

Date: Wednesday, December 10 , 2025 **PBID BOARD MEETING**
Time: 10:00-12:00 am
Place: Municipal Building, 411 Main Street, 3rd Floor Conference Area
Chico, CA 95928

Downtown Chico PBID Board of Directors

Eric Hart, President
Greg Scott, Vice President
David Halimi, Treasurer
Chris Daniels, Secretary
Jennifer Mackall
Anika Burke Rodriguez
Tom van Overbeek, Council Representative

Board Directors Advisors

Megan Kurtz, CSU Chico
Erik Gustafson, City Public Works
Mark Sorensen, City Manager
Sgt Bailey, Chico Police
Jennifer Ellingson, Attorney
Olivia Henderson, Waste Management

Copies of this agenda packet available for review at the following locations:

- Diamond Western Wear, 181 E 2nd Street, Chico, CA 95928-5467
- [Downtownchico.com/chico-pbid.htm](https://www.downtownchico.com/chico-pbid.htm)

Posted on: Original December 3, 2025,

Posting Locations: 181 E 2nd Street, Chico, CA 95928

<https://www.downtownchico.com/chico-pbid.htm>

<https://wix.to/c5zMqag>

Prior to: 5:00 p.m.

The Downtown Chico PBID Board welcomes you to this meeting and invites you to participate in matters before the Board. Send requests to be added to a mailing list for PBID meeting to hdllcchico@gmail.com, Audrey@ChabinConcepts.com, with subject: Add to PBID Mailing List.

Information & Procedures

- All members of the public may address the board on any item listed on the agenda.
- All members of the public may address the board on non-agenda items under Public Questions/Comments of the agenda
- No action can be taken by the Board on any items brought forward at a meeting. The board may request an item to be brought back at a subsequent meeting.
- Agenda copies are available at the meeting, can be downloaded from the website.
- A special presentation may be made to the Board with prior approval and agenized.
- Any member of the PBID may request an item to be agenized and should be delivered to the President of the Board at least 8 days in advance of the meeting, or sooner, for copies to be included and the board has opportunity to review material in advance.



Downtown Chico
Property-Based Improvement District

PO Box 3098
Chico, CA 95927



TABLE OF CONTENTS – Page # Top Right Corner

PBID Board Agenda	1
2.0 Consent Agenda	
2.1 Approval Meeting Minutes-November 12, 2025	5
2.2 Financial Statements – Treasurer Report	9
3.0 Public Comment (10 Minutes)	
4.0 Agenda Items	
4.1 PBID Legal Compliance Briefing – Social Media Policy	13
4.2 President’s Report	
4.3 Partner Updates	
5.0 Reports & Communications – Information Only	
PBID Coordinator Report	15
Block by Block Ambassador Report	17
6.0 Other & New Business	
7.0 Meeting Adjournment	
8.0 2026 Planning Discussion	2



**Downtown Chico
Property-Based
Improvement District**
PO Box 3098
Chico, CA 95927

Board

Eric Hart
Greg Scott
David Halimi
Chris Daniels
Jennifer Mackall
Anika Burke Rodriguez
Tom van Overbeek

Advisors

Sgt David Bailey
Eric Gustafson
Jennifer Ellingson
Megan Kurtz
Avery Williams

Meeting Agenda – December 10, 2025

Meeting Purpose: Provide oversight and direction ensuring programs and resources are managed effectively and efficiently to enhance safety, cleanliness, beautification and economic vitality for downtown.

Expected Outcomes: The goal of every PBID Board meeting is to get things done — making clear decisions that deliver visible improvements downtown, return value to property owners and advance the District Plan.

NOTICE: The December Board meeting is the PBID's Annual Planning Meeting to discuss eligible activities to be considered and implemented in 2026. These will be in accordance with the business plan adopted in November by the Board of Directors to focus on other activities and prepare for renewal process in 2027. The President will call regular meeting to order, handle December Agenda items and then move to planning session.

1.0 Call to Order – Eric Hart, President

1.1 Welcome & Introductions

2.0 Consent Agenda (5 minutes)

2.1 Approval of Minutes – November 12, 2025

2.2 Financial Statements – November 2025 & Treasurer Report

ACTION: President calls any questions/discussion, calls for motion to accept Minutes and Financial statements.

3.0 Public Comments (10 minutes)

Opportunity for members of the public to address the Board on items not on the agenda, 5 minutes are allocated for each public member. No action may be taken on any item presented, but items can be agendaized for further discussion at another meeting.

4.0 Regular Agenda Items

4.1 PBID Legal Compliance Briefing – Jennifer Ellingson (5 minutes)

Monthly PBID Attorney will provide input to the board as reminder of Brown Act compliance, meeting protocols, and board procedures. For Board consideration is a Social Media Policy, attached for review and approval.

ACTION: President calls any questions/discussion regarding policy only, calls for motion to accept Social Media Policy.

