

DOWNTOWN CHICO BUSINESS ASSOCIATION BOARD PACKET



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DCBA Board of Directors

Date: Thursday, March 6, 2025

Time: 8:00am – 9:30 am

Place: Hotel Diamond, Downstairs Conference Room



AGENDA

Call to Order & Welcome, Vice President Nick Andrew

- Roundtable Introductions

1.0 Presentations

- Young Entrepreneur Initiative Presentation – Carolyn Denero, Lucia Mercado
- Student Art Initiative – COBA Board Revival – Linda Zorn
- Update – Bringing in Trash Receptacles – Jennifer Macarthy

2.0 Collaborator Reports (10 Mins)

Given the number of items on the agenda and the presentations we would like to hold the Collaborator Reports this meeting.

We appreciate your attendance and participation in the initiatives and discussions. *Guests and collaborators are welcome to stay for our meeting, however, we know your time is valuable and we understand if you need to leave.*

- City of Chico – Councilmember Dale Bennett
- Sgt. Bailey, Chico Police – Downtown, Target Team
- City of Chico – Jennifer Macarthy
- Chico State – Megan Kurtz, Shari Anderson
- Butte College – Linda Zorn
- Chamber of Commerce – Mike Egbert
- Explore Butte County – Nichole Farley
- 3CORE – Luis Moreno
- MONCA - Pat Macias
- City of Chico – Arts Commissioner

DCBA Board of Directors

Greg Scott, President
Shari Anderson, 1st VP
Nick Andrew, 2nd VP
Brenda Narayan, Secretary
Nicole Johnston, Treasurer
Mary Hartley
Thomas Hightower
Nicole Hill
Michael Lee
Julie Lengerich
Pat Macias,
Ian Macmillan
Steve Stull
Liza Tedesco
Linda Zorn

ADVISORS

Mike Egbert, Chamber
Nichole Farley, EBC
Megan Kurtz, Chico State
Luis Moreno, 3CORE

City of Chico

Dale Bennett, Chico City Council
Sgt. Bailey, Chico Police
Jennifer Macarthy, Chico Deputy
City Manager
Bonnie Pipkin, Arts Commission

DCBA Mission

Promote Downtown businesses as a unique shopping district while enhancing the experience, image, arts, culture, place and preserving the historic value of Chico's Downtown District.

Downtown Welcome Center
338 Broadway
Chico, CA 95927
530.345.6500

2.0 Consent Agenda – The consent agenda consists of previous Board and Executive Meeting Minutes and current financial statements. Are there any questions for review:

- 2.1 Board Meeting Minutes, February 6, 2025
- 2.2 Executive Committee Minutes, no meeting in February
- 2.2 February 2025 Financial Reports,

ACTION: Call for motion/second and vote to accept consent agenda.

3.0 ACTION ITEMS (5 mins)

- 3.1 **FYI Organization** - Board of Directors are asked to complete the Conflict-of-Interest forms and return to Audrey Taylor for filing.
- 3.2 **Downtown Plaza** – Update on the status of the Plaza, Choose Chico weekend, week of March 3 and meetings with the City. Nick Andrew
- 3.3 **Organization DCBA Articles & Bylaws** – The revised articles and bylaws were sent to all board members, one abstained and remainder voted yes. A formal resolution must be approved at this board member to be filed with the new Articles and Bylaws.

ACTION: Call for motion/second to pass Resolution 2025-02 updating DCBA's Articles of Incorporation and Bylaws

- 3.4 **50th Celebration** – Debbie LaPlant Moseley and Nicole Johnston to overview plans for celebrating DCBA's 50th Anniversary.

ACTION: Call for motion/second to approve 50th Celebration plan.

- 3.5 **Partnership Salvation Army** – See Board Report from Ian Macmillan, Director. Ian will present and recap meeting with the Salvation Army and request the board approval to move forward with Championing an historic monument at the first Salvation Army service location on 2nd and Main. Estimate cost \$350, plus staff time to organize joint press release and installation ceremony.

