



**Downtown Napa Association
Minutes
May 14th, 2024, Meeting
Filippi's Italian Pizza Grotto**

Members Present: Peter Triolo, Connie Anderson, Chuck Meyer; Chrissy Pearce-Jeffries, Sara Brooks, Faith Ventrello, Kimberly McMaster, Alyssa Piombo. Garret Murphy *Staff: Bill LaLiberte*

Excused: Gabe Carlin, Toni Chiapetta, Bob Magnani

Guest, Neal Harrison City of Napa – Economic Development Manager, Tony Valadez City of Napa – Parking Programs Manager

1. **CALL TO ORDER** Peter Triolo called the meeting to order at 2:32
2. **PUBLIC COMMENTS** – Neal Harrison presented results from the TID strategic planning which included a handout. Harrison discussed TID funding of the DoNapa website and the TID grant process.
3. **INFORMATION / ACTION ITEMS**
 - a. **Approval of Minutes**
McMaster moved for approval of the April Meeting minutes and Meyer seconded, approved unanimously.
 - b. **City of Napa PBIA Budget Presentation**
Tony Valadez City of Napa – Parking Programs Manager presented the annual Parking and Business Improvement Area (PBIA) budget. The board heard the report and accepted as presented.
 - c. **Upcoming Board Vacancy**
Peter Triolo advised the board that he was taking a GM position with Archer Hotels on the east coast and that effective May 24th, 2024, he was resigning his position on the board. LaLiberte advised the Executive Committee acting as the Nomination Committee will present Triolo's replacement for board approval at the next meeting.
 - d. **City of Napa Sales Tax Ballot Measure Virtual Session**
Triolo advised the board that City Manager Steve Potter, Assistant City Manager Liz Habkirk, and Public Works Director Julie Lucido will be hosting a virtual session for members of the Downtown Napa Association to discuss a potential local funding ballot measure. Date/Time: Thursday May 23rd - 3 pm.
 - e. **DoNapa App / Android Proposal**
LaLiberte gave an update on proposal to fund the addition of the Android platform to the DoNapa App. – LaLiberte reported that he had received M.O.U. and update on analytics from Paul Kelaita application producer as requested by the Board at April 9th meeting. Anderson moved for approval, Piombo seconded, approved unanimously.
 - f. **Upcoming June Events**
Triolo updated the board on the upcoming on Napa Table June 8th and Shop Sip and Stroll June 6th, 13th, 20th, 27th
 - g. **Fiscal Year 24/25 Budget**
La Liberte reviewed and discussed proposed Fiscal Year 24/25 budget for approval at June 11th Board Meeting. Ventrello discussed adding additional shop guides to the budget that would last for the full year. The board discussed possible twice yearly shop guides allowing for seasonal pictures, and hours update. It was suggested having QR codes in the ads that would direct to merchant websites that would have current hours and seasonal offerings. Meyer suggested a "Where to Eat Guide" in addition to the shop guide. LaLiberte reported he would research additional cost to do twice yearly shop guide with suggested additions and report back to the board.
 - h. **Financials**
LaLiberte reviewed January 1st, 2024 – April 30th, 2024, P&L Budget vs. Actual. The report showed a net income of \$223,898.33 vs budgeted net income of \$76,130.85. LaLiberte reported this was due to income from PBID and TID for DNA programs and events was received but expenditures for those same programs and events were to follow in the coming months. Murphy moved for approval of financials, McMaster seconded, approved unanimously.

Meeting Adjourned at 3:31

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).