4.2 President's Report – Hold for Planning Session

4.3 Partner Update (10 minutes)

- 1) Police, Downtown Target Team – Sgt. Bailey (will report in January)
- 2) Public Works – Skyler Lipski
- 3) City of Chico – Erik Gustafson
- 4) Waste Management
- 5) Ambassador Program – Avery Williams / Block by Block

6) CSU Chico – Megan Kurtz

5.0 Reports & Communications . Information only.

6.0 Other & New Business . Items may be introduced for discussion or placement on a future agenda.

7.0 Adjourn Regular Meeting. President will call for motion to adjourn and move to 2026 Planning Session discussion.

8.0 2026 Planning Discussion. (1.5 hour)

Purpose of the Planning Session & Background. Planning session is an opportunity for the PBID Board to set **clear priorities for 2026** within the framework of the District Management Plan and the adopted 2025–2027 Business Plan and ensure the 2026 work plan delivers measurable outcomes and supports the goals of the District Property Owners, per the District Management Plan:

1. **Improve the appearance and safety** of the District.
2. **Increase building occupancy**, investment, and business readiness.
3. Provide **enhanced maintenance, safety, and beautification** services with an emphasis on Clean & Safe.

Benefit Zones. PBID includes two benefit zones—Zone A (core) and Zone B (edge)—with all services delivered district-wide but allocated based on proportional benefit.

Expected Outcomes. Align 2026 priorities to PBID’s expected outcomes:

1. A consistently clean and safe downtown.
2. A welcoming public realm with maintained amenities and visible improvements.
3. Stronger business conditions, improved building readiness, and reduced vacancy.
4. Demonstrated value to property owners in preparation for PBID renewal.

2026 Planning. To guide discussion, the following activity areas come directly from the District Plan and Business Plan. These represent eligible PBID uses of funds and were based on impact, feasibility, and alignment with property owner expectations.

1. Clean & Safe (≈80% of budget). *PBID's core mission and highest property-owner priority.*

Discussion Points:

- Ambassador Program: safety presence, visitor assistance, business support.
- Homeless outreach: service engagement and behavior mitigation.
- Cleaning Team: daily cleaning, graffiti removal, power washing, landscape maintenance.
- Parking structure cleaning integration.
- The End of the Warren Settlement = Major Downtown Impact. When settlement constraints lift, decision-makers will be determining:
 - Where camping/behavior can and cannot occur
 - What enforcement will look like
 - What “public space management” means for Downtown Chico
 - What services or housing pipelines will be prioritized
 - How police and outreach teams will respond
- PBID represents the geographic center of these impacts – what is role action:
 - Maintain strong Ambassador presence
 - Improve hotspot response (plazas, alleys, parking structure)
 - Report patterns to PD weekly
 - Track data that informs policy changes
- Be at the Table for Post-Warren Policy Decisions, designate:
 - A board representative
 - A property owner representative

2. Beautification & Placemaking (≈3%)

Discussion Points:

- Lighting (tree lights, street lighting), concurrently coordinating with Policy on the lighting safety study and with public works to light up downtown.
- Murals, public art, and restoration—including parking structure opportunities (this is under discussion with the city and Arts Commission).
- Historic building plaques (in progress, need to activate).
- Signage, wayfinding, entry improvements. (Mayor's Ad Hoc Committee)
- Landscape (Diamond Alley) other areas?

3. Economic Vitality (≈6.5%)

Aligned with Business Plan Section 7: creating a district that supports investment, improves buildings, and attracts businesses.

Discussion Points:

- Downtown Building Enhancement / Property Enhancement Committee:
 - Host forum of building plans for buildings recently sold
 - Website, district data tools: building inventory, space marketing, availability map.
 - Building cleanliness, space & readiness
 - Vacant space activation & business recruitment
 - Market spaces, pop-up opportunities
 - Business recruitment / broker engagement
 - Market data, spaces & downtown positioning materials
 - Actively work with building owners
- Code enforcement coordination
- Advocacy on permitting, infrastructure, and occupancy
- Opportunity Zone (OZ) knowledge & development guidance

4. Communications (≈1.8%)

Discussion Points:

- New PBID website (2026 focus).
- Quarterly property-owner newsletter.
- Property owner meetings
- Email database and regular reporting.
- Renewal communications: 2026 survey, outreach materials, progress dashboards.

2026 Budget Discussion

Board will review or request Treasurer to bring back budget:

- Ensure “catch-up” payment to Block by Block
- Allocation of funds across activity areas (Clean & Safe, Beautification, Economic Vitality, Admin) base
- Any adjustments needed to support 2026 priorities.
- Preparation of Annual Report to City/State complete for February Board review, approval and submittal.
- Resource needs associated with 2027 renewal preparation.

