



**Downtown Napa Association
Agenda
Tuesday, October 14th, 2025 2:30pm – 4:00pm
Filippi's Italian Pizza Grotto**

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

Guests: Alonso Corona CEO Napa Hispanic Chamber of Commerce

- 1. CALL TO ORDER** **Jeffries**
- 2. PUBLIC COMMENTS** **Jeffries**
- 3. INFORMATION / ACTION ITEMS**
 - a. Approval of Minutes –** **Jeffries**
Approve minutes from July 8th and August 12th meetings – No meeting held in September
 - b. Alonso Corona CEO Napa Hispanic Chamber of Commerce – (20 min)** **Alonso Corona**
Introduction and discussion on how the Hispanic Chamber and the DNA can collaborate to welcome and include the Hispanic community and merchants into and to participate in downtown events.
 - c. General Membership Meeting – (5min)** **La Liberte**
General Membership meeting will be held on Tuesday November 18th at 9:30am Archer Hotel.
This meeting will act as our November Board meeting (no meeting on November 11th)
 - d. Downtown Flyer Funding request- (10min)- (action needed)** **La Liberte**
A group of downtown merchants are putting together a flyer promoting downtown businesses.
This is being spearheaded by Kristina with Juniper Station with graphic design and printing cost expected to be around \$15,000 for 5500 copies. Cost will be paid by participating businesses but looking to the DNA for financial assistance in any amount. Discuss merits of assistance and a not to exceed amount if approved.
 - e. Hotel Promotions / Spending - (10min) –** **Jeffries /McClary**
Discuss SLO promotion of Third Night Free and see if there would be hotel participation from Napa properties and then to work with the Napa TID, Visit Napa Valley, and DNA to run a paid Instagram campaign.
 - f. Update on First Street Napa Phase II (Kohl's Site) – (10min)** **La Liberte**
Project update and link to City of Napa dedicated web page for project information
<https://www.cityofnapa.org/1377/First-Street-Napa-Phase-II-Project>
 - g. Napa Riverline Board – (10min) (action needed)** **La Liberte**
Discuss The Napa Riverline and the formation of a new Board and Nonprofit 501(c3).
La Liberte has accepted a board position and has given a \$1000 commitment to be part of the board.
La Liberte has made this commitment as an individual not as Executive Director of the DNA.
Discuss La Liberte's representation of downtown and the DNA on the board as Executive Director and parameters on speaking for the DNA and its Board.
 - h. Event Committee – (10min)** **Jeffries**
Present meeting schedule of Wednesday October 22nd, and Wednesday November 9th to work on FY 26 -27 event calendar. (time and location TBD)
 - i. Financials – (10 min) (action needed)** **La Liberte**
Review and approve July 1,2025 – September 30th, 2025, P&L Budget vs Actual. Discuss income and sponsorships through year end.

Adjourn:

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).