



**Downtown Napa Association  
Minutes  
April 8th, 2025 2:30pm – 4:00pm  
Filippi's Italian Pizza Grotto**

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

**Excused:** Bill LaLiberte, Sara Brooks

1. **CALL TO ORDER** Chrissy Pearce-Jeffries called the meeting to order at 2:34
2. **PUBLIC COMMENTS** - None
3. **INFORMATION / ACTION ITEMS**
  - a. **Approval of Minutes** –  
Approve minutes from March 11th, 2025, meeting. – *Magnani motioned to approve, Carlin seconded – Approved Unanimously.*
  - b. **Kohl's Development – (30 min)**  
Jeffries discussed that the 3VG Development Team is looking for DNA support for their project. Jeffries explained that the DNA has not weighed in on development projects in the past and the Executive Committee recommends having 3VG at this year's General Membership meeting, taking an educational role on the project for our merchants. *The Board agreed that having the 3VG staff present at the GM meeting was a great idea and they all agreed that a pedestrian friendly park like setting across the street at the corner of 1st and Main would be a great idea. (in the empty Bounty Hunter space)*
  - c. **Heather Luna - Rock the Block and Share the Care – (10 min)** Request supporting Rock the Block event. *Jeffries discussed that Luna is also part of the team trying to get Porchfest off the ground again and the board agreed that helping Luna and having her on our short list to partner with in the future is a good idea. The board liked the idea of helping Luna with the stipulation that she use downtown merchants for the wine and the food.*
  - d. **Mustard Celebration Event – (15 min)** Jeffries discussed that the debrief of the event was in progress and that La Liberte will update the DNA Board once questioner and meetings with key personnel and event staff have been completed. *The board also discussed and agreed that a single day event would be more advantageous and cost effective.*
  - e. **First Thursday's and Napa Table – (15 min)** Jeffries gave an update on status and progress of the May 1<sup>st</sup> event.
  - f. **Fiscal Year 25'-26' Budget – (10 min)** Jeffries discussed that Bill La Liberte will be working on the FY 25-26 budget during the month of April to present a draft budget to DNA Board at the May 13<sup>th</sup> board meeting for discussion / edits and adjustments. Jeffries also discussed that the budget would be presented at the June 9<sup>th</sup> board meeting for approval and adoption. Budget will also be included in the annual May / June report to the City Council for approval and adoption.
  - g. **Financials – (10 min)** Review and approve July 1, 2024 – March 31<sup>st</sup> 2025 P&L Budget vs Actual, *Jeffries informed the board that La Liberte was out sick and not able to attend the meeting and that financials would be presented at the May 13<sup>th</sup> meeting.*

**Meeting Adjourned at 3:35pm**