



BOARD MEETING AGENDA

DATE: Thursday, January 8, 2026 - 8:00 am - 9:30 am

LOCATION: Chico State Behavioral and Social Science Bldg Room 110

AGENDA

Call to Order & Welcome - President Mary Hartley, Roundtable Introductions

1.0 Welcome New Board Members (7 Mins) - Thank you to the board members who have served their terms.

2.0 Collaborator Reports (10 Mins)

We appreciate our advisors' ongoing support and participation with the DCBA. This time is reserved for advisors to share any pertinent updates with the Board.

- City of Chico – Councilmember Dale Bennett
- Chico Police Downtown, Target Team - Sgt. Bailey
- Chico State – Megan Kurtz, Shari Anderson
- Butte College – Linda Zorn
- CARD – Holli Drobny
- Chamber of Commerce – Molly Kopta
- Explore Butte County – Nichole Farley
- 3CORE – Luis Moreno
- MONCA - Pat Macias
- City of Chico Arts Commissioner - Marquita Goodman

Guests and advisors are welcome to stay for our meeting; however, we know your time is valuable, and we understand if you need to leave.

3.0 Consent Agenda (5 mins) – *The consent agenda includes the previous Board and Executive Meeting minutes, along with the current financial statements.*

- 1) Board Meeting Minutes, Dec 4, 2025 & Board Meeting Minutes, Nov 6, 2025
- 2) Dec Financial Reports & 2026 Proposed Budget - Treasurer Ian Macmillan
- 3) ACTION: Call for motion/second and vote to accept the consent agenda

DCBA BOARD

Mary Hartley, *President*
Megan Kurtz, *1st VP*
Linda Zorn, *2nd VP*
Ian Macmillan, *Treasurer*
Anika Burke
David Selkirk
Thomas Hightower
Nicole Hill
Pat Macias
Steve Stull
Jennifer Ellingson
Shari Anderson
Nichole Farley

ADVISORS

Brenda Narayan, *PG&E*
Holli Drobny, *CARD*
Molly Kopta, *Chico Chamber*
Luis Moreno, *3CORE*

CITY OF CHICO

Dale Bennett,
Chico City Council
Sgt. David Bailey,
Chico Police
Erik Gustafson,
Chico City Asst. Manager
Marquita Goodman,
Arts Commission

DCBA MISSION

To promote Downtown Chico as a vibrant and distinctive shopping district while enhancing its experience, image, arts, culture, and sense of place, and preserving the historic character of the downtown district.



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AGENDA CONTINUED

4.0 Action Items (10 mins)

- 1) Assessment Plan:
 - a. Moving forward with the assessment to the city
 - b. General Manager leading moving forward
- 2) Review updated financial management policy
- 3) Board retreat

5.0 Assessment Update (5 mins) - see above

6.0 DCBA Welcome Center Update (10 mins)

- 1) General Manager Update
- 2) Events
- 3) Marketing

7.0 New Business (15 mins)

- 1) Discuss open Executive Board seats - vote in February board meeting

8.0 Public Comment (10 mins)

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to three (3) minutes per speaker. The Board may not take any action on public comment.

8.0 Next Board Meeting – February 5th, 2026

Meeting Adjournment - Entertain motion to adjourn

ACTION: Motion/Second, call for vote.

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DCBA BOARD

General Manager Update

Jan 8, 2026

Updates

2026 Dates

- All dates are the same as they have been in the past with the following exceptions:
 - Harvest Sidewalk Sale moved to Sept
 - Treat Street moved to Friday, 10/30
- Staff had planning sessions and are going through each event to make changes and also to write out everything needed to get done and be ready for event season

City of Chico Reports

- Two reports due: 30-month report for the Enhancement Project and the annual report

Update All Downtown Businesses

- Planning a 1-2 week project in January/February to walk to every business in the downtown
 - Collect contact info
 - Handout 2026 dates of events
 - Encourage involvement in We Are Downtown Chico campaign
 - Handout the benefits of being a member of the DCBA

Entertainment Zone

- Participating in a collaborative working group with community stakeholders (including representatives from the City of Chico) to evaluate the potential of an “entertainment zone” in downtown Chico as a tool for economic development

Going into effect: Member Benefits – 2026

- 20% off sponsorships
- Reduced training fees (trainings offered throughout year, including marketing, de-escalation, etc.)
- Website listing
- Access to participate in DCBA events (“We Are Downtown Chico” Campaign, Art & Wine Walk, etc)
- Eligibility to serve on Board and vote

Sponsorships

- Megan and I working on contacting all sponsorships now to solidify by end of March
- Confirmed sponsorships for 2026: \$25,000 (Embarc), \$4200 (3Core) and \$5000 (CalWater)
- Have meeting lined up with Tri Counties to discuss sponsorship next week



CRM – Salesforce

- 1163 accounts and 1135 contacts entered
- Adding all sponsorship opportunities to track status

Operations & Staffing

- Rayce and Eva (intern) organized basement - next project: inventory
- Staff evaluations completed
- Working with Chico State and Butte College: goal is to have at least 15 paid interns per semester this year to help with events, marketing, etc.
- Contacting groups (Elks, etc) to get 20+ volunteers for 2026 Christmas Preview to help us with issues we had with unapproved vendors

Sustainability & Finance

- Working on getting investor sponsorships - goal is to have another \$50,000 solidified by 3/30
- Finished reporting out on Healthy Communities Grant
- Will have applications for Thursday Night Market done and on website by end of next week with new fee schedule, payment options and late fee/cancellation policy
- Researching grants for marketing funds, as well as, other funds

Marketing

- Phoenix is actively working to restore our access to the Meta advertising campaign
- Working on general downtown marketing efforts ahead of upcoming events

Needs from the Board

- Demographics for Candid site (need to show board diversity) - will email out the form
- Ideas for sponsorship opportunities

Upcoming Events

- Planning Board Retreat - waiting for board availability

2026 Proposed Dates

APRIL

- 4/9 - Thursday Night Market (TNM)
- 4/16 - TNM
- 4/23 - TNM
- 4/30 - TNM

MAY

- 5/7 - TNM
- 5/14 - TNM
- 5/21 - TNM
- 5/28 - TNM
- 5/29 - Friday Night Concert (FNC)

JUNE

- 6/4 - TNM
- 6/5 - FNC
- 6/11 - TNM
- 6/12 - FNC
- 6/18 - TNM
- 6/19 - FNC
- 6/25 - TNM
- 6/26 - FNC

JULY

- 7/2 - TNM
- 7/9 - TNM
- 7/10 - FNC
- 7/11 - Slice of Chico
- 7/16 - TNM
- 7/17 - FNC
- 7/23 - TNM
- 7/24 - FNC
- 7/30 - TNM
- 7/31 - FNC

AUGUST

- 8/6 - TNM
- 8/7 - FNC
- 8/13 - TNM
- 8/14 - FNC
- 8/20 - TNM
- 8/21 - FNC
- 8/27 - TNM
- 8/28 - FNC

SEPTEMBER

- 9/3 - TNM
- 9/6 - Taste of Downtown
- 9/10 - TNM
- 9/17 - TNM
- 9/24 - TNM
- 9/25 & 9/26 - Harvest Sidewalk Sale

OCTOBER

- 10/1 - 10/31 - ARTober Fest
- 10/9 - Art & Wine Walk
- 10/30 - Treat Street

NOVEMBER

- 11/22 - Christmas Preview
- 11/28 - Small Business Saturday

DECEMBER

- 12/4 - Community Tree Lighting