Note: If Collier's Hardware does not have a sign Board may want to memorialize the longevity of Colliers and its owners and the contributions, they have made over the years to downtown. Cost per board reduces if there is more than one.

ACTION: Call for motion/second to approve moving forward with Salvation Army partnership.

- 3.6 **Retail Committee** – Introduced at the last meeting was the concept of establishing a Retail Committee like the Restaurant Committee that Nick Andrew chairs. The purpose is to create a forum/roundtable to gather downtown retail owners to discuss their specific challenges, opportunities, expectations of DCBA and participate in actions to accomplish objectives in revitalizing downtown (with the resources available).

ACTION: Discuss the role and merits of committee. Should the Committee be added to DCBA list of committees? Is there a Director willing to step up to organize and lead. Nick can share his role and activities with the restaurant committee.

4.0 DCBA Initiatives, Event, Marketing Updates

4.1 Advocacy Initiatives – Nick Andrew

- 1) First Floor Office Uses – before Internal Affairs Committee March 3
- 2) Business Meet Up – March 4
- 3) Letter to the Judge – no response. Michael Lee sent a letter to support with a response.
- 4) First Hour Parking – Back to council March 18. The council had asked staff to do an analysis of costs and how to manage.

4.2 Organizational Initiatives – Nick Andrew & Audrey Taylor

- 1) Chico State Partnership – Choose Chico, Spirit Week – Shari Anderson
- 2) Annual Report submitted to City per agreement. Council agenda March 18.
- 3) Assessment Fee Update
- 4) Placemaking

4.3 Events – Debbie LaPlant Moseley

- 1) Thursday Night Market & Friday Night Concerts

4.4 Marketing – Debbie LaPlant

- 1) Social Media Contract & Implementation

5.0 New Business – New business from the floor?

6.0 Next Board Meeting

April 3 , 2025

Meeting Adjournment - Entertain motion to adjourn

ACTION: Motion/Second, call for vote.

GUEST PRESENTATIONS

ARE YOU A YOUNG ENTREPRENEUR?

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JOIN THE YOUNG ENTREPRENEURS INITIATIVE!

The Empowering Young Entrepreneurs Initiative is a partnership between the DCBA and 3CORE to support youth, aged 14-24 and enrolled in local schools, to experience entrepreneurship with their early-stage business.

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Eligibility:

1. Complete DCBA's **Thursday Night Market Young Entrepreneur contract**. All students under the age of 18 will be required to have written parental consent to participate. Business must meet DCBA's market requirements. Youth will be required to have or apply for licenses and permits as required by law. For questions about this process email lucia@downtownchico.com or call 530-345-6500.
2. Entrepreneurs must be between the **ages of 14-24 and enrolled in school**. Students younger than 14 may be considered based on availability and parental involvement.
3. Complete a **30-minute intake meeting with 3CORE** staff to review program materials including a 1-page business plan, market booth layout exercise, budget preparation and other tools to set you up for success.
4. Attend **1 mandatory market orientation session** prior to selling at the Market. Orientation session includes young entrepreneur presentations of their business ideas, mentor-led speaking sessions, and lightning round introductions between youth and local business mentors, among other things.

Young Entrepreneurs are encouraged to apply early due to limited space. If you are selected to participate and you meet all eligibility requirements you will be eligible for all training materials and a complimentary booth for up to 4 weeks during the Thursday Night Market season, April 10 - September 25, 2025. Full Details at DowntownChico.com



Funded in part through a grant
with the California Office of
the Small Business Advocate





4/10/25 - 9/25/25

25 WEEKS

5 ENTREPRENEURS
MONTHLY

30 ENTREPRENEURS
SEASONALLY

ADVERTISING DETAILS

3+ WEEKLY **TV** COMMERCIALS

20+ DAILY **RADIO** ADS

150+ **POSTERS** REGIONALLY

3 MONTHLY **BILLBOARDS**

INSTAGRAM REACH OVER 15K

FACEBOOK REACH OVER 25K

25 WEEKS PREFERRED
PLACEMENT FOR **BOOTH OR
BANNER**

YOUNG ENTREPRENEURS INITIATIVE

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The Young Entrepreneurs Initiative aims to empower and nurture the next generation of business leaders through mentorship, training, and networking. By partnering with 3CORE and DCBA, this initiative provides young entrepreneurs with the tools they need to succeed in a competitive business environment.

