



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

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

Excused: Chrissy Pearce Jeffries

Guests:

3VG Development Team - Kameron Klotz, Gordon Huether

TID Marketing Manager - Sarah Flick

City of Napa Economic Development Division Manager - Neal Harrison

1. **CALL TO ORDER** - La Liberte called the meeting to order at 2:33pm
2. **PUBLIC COMMENTS** – No Public Comments
3. **INFORMATION / ACTION ITEMS**
 - a. **Approval of Minutes** - La Liberte asked to approve minutes from March 11th, 2025, Meeting - McMaster moved for approval of the March 11th, 2025 meeting minutes, Finch seconded - approved unanimously
 - b. **Kohl's Development** - Kameron Klotz and Gordon Huether with 3VG Kohl's property development team gave a presentation / update on the project status and timelines. Koltz and Huether had an open discussion with the DNA board giving a demolition time of this summer and a projected project completion date of August 2027. Klotz stated he would forward project renderings to La Liberte for disbursement to the board once completed. Ventrello asked if the condo portion of the project would be wholly owned by individuals or if they would be available for let when not in use by the hotel operator, Klotz stated that both scenarios could apply. Magnani asked what the site would look like during construction, and would the First Street sidewalk be blocked, Klotz stated there would be well thought out construction fencing with a nice appearance to the public and that the sidewalk would remain open for most of the project. Hallum asked who the hotel operator would be and Klotz said it would be a Marriott Boutique property.
 - c. **Sarah Flik** – Sarah Flick the New Marketing Manager for Napa TID introduced herself to the DNA Board and discussed the TID / DoNapa marketing plan and strategies. Sarah asked for two DNA board members to be on a DNA marketing subcommittee with La Liberte to work with her and to help implement marketing plan and strategies. Sarah mentioned that she would provide a slide deck to the DNA board with marketing analysis and would be available to the board at anytime to meet and answer questions.
 - d. **First Thursday's** – La Liberte reviewed and discussed the First Thursday's event – Provided updates on vendors, bands and nonprofit partners
 - e. **Mustard Celebration Event** – La Liberte reviewed and discussed Mustard Celebration Finale - La Liberte discussed that ticketing was live, and sales were going well, and that marketing and promotional campaign is in full swing.
 - f. **Financials** – La Liberte gave an update on the progress of adding the 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.

Meeting Adjourned at 3:32pm