



**Downtown Napa Association
Minutes
March 12th, 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: Peter Triolo

Guest: Steve Potter City of Napa – City Manager, Liz Habkirk City of Napa - Assistant City Manager, Julie Lucido City of Napa – Public Works Director, Vin Smith City of Napa - Community Development Department, Neal Harrison City of Napa Economic Development Manager

1. **CALL TO ORDER** Chrissy Pearce-Jeffries called the meeting to order at 2:32
2. **PUBLIC COMMENTS** - None
3. **INFORMATION / ACTION ITEMS**
 - a. **Approval of Minutes**

McMaster moved for approval of the March Meeting minutes and Ventrello seconded, approved unanimously.
 - b. **City of Napa Presentations to the Board**

Proposed One Cent Sales Tax Ballot Measure Presentation by Steve Potter, Liz Habkirk, Julie Lucido with the City of Napa followed by questions and answers / board discussion. City Staff will take proposed ballot Measure in June to City Council for approval to add to November General Election Ballot. If approved revenue to the city's general fund would be approximately twenty-one million annually. Murphy asked when the last sales tax increase occurred, Potter responded there was a half cent increase in 1998 as part of Measure T. Meyer discussed some of the potential comments and concerns that downtown merchants may express. McMaster stated that we currently have one of the lowest sales taxes in the area and why not support. (informational no action taken)
 - c. **Good Things Done Right Update**

LaLiberte gave an update of his meeting with Allison Day of Good Things Done Right on Content Capture with the first three months focusing on local ownership of downtown businesses. LaLiberte also discussed upcoming workshops that GTDR will host, and that Visit Napa Valley was also scheduling workshops and the opportunity to possibly collaborate with them on content and shared meeting location. (informational no action taken)
 - d. **District Events / Promotions – Approvals Needed**

Clinton Street Community Fest – Thursday May 16th
LaLiberte discussed event and the funding request (not to exceed \$5,000) to assist in permitting, ABC licensing, and Marketing.

SoFi Block Party / Battle of the Bands – Sunday July 28th
Pearce-Jeffries discussed event and the funding request (not to exceed \$5,000) to assist in permitting, ABC licensing, and Marketing.

Meyer moved for approval of both events and Brooks seconded, approved unanimously.
 - e. **June General Membership Meeting**

LaLiberte discussed setting a date and time for the meeting. After discussion board set a date of Thursday June 13th 9:30am. Location to be determined. Board discussed the City of Napa One Cent Sales Tax Ballot Measure presentation as possible speaker / topic for meeting.(informational no action taken)

f. **Event Updates / Review**

LaLiberte reviewed upcoming events (informational no action taken)

g. **Ambassador Walk**

LaLiberte gave an update on the Ambassador Walk program. Magnani suggested moving the walks from Wednesdays to Thursdays due to many tasting rooms being closed on Wednesdays. LaLiberte will check with board members and city staff that have signed up to see if the dates can be changed. (informational no action taken)

h. **Financials**

LaLiberte reviewed January 1st, 2024 – February 29th, 2024, P&L Budget vs. Actual. Report showed -\$23,134.23 vs budgeted \$76,130.85. LaLiberte reported this was due to income from PBID for DNA programs was budgeted and not yet received. Murphy moved for approval of financials and Ventrello seconded, approved unanimously.

Meeting Adjourned at 3:57

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).