



**Downtown Napa Association
Minutes
April 9th, 2024 Meeting
Filippi's Italian Pizza Grotto**

Members Present: Peter Triolo, Connie Anderson, Toni Chiapetta, Bob Magnani; Chuck Meyer; Chrissy Pearce-Jeffries, Sara Brooks, Gabe Carlin, Faith Ventrello, *Staff: Bill LaLiberte*

Excused: Kimberly McMaster, Alyssa Piombo. Garret Murphy

Guest: Vin Smith City of Napa - Community Development Director, Neal Harrison City of Napa – Economic Development Manager, Tony Valadez City of Napa – Parking Programs Manager

1. **CALL TO ORDER** Peter Triolo called the meeting to order at 2:31
2. **PUBLIC COMMENTS** - None
3. **INFORMATION / ACTION ITEMS**
 - a. **Approval of Minutes**
Carlin moved for approval of the March Meeting minutes and Meyer seconded, approved unanimously.
 - b. **City of Napa Presentations to the Board –**
Tony Valadez, Neal Harrison gave an update on the current status of the Parking Management Plan Update.
 - c. **City of Napa Sales Tax Ballot Measure -**
Triolo and LaLiberte discussed the Executive Committees recommendation of education and outreach to downtown merchants rather than a board approval. Board was in agreement and directed LaLiberte to work with city staff to get digital material and possible meetings for merchants to hear the city's presentation.
 - d. **General Membership Meeting -**
Triolo discussed the Thursday June 13th General Membership meeting – Guest Speaker will be City of Napa Sales Tax Initiative Ballot Measure and possibly an update on the Downtown Parking Management Plan
 - e. **Wine Down Media Proposal -**
LaLiberte reviewed and discussed approval of an 18-month proposal for weekly messaging plus “What’s Up in Downtown” 5–7-minute segments on English Language “The Vine” and Spanish Language “MegaMix radio stations. Anderson questioned listener numbers for the stations. Brooks motioned for approval, Pearce-Jeffries seconded, Approved unanimously.
 - f. **DoNapa App / Android Proposal -** No Action Taken
LaLiberte reviewed and discussed a proposal to add the Android platform to the DoNapa App which is currently only available to Apple IOS users. The cost to add Android platform to the app is \$3432.00. Magnani asked for analytics on users and Merchants currently on the app. Brooks suggested an M.O.U. from app developer confirming no fee for the Downtown Napa Association to use the app for a defined period of time if cost to add android platform was approved. The board’s decision was to get the requested information from the developer and revisit at May 14th Board Meeting.
 - g. **Napa Table Update -** Informational
Triolo gave an update on ticket sales and event details.
 - h. **Event Calendar –** Informational
Triolo discuss creation of downtown wide events calendar that downtown merchants can submit events. The purpose is to avoid competing events on the same day and to identify periods that events would benefit slow or soft periods bringing additional traffic downtown. Baard agreed and advised LaLiberte to move forward with the calendar.

i. **Cambodian Delegation Visit** – No Action Taken

LaLiberte discussed upcoming Cambodian Delegation visit with an ask of the DNA to assist in Sponsoring the cost of an April 22nd dinner. (\$1500 or any lesser amount), the Board felt this was not an appropriate expense and felt the Vintners would be a better partner for the event.

j. **Financials**

LaLiberte reviewed January 1st, 2024 – March 31st, 2024, P&L Budget vs. Actual. The report showed a net income of \$233,510.22 vs budgeted net income of \$76,130.85. LaLiberte reported this was due to income from PBID and TID for DNA programs and events was received but expenditures for those same programs and events were to follow in the coming months. Anderson moved for approval of financials and Magnani seconded, approved unanimously.

Meeting Adjourned at 3:51

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).