



**Downtown Napa Association
Agenda
Tuesday, March 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:

3VG Development Team - Howard Overton, Kameron Klotz, Jerry Hunt
Social Media Somm - Sarah Flick
City of Napa Economic Development Division Manager - Neal Harrison

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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 February 11th, 2025, meeting. | Jeffries |
| b. <u>Kohl's Development – (30 min)</u>
Presentation and discussion with 3VG Kohl's property development team | La Liberte |
| c. <u>Sarah Flik – (15 min)</u>
New Marketing Manager for Napa TID – Meet DNA Board and discuss marketing plan. | La Liberte |
| d. <u>First Thursday's – (20 min)</u>
Review and discuss First Thursday's event – Provide updates on vendors, bands and nonprofit partners | Jeffries |
| e. <u>Mustard Celebration Event – (15 min)</u>
Review and discuss Mustard Celebration Finale - Ticketing is live, and sales are going well, Marketing and promotional campaign is in full swing. | Jeffries |
| f. <u>Financials – (10 min)</u>
Update on the progress of addition of Mustard Celebration and First Thursdays unbudgeted events to the FY 24-25 budget and updating of the FY 24-25 budget from a static budget to a budget where revenue and expenses would be recognized in the months they occur. | 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).