



**Downtown Napa Association  
Minutes  
February 13th , 2024 Meeting  
Filippi's Italian Pizza Grotto**

**Members:** Peter Triolo, Connie Anderson, Toni Chiapetta, Bob Magnani; Kimberly McMaster, Garret Murphy, Chrissy Pearce-Jeffries, Sara Brooks, *Gabe Carlin, Faith Ventrello, Alyssa Piombo Staff: Bill LaLiberte*

**Excused:** Chuck Meyer

**Guest:** Vin Smith City of Napa - Community Development Department

1. **CALL TO ORDER** Triolo called the meeting to order at 2:31

2. **PUBLIC COMMENTS**

3. **INFORMATION / ACTION ITEMS**

a. **Approval of Minutes**

Murphy moved for approval of the January minutes and McMaster seconded, approved unanimously.

b. **Board Member Introductions**

Triolo introduced new board members Ventrello and Piombo.

c. **Good Things Done Right Proposal**

LaLiberte discussed proposals from Good Things Done Right for additional outreach to downtown merchants. First was a monthly content capture featuring 6 to 8 merchants for a fee of \$1100.00 per month. Magnani moved for approval and Pearce-Jeffries seconded, approved unanimously. Second was a series of five workshops at \$650 per workshop, helping to educate merchants on the use of social media and content marketing. After board discussion McMaster moved for the approval of three workshops, Chiapetta seconded, approved unanimously. The board agreed the workshops should be held on the third Tuesday of the month at 11:00 am running 90 minutes.

d. **OXFEST – Oxbow District Event August 17<sup>th</sup>, 2024**

Gabe Carlin with Oxbow Market gave a presentation and description of the proposed event including event budget / accounting and asked the board for financial support of \$8500. The event would also be requesting grant funding from TID in the amount of \$10,000. Brooks moved approval of \$8500 for Oxfest, Magnani seconded, approved unanimously.

e. **Event Updates / Review**

LaLiberte discussed Mustard Celebration, Makers Market Proposal, and Crafted Proposal. The Makers Market and Crafted proposals asked DNA to assist with makers market event permitting and to provide ABC license for the DNA to sell beer and wine at each event. Piombo and Pearce Jeffries expressed concern of market vendor conflicts, selling same or similar products and competing against downtown merchants. LaLiberte stated he would address these concerns with event organizers including allowing downtown merchants to have booths at the events and to have the Downtown Ambassadors at the events to direct and promote attendees to downtown merchants. LaLiberte stated he would meet with event organizers and report back at the March DNA Board meeting. Ventrello discussed separating events like the Lighted Arts Festival and Restaurant Week to spread out downtown visitors to a longer period of time and not overwhelming Merchants. The board discussed creating a master calendar of all Downtown Napa events not just the DNA's so events wouldn't overlap and to try and have events during slower times to boost merchant business.

f. **Ambassador Walk**

LaLiberte discussed the Ambassador Walk program and sent around a sign-up sheet which board members filled in for walks starting March 6<sup>th</sup> through October 16<sup>th</sup>.

g. **Approve Financials**

LaLiberte presented the new January 1<sup>st</sup>, 2024 – June 30<sup>th</sup>, 2024 budget. LaLiberte discussed that moving to a fiscal year budget cycle, another budget would be presented in June 2024 for fiscal year July 1<sup>st</sup> 2024 through June 30<sup>th</sup> 2025. Chiapetta moved approval of January 1<sup>st</sup> 2024 – June 30<sup>th</sup> 2024 budget, McMaster seconded, approved unanimously.

**Meeting Adjourned at 3:34**

**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).