Attachments:

- 1) 2.0 Consent Agenda (Meeting Minutes; Financials Statements)
- 2) PBID Treasurer Report
- 3) PBID Coordinator Report
- 4) Ambassador Report – November 2025

MINUTES OF BOARD MEETING

Date: November 12, 2025

Time: 10:07 – 11:15 am

Place: Municipal Building, 411 Main Street, 3rd Floor Conference Area
Chico, CA 95928

BOARD DIRECTORS IN ATTENDANCE: David Halimi, Chris Daniels, Anika Burke Rodriguez, Tom van Overbeek

BOARD ADVISORS: Megan Kurtz, CSU Chico, Charlene Durkin, City Public Works, Olivia Henderson & Doug Hipchen, Waste Management.

ABSENT DIRECTORS & ADVISORS: Eric Hart, Greg Scott, Jennifer Mackall, Jennifer Ellingson, PBID Attorney, Sgt Bailey, Mark Sorenson, Eric Gustafson.

Public: Avery Williams, Ambassador Project Manager, LeAnn Powell, Peddler's Closet, Delphine Jespersen, Northern Star Mills, Jodi Foster, Chico Music Events.

AGENDA

1.0 Call to Order. 10:07 Meeting was called to order by Treasurer David Halami in the absence of President. Board Directors, Advisors, and guests made self-introductions.

2.0 Consent Agenda – M/S Anika Burke Rodriguez/Tom van Overbeek to approve October 8, 2025, Meeting Minutes, all voted in favor.

Treasurer David Halami overviewed the Treasurer's Report included with the packet on the new format of the financial statements displaying Actuals to Budget and remaining budget. The financials were reformatted to clearly identify line items of the District's eligible activities and budgets allocated to those line items. David highlighted payments to Block By Block in 2025 included two payments from 2024 that has been a rolling forward circumstances since the formation in 2017 as the work effort started two months prior to finalizing the formation so PBID because of the cash flow of revenue coming in later in Quarter 1 faces covering year prior payments in current year. The goal this year is to reduce that in 2025. Anika Burke Rodriguez had questions on the Communications line item, Audrey explained the Communication Line is a title which includes three sub-line items 1) Marketing, Printing, Copies, Postage, 2) Database Management and 3) Website with a total budget set aside of \$8750. No further questions, M/S Anika Burke Rodriguez/Tom van Overbeek to accept Treasurer's Report and approve current financial statements.

3.0 Public Comments

David informed guests that the public comment session of the Board Meeting is for guests to make public comments, limit to three minutes and that the Board could not discuss or take any action on items that are presented. Speakers could request the Board put an item on the next available agenda for a Board discussion or can submit a letter in writing to add a discussion on the agenda relative to the Board responsibility in managing the PBID. David opened session to comments:

- 1) Delphine Jespersen, new owners of Northern Star Mills stated they had no questions just want to get to know the various organizations serving the downtown even though Northern Star Mills is on downtown outskirts but wants to be involved and participate.
- 2) LeAnn Powell, Peddlers Closet, attending to learn more about PBID. Her shop is on Main, between First & Second Streets, which that block has several empty buildings. The empty Mr. Kopy and 7 Eleven are to be before the Architectural Review Board soon and should be moving forward. She commented that customer traffic has been slow. David and others complemented LeAnn on her lights and window displays, adding vibrancy to the block.
- 3) Jodi Foster, Chico Music Events, wanted to observe and better understand PBID's role vs. DCBA's role and how they operated – David referred her to the website where all PBID background and resources were housed, Jode state the website was confusing and hard to find on the DCBA website. David noted PBID would be launching a new standalone website in December and provided high level explanation of both organizations - DCBA-PBID are sister organizations serving the same footprint, the formation, roles, and responsibilities were different in both mission, board structure, members (PBID being only property owners) and operations. The Facebook post from Jodi was mentioned (attached). Audrey Taylor was requested to respond to Jodi questions in her Facebook post and other questions presented at the meeting.
- 4) All guests were asked to provide their email addresses to Audrey to be included in mailings and postings.

4.0 Regular Agenda Items

4.1 PBID Legal Compliance Briefing -Jennifer Ellingson

The Board schedules time at the beginning of every meeting for the PBID Attorney to provide reminders of PBID meeting process and obligations related to Brown Act, PBID Bylaws and District Plan. *Jennifer was unable to attend the November meeting, will continue at the next meeting.*

4.2 President's Request: Moving Forward with Focus The President's Request document and outline was included in the October 8 agenda and November 12 agenda packet for the Board's review, discussion, and approval as to next steps for implementing action including:

- 1) Approve Policy PBID Board Meeting Rules & Procedures.

- 2) District Plan & Work Effort - Authorize Executive Committee (President, Vice President, and Treasurer) to authorize work to accomplish business plan and duties of PBID and continue to work on budget savings negotiating with Block by Block.
- 3) PBID Renewal - Begin planning steps as needed for 2027 renewal.
- 4) Approve PBID Procurement Policy.

M/S Tom van Overbeek/Anika Burke Rodriguez to approve items 1-4, all in favor approved.

