



January 7, 2025 DCBA Board Meeting

Consent Agenda Items

BOD Meeting Minutes
Thursday, November 7, 2024
Meeting Time: 8:00am
Meeting Place: Hotel Diamond Downstairs Conference Room



Attendees:

Directors: Greg Scott, Shari Anderson, Liza Tedesco, Pat Macias, Nick Andrew, Nicole Hill, , Mary Hartley, Brenda Narayan, Michael Lee, Ian Macmillan

Directors Absent: Nicole Johnston, Emma Martin, Steven Stull, Thomas Hightower, Julie Lengerich.

Advisors: Linda Zorn, Mike Egbert, Nichole Farley, Jennifer Macarthy, Bonnie Pipkin

Staff & Volunteers: Debbie LaPlant, Audrey Taylor

AGENDA

President Greg Scott called the meeting to order promptly at 8:02 am. Self-introductions.

1.0 Guest & Collaborator Reports

Guest presentation was provided by:

1. Jared Dibbs, The Dibbs App. A local start-up presented and left materials on his app TheDibbsApp.com.
2. Anna Grimm, CARD, presented on Ice Rink, schedule, special events and opportunities to help support. Anna asked business to participate in providing people attending the Ice Rink a discount at their place of business.

President Scott asked advisors and collaborators to share information on events and activities of their organizations with the Board.

- 1) City of Chico – Jennifer Macarthy – Updated the board on a TeamChico public workshop with the Police Chief on safety and prosecuting for shop lifting. Jennifer provide decals for business windows. .
- 2) Chico State – Shari Anderson – reported on recruitment and marketing Chico State is doing targeting parents and recruiting enrollment October-December. Spring March Choose Chico potential for 3-4,000 in downtown.
- 3) Butte College – Linda Zorn thanked DCBA for all the work on ARTober Fest and the involvement of student artist and Butte College band..
- 4) Chamber of Commerce – Mike Egbert – reported on Annual Meeting January 25.
- 5) Explore Butte County – Nichole Farley – reported on dry January promotion and encouraging engagement of restaurants in mocktails. The goal is to have 15 restaurants and create a mocktail trails. Lively discussion among members.

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- 6) City of Chico Art Commission – Bonnie Pipkin also comment on ARTober Fest and the great collaboration and event. The Commission has issued RFP for Art on utility boxes, and there is call for artist for update the plow sculpture.

2.0 Consent Agenda

President Scott called for questions, discussion on any items in the consent agenda packet. With no questions called for motion to accept the consent agenda, Board Minutes and Financials.

M/S Michael Lee/Liza Tedesco, all voted in favor.

3.0 Action Items

- 3.1 Organization – Executive Committee property a slate of officer for 2025 – Greg Scott, President, Shari Anderson 1st VP, Nick Andrew, 2nd VP, Brenda Narayan to fill Chris Daniels seat and become Secretary replace Liza Tedesco, Nicole Johnston, Treasurer.
M/S Michael Lee/Nick Andrew, all voted in favor
- 3.2 Annual Meeting – recommended Jan 16, 2025 to be date of Annual Meeting. **Note: this has been postponed due to scheduling conflicts.**
- 3.3 Annual Planning Meeting. Discussed to hold the Annual Planning Session same day as the January Board meeting, Jan 2. **Note: Because Jan 2 is day after New Year's it is a tough time for return to work and some may still be on holiday. Changed to Tuesday Jan 7, 7:30-10:00 am.**

4.0 DCBA Initiatives, Events, Marketing Update

- 1) Jennifer Macarthy updated on status of Assessment. City will be reviewing and cross checking the DCBA business list. Checking with attorney on specific on deliver of assessment change to businesses in good standing. Also reported on the 2 hour free parking starting after Thanksgiving to Christmas.
- 2) Audrey Taylor gave quick update on the Vacant Building committee and next steps which is to get approval from PBID as a joint project. Also shared discussion at TeamChico of a Sacramento program Calling All Dreamers as a model for utilizing empty spaces.
- 3) Debbie LaPlant Moseley report on Festival of Lights, partnership with City and PG&E to Light Up Downtown. Goal is to have tons of lights along Main, Broadway, cross street and put 1,000+ lights on the tree in the plaza. Santa will be at Christmas Preview for photos. Reported on Santa Paws at the Westport, support Butte Humane Society.

