



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

Members: Kimberly McMaster, Chuck Meyer, Garret Murphy, Peter Triolo, Chrissy Pearce-Jeffries, , *Gabe Carlin Staff: Bill LaLiberte*

Excused: Connie Anderson, Bob Magnani, Toni Chiapetta, Sara Brooks

Guest: Allison Day – Good Things Done Right, Vin Smith City of Napa - Community Development Department

1. **CALL TO ORDER** Anderson called the meeting to order at 2:34
2. **PUBLIC COMMENTS** - None
3. **INFORMATION / ACTION ITEMS**
 - a. **Approval of Minutes**

Pearce - Jeffries moved for approval of the December minutes and McMaster seconded, approved unanimously.
 - b. **Board Elections**

New Board Member Gabe Carlin was introduced, Magnani and Brooks were reelected but not present.

Nomination and approval of Executive Committee board member selections

The Nominating Committee presented Faith Ventrello of Folklore and Alyssa Piombo of Riza Plants as their selections to the Board. Murphy moved for approval and McMaster seconded, approved unanimously.

Nomination Approval of Board Officers

Anderson nominated Peter Triolo as Board President, Chrissy Pearce Jefferies as VP, and Sara Brooks as Secretary/Treasurer. Anderson will serve as the Immediate Past President. Murphy moved for approval and Meyer seconded, approved unanimously.
 - c. **Good Things Done Right**

Allison Day, Owner of Good Things Done Right gave an update on the OurNapa social media platforms. The presentation discussed the performance and gave analytics. Both Instagram and Facebook platforms are performing better than similar Napa Valley DMO's. The presentation also included paid content options and additional ways to assist merchants with content. Borad discussion followed and asked Allison to provide proposals for merchant content creation and capture and for Workshop Series to provide merchants with ways to increase their social media presence and knowledge. Informational no action Needed
 - d. **Event Updates / Review**

LaLiberte updated the board on Wanderland of Trees and upcoming Mustard Celebration – Informational no action Needed
 - e. **Craig's Retirement Party**

Craigs Smiths retirement party was discussed with a date of January 18th 4-7pm Archer Hotel. – Informational no action Needed
 - f. **Approve Financials**

La Liberte presented the P&L Budget vs. Actual through December. Report showed a net loss of \$-7,441.66 vs. budgeted loss of -\$40,794.00 - Triolo moved for approval and McMaster seconded,

Meeting Adjourned at 3:45

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 LaLiberte 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).