4.3 Request by PBID Coordinator – Building an email list. Request to Directors for assistance - review the current mailing list (mailing addresses only) to identify and add any property owners email addresses to build a list so newsletters, notices, and information could be emailed vs. snail mailed. Process: Each email address provided for a property owner-that property owner would receive an email requesting permission to add their name to the PBID email list and that the email list would not be shared. If the property owner declined, they would not be added to the email list. Advisor Megan Kurtz suggested the newsletter also be sent to all downtown businesses to further educate the role of the PBID and she would provide the DCBA email list.

4.4 Downtown Building Maintenance and Property Standards. Charlene Durkin, attending for Erik Gustafson provided overview of the code enforcement on these buildings identified on the agenda, noting that fines are being issued from \$100-\$400 per day on properties out of compliance until brought into compliance. The city now has a code enforcement attorney which will help with enforcement. Mark Sorenson also provided comments via email on this item. "Beyond citations if the problem persists, additional actions will follow as allowed by state and local law. Back in September, the City Council authorized engagement of a law firm that specializes in Code Enforcement to assist with code enforcement issues. Those efforts have accelerated far beyond the pace of former efforts." <https://civicalaw.com/>

4.5 Partner Updates

- 1) Police, Downtown Target Team – Sgt. Bailey. Absence. Sgt Bailey will be back at the PBID meeting in January with the lighting study they have been conducting.
- 2) Public Works – Erik Gustafson. Absence
- 3) City of Chico – Mark Sorensen. Absence
- 4) Waste Management – Olivia Henderson. Olivia commented that during the holidays business trash typically increases, to avoid fees for over filling the containers recommend businesses ask for additional weekly pick-ups throughout the holiday season. Doug Hipchen reported on continuing to address the trash can graffiti, trying to keep clean. Recycle comingling has caused recycle container contamination.
- 5) Ambassador Program – Avery Williams / Block by Block

With winter weather approaching and the plaza occupied with Ice Rink Ambassadors will increase street monitoring, to move individuals from doorways, increase cleaning and clearing storm drains, leaves off sidewalks.

6) CSU Chico – Megan Kurtz

On Parent's weekend 700 family and students visited. Seeing a return to high school juniors looking for colleges with family – a return to more traditional search for colleges. Enrollment 14,823. First-year student retention has been increasing. Working on after show collaboration for places to visit for dessert, not necessarily drinks. Human ID Lab, groundbreaking on Friday....11am, 11:30

7) Tom van Overbeek – Reported on settlement agreement

- Clearing encampments
- Jan 2027 ability to move out
- Tom commented one of PBID reasons for forming was to help with policy conversation relative to homeless, what those options should be – those conversations will be starting soon. Recommended PBID should be engaged in those conversations.

5.0 Reports & Communications. No reports submitted.

6.0 New Business. Anika Burke Rodriguez reported on her meeting with Folsom Historic District which is a PBID also doing DCBA-type work and a model for this PBID to look at as it expands services. Anika asked about Beautification and potential of assisting with holiday lighting. Anika and Audrey to discuss details further offline and bring back to Board if necessary.

7.0 Adjournment: No further discussions, David called for motion to adjourn M/S Tom van Overbeek/Chris Daniels, all voted in favor. Meeting adjourned 11:11.

After Meeting – Jodi Foster requested two Board Directors to responded to the Facebook post as she has quite a following that could learn more about PBID. She was informed that Directors were bound by the Brown Act and could not respond. She suggested they respond as their business or individually. A follow-up conversation with PBID Attorney confirmed that Directors should not respond directly or through their businesses to any Facebook post regarding PBID. PBID's attorney is preparing policy and directions for Directors to ensure the Brown Act is not violated.

Respectfully submitted by Chris Daniels, Secretary

Chris Daniels

11.17.25 Board input, approved by Secretary as to context and submittal to Board at next meeting.

To: PBID Board of Directors
From: David Halimi, Treasurer
Date: December 2, 2025
Subject: Treasurer Report – November 2025

Attached are both the current as of December 1, 2025 Profit & Loss, Actuals to Budget and the Balance Sheet. Following are notes to these reports for further clarification:

1. Profit & Loss

During November worked with City of Chico to identify the shortage of projected assessments (from Willdan Report Tax Assessment Report, Feb 2025) to actual revenue received. The City has forwarded the accounting reports from the county and the handbills the City has received. We will need to review and identify where shortage might occur. Also City informed that they deducted their processing fee from the tax assessment, \$4000, prior to submitting check to PBID. Note on financial statements:

- 1) Adjusted Income 3200 County Tax Assessment Budget to \$499,262.40, accounting for the City's fee of \$4000:

Assessment Income:	\$503,262.40
Less: City Admin Fees:	(4,000.00)
Less: Uncollected Funds:	____(7,208.49)
Net Assessments Received:	\$492,053.91
- 2) The Uncollected Funds will be investigated to identify who has not paid assessment.
- 3) Column "Over Budget by" – all items in red mean *Under Budget* as of December 1.
- 4) Net Income shows we have been conservative in our expenses increasing the net income which will allow us not to fall short in Dec/Jan/Feb before the next assessment installment.