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5.0 New Business – President Scott called for any new business from the floor.

Board discussed and opted to not have a December Board meeting with next meeting January for planning session.

Being no further business, President Scott call for motion to adjourn meeting

- M/S Mary Hartley/Nicole Hill, 9:39 meeting adjourned.

Respectfully submitted,

A handwritten signature in blue ink that reads 'Audrey E. Taylor'. The signature is written in a cursive, flowing style.

Audrey Taylor on behalf of
Brenda Narayan, DCBA Secretary

DCBA EXECUTIVE COMMITTEE MEETING MINUTES



Date: Nov 20, 2024

Time: 8:00 am

Place: Hotel Diamond Downstairs Conference Room

Attendees:

Directors: Greg Scott, Shari Anderson, Nick Andrew, Brenda Narayan (part/time)

Directors Absence: Nicole Johnston

Staff & Volunteers: Debbie LaPlant Moseley & Audrey Taylor

Call to Order – President Greg Scott called the meeting to order 8:01am

AGENDA

1.0 Organization

- 1) Discuss possibly appointment to fill seat vacated by Emma Martin. Greg Scott recommended Linda Zorn.
- 2) Discuss resignation of Jasmin Garcia. Recommended for short term contract services until after first of year and revisit.
- 3) Discuss office configuration for better working atmosphere at the Welcome Center, create office in conference for General Manager, install dividers between desks in open area. Greg to handle.
- 4) Committee asked Debbie to work with staff on identifying from staff needs to make their job easier, provide clarity on roles and responsibilities so everyone is clear on understanding chain of command and clarity of operations.
- 5) Recommend inhouse professional development training. Audrey to contact trainer. Schedule after Board Planning Session.
- 6) Discuss board packet for Planning Session.

2.0 Financial

- 1) Discussed the NVCF Account has an Asset Account currently \$15,000 deposited.

3.0 Meeting Adjourn

Meeting adjourned 9:38.

Respectfully submitted,

A handwritten signature in blue ink that reads 'Audrey E. Taylor'.

Audrey Taylor

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Revenue			
DIRECT PUBLIC SUPPORT			
City of Chico - Member Assess	20,810.32	20,000.00	104.05 %
City of Chico-Planters	10,000.00	8,000.00	125.00 %
City of Chico-Rebuilding Fund	140,800.00	140,800.00	100.00 %
Total DIRECT PUBLIC SUPPORT	171,610.32	168,800.00	101.66 %
DOWNTOWN EVENTS - INCOME			
Art & Wine Walk (AWW)			
AWW Operations	2,428.25	10,000.00	24.28 %
AWW Sponsors	14,250.00	15,500.00	91.94 %
Total Art & Wine Walk (AWW)	16,678.25	25,500.00	65.40 %
Artober Fest (AF)			
AF Booth Rental/App	1,275.00		
AF Operations	8.00	5,000.00	0.16 %
AF Sponsors	10,000.00		
Total Artober Fest (AF)	11,283.00	5,000.00	225.66 %
ChicoLive			
CL Booth Rental/App	50.00	50.00	100.00 %
CL Operations	2,319.00	1,401.00	165.52 %
CL Sponsors		4,500.00	
Total ChicoLive	2,369.00	5,951.00	39.81 %
Christmas Preview (CP)		2,500.00	
CP Booth Rental/App	950.00		
CP Sponsors	9,250.00		
Total Christmas Preview (CP)	10,200.00	2,500.00	408.00 %
Community Tree Lighting (CTL)		2,200.00	
CTL Booth Rental/App	100.00		
CTL Sponsors	2,500.00		
Total Community Tree Lighting (CTL)	2,600.00	2,200.00	118.18 %
Friday Night Concert (FNC)			
FNC Operations	3,277.00	3,500.00	93.63 %
FNC Sponsors	8,500.00	8,000.00	106.25 %
Total Friday Night Concert (FNC)	11,777.00	11,500.00	102.41 %
Harvest Sidewalk Sale (HSS)		2,500.00	
Slice Of Chico (SOC)		2,500.00	
SOC Sponsors	2,400.00		
Total Slice Of Chico (SOC)	2,400.00	2,500.00	96.00 %
Small Business Saturday (SBS)		4,000.00	
SBS Booth Rental/App	800.00		
SBS Operations	1,000.00		
SBS Sponsors	4,100.00		
Total Small Business Saturday (SBS)	5,900.00	4,000.00	147.50 %