SPONSORSHIP OPPORTUNITY	YOUNG ENTREPRENEUR \$3,000	COMMUNITY CATALYST \$1,500	ART AFICIONADO \$750	PRODUCE PARTNER \$500
Logo on Television Advertising	✓			
Mention on Radio Advertising	✓			
On-Site Banner	✓	✓		
Logo Placement on Billboards	✓	✓		
Logo Placement on Staff T-Shirts	✓	✓		
Logo Placement on Website	✓	✓	✓	✓
Mention on Social Media Posts	✓	✓	✓	✓
Complimentary Booth Space	Season	Season	3 months	1 month
Logo Placement on Posters	✓	✓	✓	Listing

Advertising Value: \$8,050 \$6,050 \$1,550 \$1,100

Chico Student Art Showcase

Reviving the Chico Open Board Art (COBA) Project

This initiative, a revival of the Chico Open Board Art (COBA) project, is a collaborative of Downtown Chico Business Association (DCBA), Chico Arts Center, Chico Arts & Culture Foundation, monca, Butte College and the City of Chico Arts Commission. This initiative aims to engage students in creating public art installations that reflect community values and themes, enhancing downtown Chico's cultural identity and sense of place.

The first phase of the project will focus on restoring eight COBA art frames in Diamond Alley, with students submitting art aligned with themes such as "Community Resilience" or "Sustainability in Action." Butte College students will complete the initial installations to pilot the program, with future participation expanded to Chico State, local high schools, and middle schools. Program guidelines will include submission criteria, timelines, and selection processes to ensure high-quality, rotating displays that keep the art fresh and relevant.

Sustainability is a key goal, with efforts focused on securing funding through grants, sponsorships, and in-kind contributions. The program also aims to foster deeper collaboration between educational institutions and organizations integrating COBA into academic curricula, ensuring long-term engagement to create placemaking in Downtown.

The October 26 reception at Hotel Diamond will celebrate the introduction of the Chico Student Art Showcase offering an opportunity to introduce key partners, present the project vision, and invite community involvement in this public art initiative.

Timeline: November-December Inventory, Guidelines,
January-February Introduce to Students, Selection,
February-May creative painting,
June unveiling.



Board Item Report

TO: Board of Directors
DATE: February 28, 2025
SUBJECT: Trash Cans

The discussion of trash cans being left on the streets by businesses has been a discussion since before 2022. Trash cans are not to be left on the street, they are to be put out for pick-up then brought back in.

This is a discussion at the PBID with the property owners requiring their tenants to ensure the trash cans are brought in and off the streets.

If not, business owners will be subject to code violations and fines as well as property owners.



Board Item Report



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BOARD OF DIRECTORS CONSENT AGENDA

BOD Meeting Minutes
Thursday, February 6, 2025
Meeting Time: 8:00am
Meeting Place: Hotel Diamond Downstairs Conference Room



Attendees:

Directors: Greg Scott, Shari Anderson, Brenda Narayan, Nicole Johnston, Mary Hartley, Nicole Hill, Michael Lee, Pat Macias, Ian Macmillan, Steven Stull, Linda Zorn

Directors Absent: Nick Andrew, Thomas Hightower, Julie Lengerich, Liza Tedesco

Advisors: Nicole Farley

City Liaison: Dale Bennett, Vice Mayor, Jennifer Macarthy

Staff & Volunteers: Debbie LaPlant, Audrey Taylor

Guests: Kelly Lesser, Lara Panganiban

AGENDA

President Greg Scott called the meeting to order promptly at 8:00 am with welcome to guest and self-introductions of Directors.