2. Balance Sheet

- Current cash assets is \$174,350 with no outstanding payables as of December 1.
- This put PBID in a position to pay November/December bills without extending any line of credit and should cover January/February until next assessment is received.

3. Notes

As noted previously, in Jan 2025 BBB was paid two payments of \$34,731 that were for November/December 2024. This is caused by the program starting in 2017 two months prior to final PBID approval and when assessment funds were received. With the savings made in 2025, \$174,350, we can have all payables current until the next assessment receipt in February/March 2026, however, may need year end budget adjustments.

Budget vs. Actuals_Budget_FY25_P&L_Report - copy

January 1-December 31, 2025

12/3, Page 10

DISTRIBUTION ACCOUNT	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET
Income				
3000 General Benefits Income	21,738.00	21,738.00	0.00	100.0 %
3200 County Tax Assessments	492,053.91	499,262.40	-7,208.49	98.56 %
Total for Income	\$513,791.91	\$521,000.40	-\$7,208.49	98.62 %
Cost of Sales				
Gross Profit	\$513,791.91	\$521,000.40	-\$7,208.49	98.62 %
Expenses				
Administration				
5400 Bank Charges	481.95	500.00	-18.05	96.39 %
6320 Prof. Services - Contract Staff		\$0.00	\$0.00	
PBID Coordinator	18,252.00	18,900.00	-648.00	96.57 %
Willdan Services	1,500.00	1,500.00	0.00	100.0 %
Total for 6320 Prof. Services - Contract Staff	\$19,752.00	\$20,400.00	-\$648.00	96.82 %
6330 Professional Fees - Accounting				
Bookkeeper	630.00	800.00	-170.00	78.75 %
CPA	1,745.00	4,100.00	-2,355.00	42.56 %
Total for 6330 Professional Fees - Accounting	\$2,375.00	\$4,900.00	-\$2,525.00	48.47 %
Insurance				
4800 CGL Insurance	667.00	667.00	0.00	100.0 %
4830 D&O Insurance	2,407.00	2,407.00	0.00	100.0 %
Crime Insurance	1,870.00	1,876.00	-6.00	99.68 %
Total for Insurance	\$4,944.00	\$4,950.00	-\$6.00	99.88 %
5510 Government Fees		750.00	-750.00	0.0 %
Total for Administration	\$27,552.95	\$31,500.00	-\$3,947.05	87.47 %
Communations				
6105 Marketing Printing Copies Postage	1,931.20	3,500.00	-1,568.80	55.18 %
Database Management	1,830.00	2,250.00	-420.00	81.33 %
Website	2,512.50	8,000.00	-5,487.50	31.41 %
Total for Communations	\$6,273.70	\$13,750.00	-\$7,476.30	45.63 %
Eligible Management Activities				
Beautification & Placemaking	550.00	10,750.00	-10,200.00	5.12 %
Clean & Safe-Block by Block				
6310 Block by Block Fees	416,758.44	416,760.00	-1.56	100.0 %
7030 Utilities -PBID Office	991.89	1,275.00	-283.11	77.8 %
Computer and Internet Expense	803.00	1,200.00	-397.00	66.92 %
Total for Clean & Safe-Block by Block	\$418,553.33	\$419,235.00	-\$681.67	99.84 %
Economic Vitality	550.00	31,000.00	-30,450.00	1.77 %
Total for Eligible Management Activities	\$419,653.33	\$460,985.00	-\$41,331.67	91.03 %

Budget vs. Actuals_Budget_FY25_P&L_Report - copy
January 1-December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET
Taxes Paid	-132.80	0.00	-132.80	
5100 Interest Expense		0.00	0.00	
Total for Expenses	\$453,347.18	\$506,235.00	-\$52,887.82	89.55 %
Net Operating Income	\$60,444.73	\$14,765.40	\$45,679.33	409.37 %
Other Income				
Other Expenses				
Net Other Income				
Net Income	\$60,444.73	\$14,765.40	\$45,679.33	409.37 %

Statement of Financial Position

Downtown Chico PBID, Inc.

As of December 1, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1001 Checking Account - TCBK	\$172,121.73
1002 Cash Reserve	2,228.85
Total for 1001 Checking Account - TCBK	\$174,350.58
Total for Bank Accounts	\$174,350.58
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total for Accounts Receivable	\$0.00
Other Current Assets	
Undeposited Funds	0.00
Total for Other Current Assets	\$0.00
Total for Current Assets	\$174,350.58
Total for Assets	\$174,350.58
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable (A/P)	0.00
Total for Accounts Payable	\$0.00
Other Current Liabilities	
2310 Line of Credit	2.00
Short Term Loan	0.00
Total for Other Current Liabilities	\$2.00
Total for Current Liabilities	\$2.00
Total for Liabilities	\$2.00
Equity	
Retained Earnings	38,924.11
Net Income	135,424.47
Total for Equity	\$174,348.58
Total for Liabilities and Equity	\$174,350.58

PBID Social Media Policy

Purpose

PBID does not currently operate any official social-media accounts only a website. Until the Board determines whether social media is appropriate and sustainable for PBID, this policy guides Board members' responsibilities when encountering or responding to posts about PBID on other platforms.

