

Downtown Northampton Association

A new organization dedicated to the continued
vitality of Downtown Northampton.

City of
Northampton
Massachusetts



Welcome and Task Force Overview

David Narkewicz

Downtown Northampton Task Force Members:

Co-Chair David J. Musante - General Manager, Northampton Radio Group

Co-Chair Natasha Yakovlev - Realtor & Former Northampton BID Director

Secretary Peter St. Martin - Owner, Sylvester's & Roberto's

John C. Rhoades - Business and Property Owner, Platform / Tunnel Bar / The Deck

Bud Stockwell - Owner, Cornucopia

Penny Burke - Executive Director, Northampton Center for the Arts

Molly Feinstein - Owner, GoBerry

Sam Masinter - Director of College Relations, Smith College

Judith Fine - Owner, Gazebo

Stephan Wurmbrand - Owner, Herrell's Ice Cream

David Pesuit - Downtown Property Owner

Jack Finn - Downtown Property Owner

Jenn Burdick - Manager, The Mercantile

Todd Ford - Executive Director, Hampshire Council of Governments

Task Force Update

Dave Musante

- History
- Composition of Task Force
- The Downtown Northampton Association ([DNA](#))
 - Maintenance and beautification
 - Marketing and events
 - Advocacy

Continued investment in our Downtown is necessary to build on our vibrant history, and to continue to prosper in the future.



DNA - Scope of Work

Dave Musante

- **Maintenance and Beautification**

- Downtown maintenance will be provided by a dedicated Northampton MA employed individual.
 - The DNA budget includes a (modest) line item for supplemental maintenance services beyond what the City will provide.

- **Events and Marketing**

- Promoting and producing signature events for our restaurant and retail community.
- A targeted effort to promote and market Downtown Northampton using social media platforms, and additional advertising as resources allow.

- **Advocacy**

- Bringing key partners together to move forward with initiatives that are beneficial and healthy for our Downtown

Arts and the DNA

Penny Burke

- The arts are a vital part of our downtown culture, contributing to its overall vibrancy.
- The DNA will serve as facilitator and accelerator for independently produced arts events (Arts Night Out and its attendant Chalk Art and Ice Art festivals).
- The Summer Concert Series and the annual Jazz Festival are examples of events that we would like to enhance and build upon.
- Creativity is in our DNA.

Property Owners

John Rhoades

- Property values in Northampton have appreciated over the past several decades.
- Promoting the Downtown helps to maintain property values.
- The **DNA** is an exciting new partnership between the City and the Chamber of Commerce.
- Success is in our **DNA**.

Chamber and DNA Partnership

Jody Doele and Suzanne Beck

- The DNA will operate as an affiliate of the Chamber.
- The DNA will have its own Board of Directors and committees to oversee Downtown finances, programs and services.
- The DNA will hire a Director whose time will be dedicated to Downtown.
- The Chamber will contribute:
 - A home for DNA Director at the Chamber office.
 - Administrative services including administrative staff for DNA programs and membership, financial management, and overhead at no cost to the DN
- A new Downtown Northampton Association membership dues structure will directly fund DNA programs.
- Solicitation to our general membership for financial support of the DNA.

Funding the DNA

Jody Doele and Suzanne Beck

- Multiple revenue streams with a goal of building capacity and expanding services over time.
 - **Partners** - Property owners and businesses who participate at the highest level.
 - **Property owners** - A suggested contribution of roughly \$1000 for Downtown building owners.
 - **Business members** - Chamber membership plus a small fee.
 - Includes all the benefits of being a Chamber member (Downtown Gift Card, networking opportunities).
 - **Community “friends”** - Suggested donation of \$150 per year.
 - Open to absolutely anyone.

Next Steps

Molly Feinstein

Proposed Timeline:

- **November 4, 2015** - Community meeting
- **November and December** - Board nominating process
 - Please email any interest in joining the [DNA](mailto:northamptonDNA@gmail.com) Board to northamptonDNA@gmail.com by December 15, 2015
 - A subset of the Task Force will serve as the nominating committee and review applicants for nomination to the Board
- **mid-January, 2016** - [DNA](#) Board announced
- **January, 2016** - Director job description finalized
- **February and March, 2016** - Search process for DNA Director
- **April 1, 2016** - DNA Director hired and program launched

[DNA](#) Board Composition:

- A diverse and representative mix of 7-11 community stakeholders with the skill set and desire to be an active and working Board member for this new organization.
 - There will be a fundraising/financial contribution expectation.