



**Downtown Napa Association  
Agenda  
Tuesday, May 13th, 2025 2:30pm – 4:00pm  
Filippi's Italian Pizza Grotto**

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

**Guests:** Tony Valadez City of Napa Compliance Programs Manager, Heather Luna Executive Director Share the Care

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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 April 8th, 2025, meeting.   | Jeffries     |
| b. <u>Annual PBIA Parking Budget – (20 min)</u> Tony Valadez presentation to the DNA Board of the parking maintenance budget for approval / acceptance.  | Tony Valadez |
| c. <u>Heather Luna - Rock the Block - Share the Care – (20 min)</u> Presentation and funding request supporting Rock the Block event.  | Heather Luna |
| d. <u>Napa County Landmarks – (5 min)</u> Funding request of \$1300 for wireless tour guide system with 30 receivers to promote larger group walking tours.  | La Liberte   |
| e. <u>SoFi Battle of the Bands – (10 Min)</u> Discuss July 27th event. Jeffries to give an event update and request for funding.   | Jeffries     |
| f. <u>Sponsorship Manager – (5 min)</u> Discuss sponsorships for single / multiple events and the hiring of a sponsorship manager.   | La Liberte   |
| g. <u>First Thursday's – (5 min)</u> Update on May 1 <sup>st</sup> event and changes to June 5 <sup>th</sup> event.  | La Liberte   |
| h. <u>Fiscal Year 25'-26' Budget – (10 min)</u> Present a draft budget for discussion / edits and adjustments. Budget will be presented at the June 9 <sup>th</sup> board meeting for approval and adoption. | La Liberte   |
| i. <u>PBID 2026-2032 Renewal - (5 min)</u> Update on renewal status – June 17 <sup>th</sup> City Council Meeting.  | La Liberte   |
| j. <u>Financials – (10 min)</u><br>Review and approve July 1,2024 – April 30th, 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).