



Downtown Napa Association
Minutes
January 14th, 2025
Filippi's Italian Pizza Grotto

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

Absent / Excused: Bill La Liberte

1. CALL TO ORDER Jeffries - Jeffries called the meeting to order at 2:34pm
2. PUBLIC COMMENTS Jeffries - none
3. INFORMATION / ACTION ITEMS

- a. Approval of Minutes Jeffries -Approve minutes from November 12th, 2024, Meeting
-No meeting in December 2024. - Approved by Tom, Second by Kimberly Unanimous Aye

- b. Board Election Results – Jeffries - Review and approve Chrissy Jeffries, Chuck Meyer, and Adam McClary as the three membership elected candidates.

-Review and approve Nomination Committee selection of Allison Hullum and Cassan Macaraig per bylaws.
-Review and approve Nomination Committee selection of Kimberly McMaster to fill Alyssa Piombo's term after stepping down in late 2024 - discussed and all approved of the new/current selections. Discussed ways to garner more participation in voting. Chuck suggested a voting app vs the print and send back - make it easy and quick to participate. We also discussed ways to increase attendance at General Meetings. We think we should start the ' Walk with Bill' project this spring once the weather improves.
Everyone voted Aye - Sara Approved and Bob Second

- c. Event Calendar 2025 – Jeffries -Review and discuss proposed 2025 event calendar - Reviewed and discussed. - We discussed Streamfest - Bob filled us in with what he knows. We discussed the possibility of Porchfest and Battle of the Bands.

- d. Mustard Celebration Event – Jeffries -Review and discuss ticket packages. Marketing and promotional efforts to start mid-January. - We discussed the packages and the fact that all attendants will need tickets so that the vendors can redeem for \$ after the event (unlimited status) We discussed the staffing concerns. Hotels need finalized info by end of Jan.

- e. Financials – Financials will be presented at Februarys Board Meeting Jeffries - discussed that we'd review in Feb.

Jeffries : Meeting adjourned at 3:08



Downtown Napa Association

Minutes

Tuesday, November 12th, 2024 Meeting

Filippi's Italian Pizza Grotto

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

Excused: Alyssa Piombo (stepped down and resigned board seat)

Guests: Neal Harrison City of Napa - Economic Development Division Manager

1. CALL TO ORDER - Jeffries called the meeting to order at 2:32pm
2. PUBLIC COMMENTS – Neal Harrison discussed upcoming November City Council Meeting with agenda items looking for approval of an Oxbow Gateway sign, and Parking Management Plan. Harison also discussed the city analyzing two locations for a possible new parking structure, Lot X and the parking lot adjacent to Contimo Provisions.
3. INFORMATION / ACTION ITEMS
 - a. Approval of Minutes – Jeffries asked to approve minutes from November 12th, 2024, Meeting - Anderson moved for approval of the November 12th meeting minutes, Ventrello seconded - approved unanimously.
-No December Meeting Was Held

- b. November Shop Sip and Strolls – LaLiberte discussed rescheduling the November Shop Sip and Stroll to a December 15th event from 1-4pm.
- c. Holiday Events – LaLiberte discussed upcoming holiday events and gave a recap of the October 26th Hometown Halloween event.
- d. Clinton Street Christmas Market – LaLiberte discussed the upcoming Friday December 6th Clinton Street Christmas Market. LaLiberte also discussed DNA's participation and gave a recap of DNA approved funding expenditures in support of the event.
- e. Mustard Celebration Event – LaLiberte gave an update on the march 29th and 30th event and asked for planning committee volunteers, Magnani, Carlin, Meyer, and Murphy volunteered to assist in the event planning process.
- f. Napa Table Event – LaLiberte gave an update on the June 7th Napa Table planning process and asked for asked for planning committee volunteers, Magnani volunteered to assist in the event planning process.
- g. First Street Napa Holiday Event Dec 7th and 8th – LaLiberte presented the First Street Napa Holiday event and asked for approval of not to exceed \$3500 in funding to support the event. Brooks moved for approval of not to exceed \$3500 in event funding support, Jeffries seconded - approved unanimously
- h. Napa Shop Guide – LaLiberte gave an update and discussed a reprint of current addition with a new edition in the spring or waiting until spring for new addition. The board recommended waiting until spring for a new addition with no reprint of current addition.
- i. Cope Family Center – Jeffries presented a sponsorship request from the Cope Family Center to support an upcoming fundraising event. The board discussed and asked Jeffries to go back to the Cope Family Center for clarification and to refine the request for consideration.
- j. Taxes and Bookkeeping Update - LaLiberte gave an update and discussed 2023 tax filing and fees paid to Accountant. LaLiberte also gave an update on the search for a part time bookkeeper.
- k. Financials– LaLiberte presented the July 1st, 2024 – October 31st, 2024, P&L Budget vs. Actual. Board moved to Accept and File.

Meeting Adjourned at 3:22pm

2025 Downtown Napa Association Event Calendar

January

Lighted Arts Festival

February

Lighted Arts Festival

March

Mustard Celebration Saturday and Sunday March 29th & 30th

April

First Thursdays April 3rd (weather / permitting could be an issue)

May

First Thursday May 8th

June

First Thursday June 5th

The Napa Table – Saturday June 7th

Shop Sip and Stroll – Thursday June 5th, 12th, 19th, 26 (decide on monthly event through October)

July

First Thursday July 3rd (replace July 4th Fridays in the Park due to City's July 4th Celebration)

Fridays in the Park – Friday 11th, 18th, 25th

August

First Thursday August 7th (replace August 8th Fridays in the Park due to County Fair opening) Cel

Fridays in the Park – Friday August 1st, 15th, 22nd,

September

First Thursday September 4th

October

First Thursday October 2nd

Hometown Halloween Saturday October 25th

November

Holiday Tree Lighting – Wednesday November 26th

December

Merchant Window Decorating Contest

Christmas Parade – Saturday December 6th (will confirm with City of Napa)

Possible Additions:

Beer Crawls

Wine Month (tasting rooms feature a specific varietal May - November)

Ugly Christmas Sweater Crawl

Santa Crawl

Mustard Celebration Taste of Napa - March					
	Levels	Cost	Logoe d Glass	Food and Wine Tasting Tickets	Cooking Demonstrat ion Stage
	Bronze (Single Day)	\$ 50.00	Yes	10	Additional Fee
	Silver (Single Day)	\$ 120.00	Yes	25	Additional Fee
	Gold (Single Day)	\$ 250.00	Yes	Unlimited	Full Access / Reserved seating
	Platinum (Two Day)	\$ 400.00	Yes	Unlimited	Full Access / Reserved seating
	Additional Tickets	\$ 25.00		5	

	Additional Tickets	\$ 50.00		10	
	Additional Tickets	\$ 100.00		20	
	Logoed Glass	\$ 15.00		1	
	Cooking Demonstration Stage (General Admission)	\$15 Per Event			
	Main Theater Programing (General Admission)	\$15 Per Event			