



**Downtown Napa Association  
Minutes  
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:** Becky Anderson – Miyamo, Neal Harrison - City of Napa, Molly Rattigan – City of Napa, Ricky Caperton – City of Napa

1. **CALL TO ORDER** - Jeffries called the meeting to order at 2:30pm
2. **PUBLIC COMMENTS** – No public Comments
3. **INFORMATION / ACTION ITEMS**
  - a. **Approval of Minutes** – Jeffries asked to approve minutes from January 14, 2025, Meeting - Finch moved for approval of the January 14th meeting minutes, McMaster seconded - approved unanimously
  - b. **Introduction of New Board Members** – Jeffries asked for introductions, new and current board members introduced themselves as well as guest in attendance
  - c. **Kohl's Development** – La Liberte gave an update on meeting with 3VG Development Team on the Kohl's project. Molly Rattigan, Neal Harrison, and Ricky Caperton with the City of Napa gave an update on the status of the development process. Caperton stated that the city was working with the developer on the Development Agreement and expected the project to go before Planning Commission in late spring. Becky Anderson and Allison Hallum who operate businesses in the development project discussed their current situations with the project and the timing of current leases and the need to relocate. La Liberte discussed a conversation with the 3VG development team to attend an upcoming board meeting. Board agreed to invite the 3VG Development to the Mache meeting to discuss their project.
  - d. **Oxbow Gateway Sign License Agreement** – La Liberte discuss the formation of a subcommittee (Tom Finch, Sara Brooks, and Bill La Liberte) to review, edit, and approve agreement for signature. La Liberte stated that once approved the agreement will be presented to the PBID Committee for acknowledgement and support of future maintenance expenses.
  - e. **First Thursday's** – Jeffries discuss First Thursday's event – May 1<sup>st</sup> and June 5<sup>th</sup> events not budgeted in 24-25 fiscal year budget but expect with booth fees and the sale of alcohol the events are expected to break even and possibly generate revenue for the DNA general fund.
  - f. **Mustard Celebration Event** – La Liberte gave an update on the event and announced that the ticketing platform was live and that the marketing and promotional campaign will kick off the week of 2/17. La Liberte also discussed having to change the name of the event from Taste of Napa to a new name due to trademark issues.
  - g. **Napa Table Event** – La Liberte gave an update on current efforts for June 7<sup>th</sup> event – Tickets to go on sale April 14<sup>th</sup>
  - h. **Sponsorship Support** – La Liberte asked the board for a partial use of Staff Support budget line item to hire contract employee to create a sponsorship deck to solicit annual sponsorships for DNA events. La Liberte discussed after the sponsorship deck was completed the DNA would look to hire a second contractor to solicit sponsorships with pay being a percentage of executed sponsorship agreements. *Chuck Meyer motioned for approval of a not to exceed \$7,000 from Staff support budget line to hire contract employee to create the sponsorship deck, Tom Finch seconded, approved unanimously.*
  - i. **Financials** – La Liberte asked board for time to update financials due to the addition of Mustard Celebration and First Thursdays unbudgeted events to the FY 24-25 budget and the 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 making the budget vs actual reporting more representational of current conditions. *Board approve additional time to revise and update FY 24-25 budget.*

**Meeting Adjourned at 3:40pm**