



**Downtown Napa Association  
Agenda  
Tuesday, April 9th , 2024 2:30pm – 4:00pm  
Filippi's Italian Pizza Grotto**

**Members:** Peter Triolo, Connie Anderson, Toni Chiapetta, Bob Magnani; Kimberly McMaster, Chuck Meyer, Garret Murphy, Chrissy Pearce-Jeffries, Sara Brooks, *Gabe Carlin, Faith Ventrello, Alyssa Piombo* **Staff:** *Bill LaLiberte*

**Excused:**

**Guests:** Vin Smith City of Napa - Community Development Director, Neal Harrison City of Napa – Economic Development Manager, Tony Valadez City of Napa – Parking Programs Manager

1. CALL TO ORDER Triolo
2. PUBLIC COMMENTS Triolo
3. INFORMATION / ACTION ITEMS
  - a. Approval of Minutes Triolo  
Approve minutes from March 11th, 2024, Meeting.
  - b. City of Napa Presentations to the Board - (30 min) – Informational City of Napa  
Parking Management Plan Update- Tony Valadez, Neal Harrison
  - c. City of Napa Sales Tax Ballot Measure – (10 min) - Informational Triolo / La Liberte  
Discuss Executive Committee recommendation of education and outreach to downtown merchants.
  - d. General Membership Meeting - (5 min) - Informational Triolo  
Thursday June 13<sup>th</sup> 9:30am – 11:30 – Guest Speaker City of Napa Sales Tax Initiative Ballot Measure
  - e. Wine Down Media Proposal – (10 min) - Approval Needed La Liberte  
Review and Discuss Proposal for weekly messaging plus “What’s Up in Downtown” 5–7-minute segments on English Language “The Vine” and Spanish Language “MegaMix”
  - f. DoNapa App / Android Proposal - (10 min) - Approval Needed La Liberte  
Review and Discuss Proposal to add the Android platform to the DoNapa App which is currently only available to Apple IOS users.
  - g. Napa Table Update - (5 min)- Informational Triolo  
Update on ticket sales and event details.
  - h. Event Calendar (5 min) – Informational Triolo  
Review and Discuss creation of downtown wide events calendar that downtown merchants can submit events. The purpose is to avoid competing events on the same day and to identify periods that events would benefit slow or soft periods bringing additional traffic downtown.
  - i. Cambodian Delegation Visit (5 min) – Approval Needed La Liberte  
Discuss upcoming Cambodian Delegation visit with an ask of the DNA to assist in Sponsoring the cost of an April 22<sup>nd</sup> dinner. (\$1500 or any lesser amount)
  - j. Financials - (10 min) – Approval Needed La Liberte  
Review and approve January 1<sup>st</sup>, 2024 – March 31st, 2024, P&L Budget vs. Actual through

**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 La Liberte 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).