2.0 Collaborator Reports

Jennifer Macarthy – reported on the assessment list the city is working with DCBA. Need to have a strong list to move forward an assessment process. The city has an old system that is being updated which will help in the future. Anticipate that next week notices will go out to all those who have not paid their business license and assessment.

Shari Anderson – reported on Mar 1 Choose Chico, anticipate 4,000 attendees. Also noted they are acting on the suggestion at the Annual Meeting regarding more student perspective on social media and the community for new students.

Nicole Farley – reported increased assessment and will be focusing on Sports Tourism. With new budget will be target more international visitors. Expand Museum week to Museum month with 18 Museums participating.

Linda Zorn – reported enroll at Butte College is up 10%. Butte College Gala is March 8.

Pat Macias – report the Snow Geese exhibit until March 16. Also have established a Junior Board to get perspective from high school, Butte and Chico state.

2.0 Consent Agenda

President Scott called for questions, discussion on any items in the consent agenda packet. With no questions, President Scott called for motion to accept the consent agenda, board minutes and financials.

M/S Linda Zorn/Michael Lee, all voted in favor.

BOD Meeting Minutes
Thursday, February 6, 2025
Meeting Time: 8:00am
Meeting Place: Hotel Diamond Downstairs Conference Room



3.0 Action Items

- 3.1 Directors were asked to sign Conflict of Interest forms and return to Audrey Taylor.
- 3.2 Monthly Meeting Resolution. Board was asked to confirm the setting of the monthly meeting for 2025, 1st Thursday of every month, unless otherwise cancelled, beginning at 8:00am in the Hotel Diamond downstairs rooms. M/S Mary Hartley/Steve Stull, all in favor.
- 3.3 Annual Budget – The Finance Committee, Nicole Johnston, Treasurer, presented to the Board the 2025 Annual Budget, recommending approval with the understanding the Finance committee may come back mid-year for adjustments. M/S Shari Anderson/Michael Lee, all in favor.
- 3.4 DCBA Articles & Bylaws – Michael Lee presented for the Bylaw Committee the work the committee had done with DCBA Attorney to revise the bylaws and articles. Michael recognized questions that had been submitted by Nicole Hill and although Attorney Jennifer Ellingson was not able to attend meeting, answered the questions in an email. Further questions arose on the bylaws each to be taken back to the Attorney for clarification – Exhibit A, maximum number of terms, and appointments to the board. Michael will take the questions back to attorney for clarification. Articles will also be addressed to expand purposes beyond those allowed by California Highway & Street Code 36000. This items to be addressed and sent back to the board for a online vote.
- 3.5 MOU – Greg Scott brought before the board a MOU with the PBID for the vacant building initiative. This initiative would be volunteer-based and a joint initiative of the two organization. Recommended by Attorney that an MOU be in place for both organizations. M/S Shari Anderson/Steve Stull, all in favor.

4.0 DCBA Initiatives, Events, Marketing Update

- 4.1 **Initiative Assessment** – Greg Scott followed up on the report provided by Jennifer Macarthy on same subject. He and Nick have been talking with the restaurant to align them for approval.

Initiative Student Art to replace current COBA Boards – RFP has gone out to the students, she and Dean Smallhouse have been meeting with instructors and in classes. One instructor was part of the 1999 COBA Initiative. Getting good response and a intern is on board to assist.

- 4.2 **Events** – Debbie LaPlant Moseley updated the board on Thursday Night Market, changes being made, adding health program from Enloe and working with Healthy Here intern. Linda Zorn suggested she get in touch with the boarder Health Initiative, she would be contact. Debbie reported on collaboration with the Certified Market. Apr 10-Sept 25.