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Taste of Dntown	5.00		
TOD Operations	31,057.49	31,000.00	100.19 %
TOD Sponsors	4,000.00	5,000.00	80.00 %
Total Taste of Downtown	35,062.49	36,000.00	97.40 %
Thursday Night Market (TNM)		132,500.00	
TNM Booth Rental/App	122,100.14		
TNM Operations	130.00		
TNM Sponsors	9,700.00		
Total Thursday Night Market (TNM)	131,930.14	132,500.00	99.57 %
Treat Street (TS)		1,000.00	
TS Sponsors	1,350.00		
Total Treat Street (TS)	1,350.00	1,000.00	135.00 %
Total DOWNTOWN EVENTS - INCOME	231,549.88	231,151.00	100.17 %
OPERATIONS INCOME			
Annual Meeting Income	780.00	780.00	100.00 %
Donors	12,500.00	35,000.00	35.71 %
Total OPERATIONS INCOME	13,280.00	35,780.00	37.12 %
PROGRAM INCOME			
Gift Card Revenue		2,500.00	
Sponsors	15,425.00	6,300.00	244.84 %
Website Sponsors		2,000.00	
Total PROGRAM INCOME	15,425.00	10,800.00	142.82 %
Sales of Product Revenue	6,775.45	4,525.00	149.73 %
Total Revenue	\$438,640.65	\$451,056.00	97.25 %
GROSS PROFIT	\$438,640.65	\$451,056.00	97.25 %
Expenditures			
CONTRACT SERVICES			
Accounting	2,750.00	10,000.00	27.50 %
Bookkeeping	11,995.00		
Consultants	43,800.00	49,800.00	87.95 %
Security Staff		1,000.00	
Total CONTRACT SERVICES	58,545.00	60,800.00	96.29 %
DOWNTOWN EVENTS - EXPENSE			
Art & Wine Walk			
Advertising (AWW)	3,426.00	5,350.00	64.04 %
Event Contract Services (AWW)		2,100.00	
Other (AWW)	8,248.79	8,500.00	97.04 %
Permits/Fees/Licenses (AWW)	960.00	1,400.00	68.57 %
Total Art & Wine Walk	12,634.79	17,350.00	72.82 %
Artober Fest			
Advertising (AF)	2,394.66		

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Event Contract Services (AF)	2,106.75		
Other (AF)	119.05		
Total Artober Fest	4,620.46		
ChicoLive		0.00	
Advertising (CL)	240.32	240.32	100.00 %
Total ChicoLive	240.32	240.32	100.00 %
Christmas Preview			
Advertising (CP)	964.18	50.00	1,928.36 %
Event Contract Services (CP)	1,034.35	450.00	229.86 %
Other (CP)	410.36	700.00	58.62 %
Total Christmas Preview	2,408.89	1,200.00	200.74 %
Community Tree Lighting			
Advertising (CTL)	1,000.00	1,000.00	100.00 %
Event Contract Services (CTL)	1,550.00	250.00	620.00 %
Other (CTL)	321.88	1,500.00	21.46 %
Permits/Fees/Licenses (CTL)	89.00		
Total Community Tree Lighting	2,960.88	2,750.00	107.67 %
Events Expense Other	5,010.73		
Friday Night Concert			
Advertising (FNC)	3,723.44	3,500.00	106.38 %
Event Contract Services (FNC)	3,000.00	3,500.00	85.71 %
Other (FNC)	917.96	1,400.00	65.57 %
Permits/Fees/Licenses (FNC)	828.00	700.00	118.29 %
Total Friday Night Concert	8,469.40	9,100.00	93.07 %
Harvest Sidewalk Sale			
Advertising (HSS)	786.00	2,456.00	32.00 %
Event Contract Services (HSS)	100.00	650.00	15.38 %
Other (HSS)		300.00	
Total Harvest Sidewalk Sale	886.00	3,406.00	26.01 %
Slice Of Chico			
Advertising (SOC)	1,956.58	1,806.00	108.34 %
Event Contract Services (SOC)	400.00	400.00	100.00 %
Other (SOC)	333.04	400.00	83.26 %
Permits/Fees/Licenses (SOC)	262.00	262.50	99.81 %
Total Slice Of Chico	2,951.62	2,868.50	102.90 %
Small Business Saturday			
Advertising (SBS)	2,000.00	2,500.00	80.00 %
Event Contract Services (SBS)	100.00	150.00	66.67 %
Other (SBS)		900.00	
Permits/Fees/Licenses (SBS)	133.25	250.00	53.30 %
Total Small Business Saturday	2,233.25	3,800.00	58.77 %
Taste of Downtown		9,000.00	

