



**Downtown Napa Association  
Minutes  
General Membership Meeting  
August 13<sup>th</sup> 9:30am – 11:00am  
Napa River Inn 500 Main St**

**Members Present:** Connie Anderson, Toni Chiapetta, Bob Magnani, Chrissy Pearce-Jeffries, Gabe Carlin, Chuck Meyer, Faith Ventrello, Garret Murphy *Staff: Bill LaLiberte*

**Excused:** Sara Brooks, Kimberly McMaster, Alyssa Piombo

1. **CALL TO ORDER** - Jeffries called the meeting to order at 9:36
2. **WELCOME AND INTRODUCTIONS** – The meeting had 23 people in attendance
3. **PUBLIC COMMENTS** - No Public Comments
4. **INFORMATION / ACTION ITEMS**
  - a. **Ballot Measure G One Cent Sales Tax Increase Presentation and Discussion -**

Mary Luros and Former Mayor Jill Techel gave a PowerPoint presentation supporting Measure G a one cent sale tax increase. Attendees ask how the additional funds raised by the one cent sales tax would be spent. Luros responded that the funds raised would go into the City of Napa's general fund and that the City Council would oversee these funds and use them for improving city streets, first responders, public facing services, and city parks. It was discussed that the one cent tax is expected to generate approximately 21 million dollars annually.
  - b. **Marketing Update / Opportunities –**

Janette Maack with Augustine Agency (DoNapa) - discussed opportunities for merchants to manage and update their DoNapa landing pages as well as promotional and marketing opportunities.  
Allison Day with Good Things Done Right (OurNapa) - discussed the local facing social media platforms and there need for content.
  - c. **Upcoming Events -**

La Liberte discussed the upcoming events Show and Shine August 16<sup>th</sup> , OxFest August 17<sup>th</sup> and a second Shop Sip and Stroll in November.
  - d. **DNA Event Sponsorship Opportunities –**

La Liberte discussed how the DNA has help funded past district events such as the Clinton St. block party, SoFi battle of the bands, and the upcoming Oxfest. La Liberte discussed that the DNA has a budgeted to support these types of events and the ability to assist with special event permitting. La Liberte discussed the opportunities for additional district events in other areas.
  - e. **Open Discussion on Non-Agenda Items –**

Request to continue occupancy reports and for the DNA to host quarterly networking meetings so retailers, hotel properties, tasting rooms and restaurants can get together and discuss items affecting downtown. La Liberte said he will bring this up to the DNA board for recommendations on how to proceed.

Janet Mlynar, Owner of the Captain Andrew Sampson House built in 1850, that was damaged in the August 2014 earthquake spoke of her 10-year ordeal with insurance company and its attorney. She invited attendees to an open house / fundraiser to continue the fight to get the house restored.

**Meeting Adjourned at 10:57**

