craig's Retirement Party**

Craigs Smiths retirement party was discussed with a date of January 18th 4-7pm Archer Hotel.
 - h. **Approve Financials**

La Liberte presented the P&L Budget vs. Actual report through October 31st, 2023. Report showed net income of \$28,113.08 vs. budgeted loss of -\$25,905.85. Hallum Move approval of budget report, Triolo seconded, approved unanimously.

Meeting adjourned at 3:40pm

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 Bill LaLiberte at (707)257-0322 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC:

PUBLIC COMMENT: The public may directly address the Downtown Napa Association 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 DNA MEETINGS: The Napa Downtown Association 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 DNA:** Any member of the public may directly address the Board 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 DNA President and Board 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 DNA President to address special circumstances. The DNA President 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).