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Advertising (TOD)	3,554.07		
Event Contract Services (TOD)	1,690.00		
Other (TOD)	502.80		
Permits/Fees/Licenses (TOD)	444.00		
Restaurant Reimbursement	8,799.00		
Total Taste of Downtown	14,989.87	9,000.00	166.55 %
Thursday Night Market			
Advertising (TNM)	7,615.75	7,402.00	102.89 %
Event Contract Services (TNM)	882.00	1,500.00	58.80 %
Other (TNM)	1,054.90	5,000.00	21.10 %
Permits/Fees/Licenses (TNM)	375.00	2,500.00	15.00 %
Rentals (TNM)		500.00	
Total Thursday Night Market	9,927.65	16,902.00	58.74 %
Treat Street			
Advertising (TS)		1,000.00	
Event Contract Services (TS)	150.00	200.00	75.00 %
Other (TS)	537.71	450.00	119.49 %
Total Treat Street	687.71	1,650.00	41.68 %
Total DOWNTOWN EVENTS - EXPENSE	68,021.57	68,266.82	99.64 %
FACILITIES AND EQUIPMENT			
Repairs & Maintenance	653.16	1,500.00	43.54 %
Storage Rental	1,595.00	1,695.00	94.10 %
Transportation	1,307.39	900.00	145.27 %
Total FACILITIES AND EQUIPMENT	3,555.55	4,095.00	86.83 %
FINANCE CHARGES	304.50		
Bank Charges	233.60	230.00	101.57 %
Interest Expense	42.17	50.00	84.34 %
Merchant Fees	1,739.23	51.24	3,394.28 %
QuickBooks Payments Fees	3,308.63	3,300.00	100.26 %
Total FINANCE CHARGES	5,628.13	3,631.24	154.99 %
OPERATIONS			
Advertising & Marketing	10,924.66	13,500.00	80.92 %
Annual Meeting Expense	4,984.90	4,984.90	100.00 %
Equipment/Materials/Supplies	2,846.63	5,000.00	56.93 %
Insurance	14,902.20	13,750.00	108.38 %
Meals	156.00	275.00	56.73 %
Office Expense	1,653.47	3,500.00	47.24 %
Other Expenses	3,632.04	5,000.00	72.64 %
Postage	846.57	700.00	120.94 %
Printing/Copying	1,463.13	3,000.00	48.77 %
Social Media Reimbursables	391.59	600.00	65.27 %
Taxes/Licenses/Fees	4,425.54	2,700.00	163.91 %

