



**Downtown Napa Association
Minutes
May 13th, 2025
Filippi's Italian Pizza Grotto**

Members: Sara Brooks, Bob Magnani, Kimberly McMaster, Chuck Meyer, Chrissy Pearce-Jeffries, Gabe Carlin, Faith Ventrello, Tom Finch, Allison Hallum, Cassan Macaraig, Adam McClary *Staff: Bill LaLiberte*

Excused: Tom Finch, Kimberly McMaster, Adam McClary

Guests: Tony Valadez City of Napa Compliance Programs Manager, Heather Luna Executive Director Share the Care, Neal Harrison City of Napa Economic Development Manager

1. **CALL TO ORDER** - Jeffries called the meeting to order at 2:37pm
2. **PUBLIC COMMENTS** – Allison Hallum discussed California SB 1383 - new state law requiring restaurants over 5,000 square feet or with more than 250 seats to log food waste and donate excess food. The law went into effect January 1st, 2025, and the city of Napa is enforcing this law effective immediately. Hallum requested adding SB 1383 to the June meeting agenda.
3. **INFORMATION / ACTION ITEMS**
 - a. **Approval of Minutes** – Approve minutes from April 8th, 2025, meeting. *Magnani motioned to approve, Hallum seconded – Approved Unanimously.*
 - b. **Annual PBIA Parking Budget** – Tony Valadez presentation to the DNA Board of the parking maintenance budget for approval / acceptance. Valadez discussed that PBIA funds come from business license fees and goes toward parking maintenance. Current revenue is \$196,000 in assessment revenue and 7,980 in investment earnings. Current expenses: 229,000 (requiring about 25,000 from fund balance). Valadez Requested an additional \$130,000 from general fund to improve fund balance. Valadez and Harrison discussed Kohl's redevelopment project and its possible impact on Pearl Street parking garage. Valadez stated that he put in a request for additional parking enforcement officer and CIP funding for lot repaving. – *The Board accepted the report and a letter from Executive Director would be sent to Valadez formalizing the report acceptance.*
 - c. **Heather Luna - Rock the Block - Share the Care** – Heather Luna presented on Share the Care nonprofit that provides medical equipment, fall prevention services, and declutter programs. The organization serves 380+ locals monthly (28% veterans, 39% below federal poverty level). Luna discussed "Rock the Block" fundraiser on July 26th - requesting financial support. Event will close Church Street, feature Wonder Bread 5 band, and have an American Graffiti theme. Need approximately \$12,000 to cover permits. – *Board discussed whether to provide financial support for Rock the Block event. The board had a discussion of alternative support options like facilitating donations from downtown merchants, also to look for creative alternatives rather than direct financial support*
 - d. **Napa County Landmarks** – LaLiberte discussed a request for \$1,300 to purchase 30 headsets and two transmitters for walking tours. Equipment would enhance downtown walking tours and could be loaned to other nonprofit events. *Brooks motioned to approved, Jeffries seconded, approved unanimously*
 - e. **SoFi Battle of the Bands** – Jeffries discussed the July 27th event and gave an update with a request for \$7500 in funding support. – *Hallum motioned to approved, Ventrello seconded, approved unanimously*
 - f. **Sponsorship Manager** – La Liberte discussed sponsorships for single / multiple events and the hiring of a sponsorship manager. One proposal received for 7,000/month with a goal of raising 250,000. La Liberte discussed getting additional proposals and bringing this item back to the board at a future meeting.
 - g. **First Thursday's** – La Liberte gave an update on May 1st event and changes to June 5th event including a second beer and wine booth.
 - h. **Fiscal Year 25'-26' Budget** – La Liberte present the draft budget for discussion, no edits or adjustments were made. La Liberte stated the budget will be presented at the June 10th board meeting for approval and adoption.

- i. **PBID 2026-2032 Renewal** - La Liberte gave an update on the PBID renewal process update and mentioned petition phase completed with 59.424% support Currently in balloting phase which requires 50% plus 1 of returned ballots to pass. City Council meeting scheduled for June 17th to count ballots.
- j. **Financials**— La Liberte presented and discussed the July 1,2024 – April 30th, 2025, P&L Budget vs Actual. There were no questions by the board. *Jeffries motioned to approved, Ventrello seconded, approved unanimously*

Meeting adjourned at 4:02pm