Because PBID's primary resources are directed to eligible services, the Board recognizes that any future social-media presence must be carefully evaluated to ensure consistent monitoring and management and adds value to PBID's mission and benefit owed to property owners.

Brown Act Compliance for Board Members

- Board members must not comment, react to, or engage with each other on social media about PBID business. Doing so may create a prohibited "serial meeting" under Brown Act.
- Board members may direct individuals to PBID's public materials, but must avoid any interaction that appears to deliberate/discuss PBID issues with other Board members online.
- Any substantive questions or concerns raised on social media should be referred to staff or President and added to a future Board agenda—not handled through online exchanges.

Guidance on Responding to Posts About PBID

- When Board members see comments or posts about PBID, they are encouraged to avoid engaging directly or debating issues online.
- If desired, a Board member may ask staff/contract services to provide neutral, factual clarification, but must ensure they are not replying to or building on another Board member's comment, which is prohibited by AB 992.
- Any conversations that may require Board action should be documented and forwarded to PBID staff/contract services for proper agenda placement.

Future Social-Media Consideration

Before PBID launches any official account, the Board should evaluate:

- Whether PBID has adequate staff/contract support to maintain consistent posting and monitoring;
- Whether social media will meaningfully advance PBID's mission and provide measurable benefit to property owners;

- How Brown Act and Public Records Act compliance will be managed;
- Whether resources spent on social media align with property owners' expectations for Clean & Safe–focused expenditures.

Records & Transparency

- PBID will retain social media posts and comments as required by public records laws.
- Social media is **not** a venue for official Board communication or deliberation.

To: PBID Board of Directors
From: Audrey Taylor, PBID Coordinator
Date: December 12, 2025
Subject: Coordinator Report – November 2025

The following activities have been moving forward for PBID:

1. Coordination with the City of Chico, 3CORE, SBDC, Training Place and other entities:
 - 1) Meetings with 3CORE, Training Place and SBDC regarding approval for links on PBID's website to them as resource providers. Further discussion with 3CORE on OZ 2.0 and its implementation – opportunities for Downtown.
 - 2) City Meeting and coordination with Louis Rocha to film "A Day in the Life of Ambassador"
 - 3) Skyler Proposal for cleaning and maintaining the Parking Structure, and maintenance/landscaping of Diamond Alley.
 - 4) PG&E and DCBA re lighting.
2. Communications
 - 1) Responses to public inquiries, Jodi Foster had two requests for information response from Eric Hart, President and Chris Daniels, follow-up requests.
 - 2) Updating mailing list for newsletters
 - 3) Coordinate with city on status of Warren Settlement agreement for newsletter
 - 4) Coordinate with Sgt Bailey on Lighting study
 - 5) Forward information on DT Revitalization meetings to Board Members requesting attendance
 - 6) Discussion with Waste Management on sharing mailing list
 - 7) Outreach to Megan Kurtz on mailing list
 - 8) Begin drafting quarterly newsletter, requesting update from city – Erik Gustafson
3. Financials
 - a. Work and meeting with David Halimi, Treasurer, on several items –
 - BBB payments how to rectify the consistent two months short at end of year because the original PBID started prior to the assessment going into place. Hoping to use savings from 2024 and 2025 to ensure that in 2025 all BBB invoices are paid and there will not be payments occurring in Jan 2026 for Nov/Dec 2025.
 - Reviewed DCBA's inquiry for reimbursement of website hosting and posting charges, and PO box.
 - Prepared estimate of Ambassador service cost to DCBA 2025 as seasonal workers.
 - Reviewed spreadsheet of Ambassador services costs and DCBA request for reimbursement. Prepared documentation re monthly hosting fee split fee and cost of Ambassadors services in assisting with set up and tear down of events, provided cost estimate, sent to DCBA on behalf of Eric Hart and David Halimi.
 - Follow-up conversations with Ian MacMillan, DCBA Treasurer. David and Ian to meet and review settlement.

- Contact with City Finance Department to gather copies of transmittal documents of payments made by property owners to county, and the handbill statement. Clarification of city fee for process county assessment to city, then to PBID.
- Review of monthly financial and budgets, yearend reconciliation on line items.
- Review line items posting with Martha, how to deal with city processing fee that is taken before PBID receives income.
- Ordered PBID credit card through bank, arrange Secretary to sign card. To be sent to the PO box
- Discuss moving forward on review of assessment/handbills against county and Willdan reports,
- Discussed new mailing PO Box and posting location,
- David working on bank access for Bookkeeper to get statements,
- Working with TriCounties bank on annual renewal of Line of Credit.