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Technology & Website Services	-391.21	16,000.00	-2.45 %
Adobe	629.89		
Coastal Business Systems	5,484.21		
Comcast-Internet	1,734.23		
Constant Contact	1,767.00		
Google	2.97		
Microsoft	1,736.80		
Other Tech/Web Services	1,561.19		
QBO Payroll Subscription	1,728.98		
QBO Subscription	793.00		
Sunstar	4,117.50		
Vyable	3,850.00		
Total Technology & Website Services	23,014.56	16,000.00	143.84 %
Telephone		1,000.00	
Utilities		1,000.00	
Total OPERATIONS	69,241.29	71,009.90	97.51 %
Payroll Expenses			
Taxes	13,713.15	15,000.00	91.42 %
Wages	158,385.87		
Wages Permanent		162,344.00	
Total Wages	158,385.87	162,344.00	97.56 %
Total Payroll Expenses	172,099.02	177,344.00	97.04 %
PROGRAM EXPENSES			
Business Meet Up	88.50	125.00	70.80 %
Gift Card Fees		250.00	
Gift Card Purchases	256.89	1,500.00	17.13 %
Other	2,116.80	2,000.00	105.84 %
Planters Landscaping/Maintenance	7,532.00	7,000.00	107.60 %
Stewardship	4,500.00	2,500.00	180.00 %
Total PROGRAM EXPENSES	14,494.19	13,375.00	108.37 %
Reimbursements		1,500.00	
Total Expenditures	\$391,584.75	\$400,021.96	97.89 %
NET OPERATING REVENUE	\$47,055.90	\$51,034.04	92.20 %
Other Revenue			
Interest Earned	429.81		
Total Other Revenue	\$429.81	\$0.00	0.00%
NET OTHER REVENUE	\$429.81	\$0.00	0.00%
NET REVENUE	\$47,485.71	\$51,034.04	93.05 %

Downtown Chico Business Association

Balance Sheet

As of December 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	54,844.47
Gift Card Checking (3885)	3,471.98
NVCF Fund	15,723.90
Taste of Chico - Savings	100.00
Total Bank Accounts	\$74,140.35
Accounts Receivable	
Receivables	6,283.75
Total Accounts Receivable	\$6,283.75
Other Current Assets	
Petty Cash	301.54
Total Other Current Assets	\$301.54
Total Current Assets	\$80,725.64
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$80,725.64
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Payables	524.00
Total Accounts Payable	\$524.00
Credit Cards	
TCBK- 2662	-13,990.01
TCB-Scott(Greg)-9269	13,679.81
TCB-Shari-6411	310.20
Total TCBK- 2662	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
EBT Deposits/Checks	-1,726.00
Payroll Liabilities	0.00
CA SUI / ETT	2.51
Total Payroll Liabilities	2.51
Total Other Current Liabilities	\$ -1,723.49
Total Current Liabilities	\$ -1,199.49
Long-Term Liabilities	
3CORE Loan	6,265.40

Downtown Chico Business Association

Balance Sheet

As of December 31, 2024

	TOTAL
EIDL Loan Payable	133,087.00
Total Long-Term Liabilities	\$139,352.40
Total Liabilities	\$138,152.91
Equity	
Retained Earnings	-104,912.98
Net Revenue	47,485.71
Total Equity	\$ -57,427.27
TOTAL LIABILITIES AND EQUITY	\$80,725.64

Downtown Chico Business Association

A/R Aging Summary

As of December 31, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Alliance for Workforce Development				500.00		\$500.00
Art, Etc.			100.00			\$100.00
Asha Tribal Wear					160.00	\$160.00
Athena Rose Art				50.00		\$50.00
Bellas Artes Almar			50.00			\$50.00
Blue Oak Charter School			50.00			\$50.00
Butte College The Training Place				500.00		\$500.00
Cheers Chico				250.00		\$250.00
Death to Darling				50.00		\$50.00
Diamond W Western Wear			250.00		500.00	\$750.00
Emma					500.00	\$500.00
Family Stones & Glass					220.00	\$220.00
Gogi's Cafe.			50.00			\$50.00
JacksPernell Custom Art				50.00		\$50.00
Kahuna Brothers Shave Ice					400.00	\$400.00
Keillor's Kandies					130.00	\$130.00
La Casa Grande Churrito's					130.00	\$130.00
Nena's Bakery					136.00	\$136.00
Norcal Criminal Law					500.00	\$500.00
North Rim Adventure Sports					1,000.00	\$1,000.00
Pure Gold Studio					-84.25	\$ -84.25
Sipho's Jamaica.					200.00	\$200.00
SquatchFab			50.00			\$50.00
Sweet Flower Chico					272.00	\$272.00
The Stead Wood Works					50.00	\$50.00
US Army		220.00				\$220.00
TOTAL	\$0.00	\$220.00	\$550.00	\$1,400.00	\$4,113.75	\$6,283.75