- Nick Andrew taking lead with Friday Night Concert.
- Debbie shared the planning of DCBA 50 Year Anniversary Celebration – a milestone! Tentative 10.11.25
- Young Entrepreneur Initiative – will be happening at TNM again this year, 30 YE, Lucia attending a Job Fair. 8th grade and older.
- TV ads have started for Valentine's marketing
- Working with Nick on Taste of Downtown, more restaurants interested in participating

BOD Meeting Minutes
Thursday, February 6, 2025
Meeting Time: 8:00am
Meeting Place: Hotel Diamond Downstairs Conference Room



- ARTober will return. Debbie will be applying to Chico Arts Commission for possible grant, supported in 2024.

5.0 New Business

- 5.1 Greg Scott brought up that Campus bicycle would be closing and what if there could be a CSU Chico pop-up merchandise store for Choose Chico on March 1. Shari Anderson to check with powers to be at University. Also what ways could we as businesses better embrace Chico State as the anchor in similar ways as Tempe or Eugene.

Jennifer Macarthy reported the City will have a letter from the Mayor to welcome parents.

Shari Anderson reported the University is unveiling Spirit Days which businesses could engage.

- 5.2 Greg Scott introduced Kelly Lesser who had met with him regarding issues she had been dealing with. Kelly shared experiences and asked what was being done. Greg suggested a Retail Committee be started. Conversation brought up Police Chief meeting with businesses. Suggested Mayor and Police Chief be the guest speakers at the next DCBA Business Meet Up March 4 to share where we are with the settlement and also what you can do when someone enters your business.

After discussion of the constraints of the settlement agreement regarding homeless and the update on Motion 60 to the judge, Michael Lee suggested a letter be drafted from DCBA to the judge imploring him to take action. Michael to assist drafting letter and send to Judge.

6.0 Motion to Adjourn Meeting. M/S Steve Stull / Ian Macmillan. Meeting adjourned 9:36 am

Respectfully submitted,

Brenda Narayan

Brenda Narayan, DCBA Secretary

DCBA FINANCIAL REPORTS

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Revenue			
DIRECT PUBLIC SUPPORT		0.00	
City of Chico - Member Assess		25,000.00	
City of Chico-Planters	2,000.00	8,000.00	25.00 %
City of Chico-Rebuilding Fund	35,200.00	140,800.00	25.00 %
Total DIRECT PUBLIC SUPPORT	37,200.00	173,800.00	21.40 %
DOWNTOWN EVENTS - INCOME		0.00	
Art & Wine Walk (AWW)		0.00	
AWW Operations	12,236.00	15,000.00	81.57 %
AWW Sponsors	5,500.00	14,250.00	38.60 %
Total Art & Wine Walk (AWW)	17,736.00	29,250.00	60.64 %
Artober Fest (AF)		0.00	
AF Booth Rental/App		1,500.00	
AF Sponsors		5,000.00	
Total Artober Fest (AF)		6,500.00	
Christmas Preview (CP)		0.00	
CP Booth Rental/App		1,100.00	
CP Sponsors	500.00	6,800.00	7.35 %
Total Christmas Preview (CP)	500.00	7,900.00	6.33 %
Community Tree Lighting (CTL)		0.00	
CTL Booth Rental/App		100.00	
CTL Sponsors		6,350.00	
Total Community Tree Lighting (CTL)		6,450.00	
Friday Night Concert (FNC)		0.00	
FNC Operations		3,300.00	
FNC Sponsors	5,250.00	8,250.00	63.64 %
Total Friday Night Concert (FNC)	5,250.00	11,550.00	45.45 %
Slice Of Chico (SOC)		0.00	
SOC Sponsors		2,500.00	
Total Slice Of Chico (SOC)		2,500.00	
Small Business Saturday (SBS)		0.00	
SBS Sponsors	250.00	4,100.00	6.10 %
Total Small Business Saturday (SBS)	250.00	4,100.00	6.10 %
Taste of Downtown			
TOD Operations		41,000.00	
TOD Sponsors		5,000.00	
Total Taste of Downtown		46,000.00	
Thursday Night Market (TNM)		0.00	
TNM Booth Rental/App	15,777.92	120,000.00	13.15 %
TNM Operations		600.00	
TNM Sponsors	1,500.00	9,500.00	15.79 %
Young Entrepreneur Initiative (YEI)	-15.78		