4. Policy

- a. Review with PBID legal, Jennifer Ellingson, PBID Social Media Policy, to be brought to Board December 10 meeting.

5. Ambassadors

- a. Notify Avery of future work with DCBA on events, must be approved by President and from Nov 12 be reimbursed for cost. Avery provided estimated hours expended on DCBA events, 276.5 hours in 2025.
- b. Coordinating on reports.

6. Website

- a. Working with Lindy Hoppough to complete and launch the new website and information on the website
- b. Connected with Giovanni Tricerri for access to old website to try to disable, cannot as Tom DiGiovanni had the credentials, will redirect and it will expire June 2026
- c. Connected with DCBA web master to take down PBID pages and redirect at end of December.
- d. Working with Carrie Welch to update the building inventory story map to put on website
- e. Continual review and edit of pages to capture all eligible activities, links, and resources.

7. Building Committee

- a. The Building Committee has been reactivated to begin the Economic Vitality activities. Meeting held November 13. Discussed building for sale/sold, improvements being made, discussed learning more about the OZ 2.0 and how it can be used, discussed new businesses, suggested meeting early in year (i.e., Annual Meeting) to review what is happening in DT. Also discussed good news marketing which will start with new website and newsletters. Established clear message as we move to 2027 and build strong partnership with CSU.

8. Board

- a. Coordination with President on Dec 10 planning session
- b. Coordinate with Erik Gustafson on utilizing easels on 3rd Floor Conference Area.
- c. Prepare Nov 12 minutes, distribute for comment and finalizing.
- d. Notifications to Board – DT Revitalization meeting, communications with public inquiry.
- e. Request interest in participating in Holiday Gift Cards for Ambassadors, all agreed.
- f. Prepare Dec 10 agenda and annual planning documents.

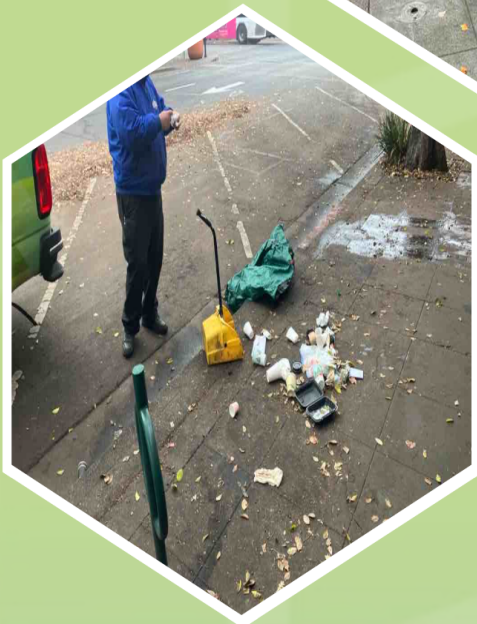
2025 November

Downtown Chico Ambassadors

For the month of November we saw an overall decrease in the amount of trash that we picked up, in part due to the City's leaf removal program. We also saw a significant decrease in abandoned property removed throughout the district dropping from 128 in October to 63 in November.



Overall November was a successful month for ambassadors, we were able to clear storm drains before flooding on rainy days, and were kept busy clearing sidewalks of fallen leaves.



