



**Downtown Napa Association
Agenda
Tuesday, February 11th, 2025 2:30pm – 4:00pm
Filippi's Italian Pizza Grotto**

Members: Bob Magnani, Kimberly McMaster, Chuck Meyer, Chrissy Pearce-Jeffries, Sara Brooks, *Gabe Carlin, Faith Ventrello, Tom Finch, Allison Hallum, Cassan Macaraig, Adam McClary* Staff: *Bill LaLiberte*

Guests:

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| 1. <u>CALL TO ORDER</u> | Jeffries |
| 2. <u>PUBLIC COMMENTS</u> | Jeffries |
| 3. <u>INFORMATION / ACTION ITEMS</u> | |
| a. <u>Approval of Minutes –</u>
Approve minutes from January 14 th , 2025, meeting. | Jeffries |
| b. <u>Introduction of New Board Members – (10 Min)</u> | Jeffries |
| c. <u>Kohl's Development – (20 min)</u>
Review and discuss the Kohl's development project, specifically displacing merchants and the City of Napa considering approving a demo permit without an approved project that could see demo happening as early as this summer. | La Liberte |
| d. <u>Oxbow Gateway Sign License Agreement – (10 min)</u>
Discuss the formation of a subcommittee (Tom Finch, Sara Brooks, and Bill La Liberte) to review, edit, and approve agreement for signature. Present agreement to PBID Committee for acknowledgement and support of future maintenance expenses. | La Liberte |
| e. <u>First Thursday's – (10 min)</u>
Review and discuss First Thursday's event – May 1 st and June 5 th events not budgeted in 24-25 fiscal year budget. | Jeffries |
| f. <u>Mustard Celebration Event – (10 min)</u>
Ticketing platform goes live – marketing and promotional campaign kick off the week of 2/17. | La Liberte |
| g. <u>Napa Table Event – (10 min)</u>
Update on current efforts for June 7 th event – Tickets to go on sale April 14 th | La Liberte |
| h. <u>Sponsorship Support – (10 min) Approval Needed</u>
Partial use of Staff Support budget line item (\$25,000) to hire contract employee to create sponsorship deck to solicit annual sponsorships for DNA events. Hire a second contractor to solicit sponsorships with pay being a percentage of executed sponsorship agreements. | La Liberte |
| i. <u>Financials – (10 min) Approval Needed</u>
Review and approve July 1 st , 2024 – January 31 st , 2025 P&L Budget vs Actual | 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 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).