

DCBA Board of Directors

Date: Tuesday, March 20, 2024

Time: 7:30-9:00 am

Place: Hotel Diamond, Downstair Conference Room



DCBA Board of Directors

Greg Scott, President

Chris Daniels, 1st VP

Shari Anderson, 2nd VP

Liza Tedesco, Secretary

Nicole Johnston, Treasurer

Nicole Hill, Marketing Chair

Pat Macias, Arts

Emma Martin

Steven Stull

Mary Hartley

Julie Lengerich

Michael Lee

Thomas Hightower

Ian Macmillan

Advisors

Brenda Narayan, PG&E

Nichole Farley, Explore Butte
County

Mike Egbert, Chamber

Nick Andrew, Chair Restaurant
Committee

David Halimi, Chair Thursday Night
Market

Dale Bennett, Chico City Council

Jennifer Macarthy, Chico Deputy
City Manager

DCBA Mission

Improve, promote and enhance the experience, image, arts, culture, place while preserving the historic value of Chico's Downtown District.

Downtown Welcome Center

338 Broadway
Chico, CA 95927
530.345.6500

AGENDA

Call to Order & Welcome, President Greg Scott

Introduction – Megan Kurtz, Chico State Director Community Relations & others in attendance

NOTICE – March 19, Council Meeting, 6:00 City Hall. One year report was delivered (attached), presentation tonight at City Council. Council to decide on Year Two funding.

NOTICE – Posted yesterday and being sent to all downtown business is announced of the National Main Street & American Express Backing Small Business Grant program. Downtown businesses may apply for \$10,000, application link on website, pass along to your neighbors.

NOTICE – Liza Tedesco and Audrey Taylor have been working with the Training Center since last year to create a certificate curriculum for De-escalation Training. That training curriculum is ready. 8 hours of training, 2- 3 hours sessions, 1 – 2 hr. session starting April 1, April 8 and April 15. Open to all businesses and their employees. Training for Ambassadors and DCBA staff. Cost: \$25 per attendee. No more than 25 **Need downtown location.** Please spread the word.

1.0 Consent Agenda

1.1 Financial Reports

Action: Discuss, review, motion/second and vote to accept report.

2.0 Areas of Focus 2024 – Organization Rebuild

2.1 Executive Committee Report – Greg Scott

- 1) Executive Committee recommends appointment of Nick Andrew to board position open due to resignation of Mollie Openshaw.
- 2) Executive Committee recommending appointment of Megan Kurtz, Chico State, Director Community Relations as Advisor.
- 3) Executive Committee recommends establishing a Fundraising Committee to work with Audrey & Debbie.

Action: Discuss appointments, call for motion, second and vote.

2.2 Sustainability Finance Committee – Greg Scott. Adding President to Committee, set date to begin strategy development.

2.3 Office – Welcome Center Report – Debbie LaPlant Moseley

3.0 Areas of Focus 2024 - Placemaking

3.1 Complete Street Update – Greg Scott

Next Phase – DCBA focus on Business Continuity and Assistance to downtown businesses.

3.2 ABC License – Survey, need businesses to respond to take to City Council.

3.3 Choose Chico – April 4 to 8th. Clean up downtown, welcome parents.

3.4 Plaza – homeless campers, bathrooms – need clean up before April 4 and April 11 Thursday Night Market kick-off. Clean bathrooms will be critical for the Welcome Center.

3.5 City, AB 1383 – Organics waste, recommend having Linda Herman present to Board on the enforcement of State regulations and addressing the business waste receptacles.

3.6 Street Banners

Areas of Focus 2024 – Marketing & Communications

3.1 Staff Report – Social Media, Newsletters & Marketing – Debbie LaPlant

4.0 Areas of Focus 2024 – Events & Promotions

4.1 Staff Report – Thursday Night Market, Friday Night Concert, Slice of Chico & Sponsorship Opportunities

5.0 New Business – Any new business from the floor?

6.0 Adjourn - Entertain motion to adjourn