Ambassadors In Action
Shopping Cart Removal



Ambassadors in Action
Homeless Contact



Ambassadors in Action
Clearing Storm Drain

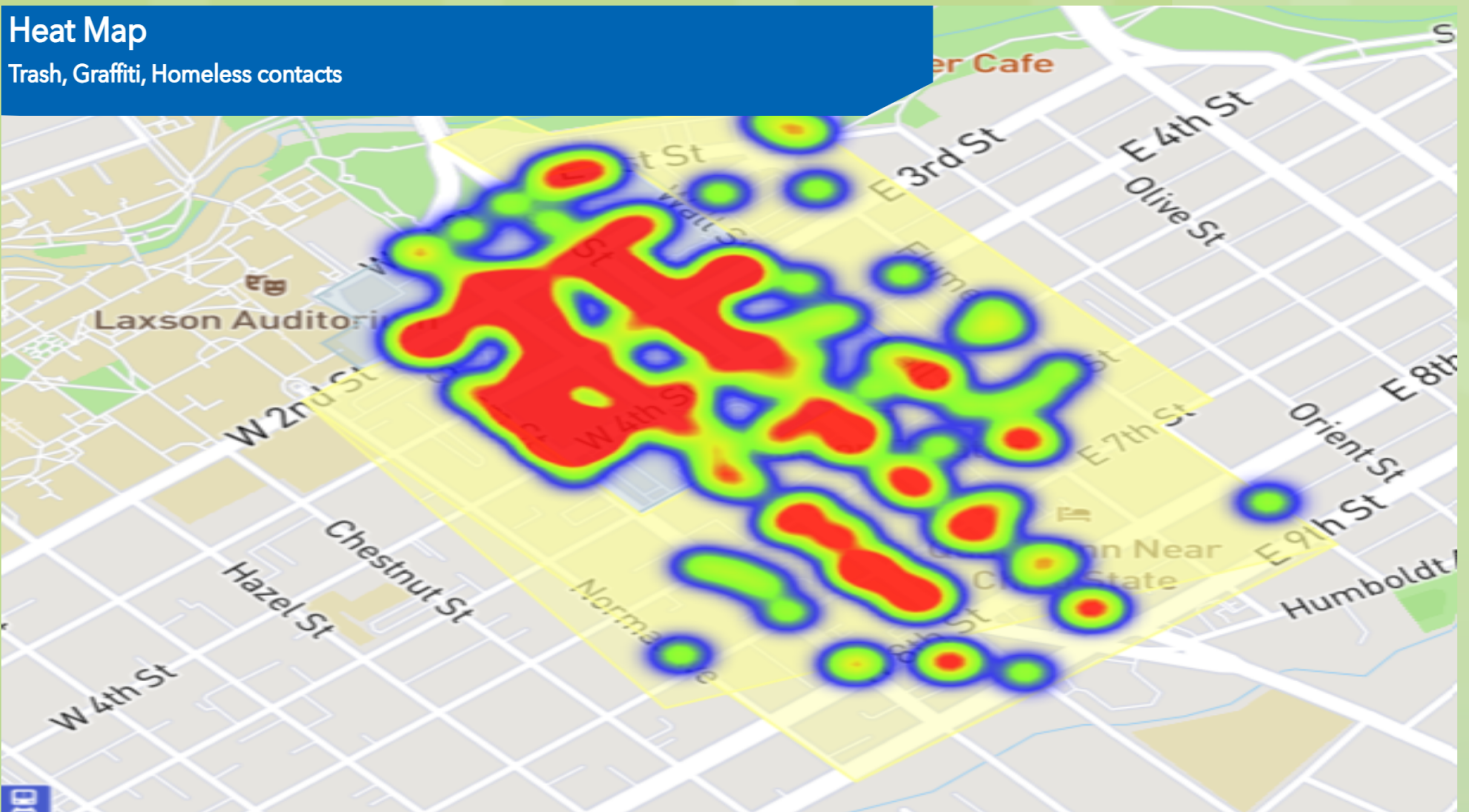


Ambassadors in Action
Pressure Washing



Heat Map

Trash, Graffiti, Homeless contacts



SUMMARY

12/3, Page 18

In the month of November we saw increase in our weekly street population count. We counted 236 people throughout the month, averaging 59 people a week.

Activity	01/2025	02/2025	03/2025	04/2025	05/2025	06/2025	07/2025	08/2025	09/2025	10/2025	11/2025	Total
Abandoned Property Picked Up	113	92	115	71	86	176	56	84	67	128	63	1051
Bags Of Trash & Leaves	116	82	118	260	300	293	142	197	147	135	116	1906
Cardboard	131	81	104	143	99	120	98	98	139	151	90	1254
Glass Clean Up	19	15	13	19	49	31	21	33	49	57	61	367
Graffiti/Stickers Removed	219	168	121	178	72	106	152	223	269	127	97	1732
Hazardous Waste Clean-Up (Human)	32	21	24	17	24	16	12	28	37	34	20	265
Hazardous Waste Clean-Up (Pet)	79	73	35	56	57	72	52	33	47	42	16	562
Power Washing (Hours)	64	53	65	50	84	60	53	151	93	123	43	839
Service Call	35	35	36	46	43	45	34	26	19	39	34	392
Sharps Clean Up	2	22	2	0	2	2	5	7	6	3	3	54
Shopping Carts	10	13	8	8	12	7	5	7	4	10	10	94
Spill - Clean Up	62	62	46	28	42	41	41	52	75	48	30	527

Activity	01/2025	02/2025	03/2025	04/2025	05/2025	06/2025	07/2025	08/2025	09/2025	10/2025	11/2025	12/2025	Total
Business Contact - Hospitality Ambassador	291	218	183	195	184	201	196	145	135	105	95	0	1948
Homeless Contacts	253	206	305	349	268	255	298	249	198	407	342	0	3130
Hospitality Assistance	667	456	455	1009	1252	1143	740	608	603	799	662	0	8394
Parking Garage Monitor	183	154	143	119	121	134	105	105	123	95	111	0	1393
Parking Kiosk Assistance	19	25	18	16	8	3	6	5	9	14	17	0	140
Plaza Monitor	94	117	158	184	98	127	120	99	129	141	32	0	1299
Street Population Count	129	151	125	139	173	168	160	140	174	185	236	0	1780