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

		TOTAL	
	ACTUAL	BUDGET	% OF BUDGET
Total Thursday Night Market (TNM)	17,262.14	130,100.00	13.27 %
Treat Street (TS)		0.00	
TS Sponsors		1,350.00	
Total Treat Street (TS)		1,350.00	
Total DOWNTOWN EVENTS - INCOME	40,998.14	245,700.00	16.69 %
OPERATIONS INCOME		0.00	
Annual Meeting Income	500.00	500.00	100.00 %
Donors		15,000.00	
Total OPERATIONS INCOME	500.00	15,500.00	3.23 %
PROGRAM INCOME		0.00	
Sponsors	4,000.00	15,000.00	26.67 %
Website Sponsors		5,000.00	
Total PROGRAM INCOME	4,000.00	20,000.00	20.00 %
Sales of Product Revenue		1,500.00	
Total Revenue	\$82,698.14	\$456,500.00	18.12 %
GROSS PROFIT	\$82,698.14	\$456,500.00	18.12 %
Expenditures			
CONTRACT SERVICES		0.00	
Accounting	1,750.00	3,500.00	50.00 %
Bookkeeping	900.00	14,000.00	6.43 %
Consultants	4,800.00	70,000.00	6.86 %
Security Staff		1,000.00	
Total CONTRACT SERVICES	7,450.00	88,500.00	8.42 %
DOWNTOWN EVENTS - EXPENSE		0.00	
Art & Wine Walk		0.00	
Advertising (AWW)		3,426.00	
Other (AWW)		8,500.00	
Permits/Fees/Licenses (AWW)		960.00	
Total Art & Wine Walk		12,886.00	
Artober Fest		0.00	
Advertising (AF)		2,395.00	
Event Contract Services (AF)		2,107.00	
Other (AF)		100.00	
Total Artober Fest		4,602.00	
Christmas Preview		0.00	
Advertising (CP)		678.00	
Event Contract Services (CP)		1,034.00	
Other (CP)		280.00	
Total Christmas Preview		1,992.00	
Community Tree Lighting		0.00	
Advertising (CTL)		1,266.00	

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	ACTUAL	TOTAL	
		BUDGET	% OF BUDGET
Event Contract Services (CTL)		1,250.00	
Permits/Fees/Licenses (CTL)		539.00	
Total Community Tree Lighting		3,055.00	
Events Expense Other		5,000.00	
Friday Night Concert		0.00	
Advertising (FNC)		3,700.00	
Event Contract Services (FNC)		6,000.00	
Other (FNC)		850.00	
Permits/Fees/Licenses (FNC)		600.00	
Total Friday Night Concert		11,150.00	
Harvest Sidewalk Sale		0.00	
Advertising (HSS)		786.00	
Event Contract Services (HSS)		100.00	
Other (HSS)	16.54		
Total Harvest Sidewalk Sale	16.54	886.00	1.87 %
Slice Of Chico		0.00	
Advertising (SOC)		1,950.00	
Event Contract Services (SOC)		400.00	
Other (SOC)		300.00	
Permits/Fees/Licenses (SOC)		262.00	
Total Slice Of Chico		2,912.00	
Small Business Saturday		0.00	
Advertising (SBS)		2,000.00	
Event Contract Services (SBS)		100.00	
Permits/Fees/Licenses (SBS)		133.00	
Total Small Business Saturday		2,233.00	
Taste of Downtown		0.00	
Advertising (TOD)		3,550.00	
Event Contract Services (TOD)		1,700.00	
Other (TOD)		500.00	
Permits/Fees/Licenses (TOD)		444.00	
Restaurant Reimbursement		13,100.00	
Total Taste of Downtown		19,294.00	
Thursday Night Market		0.00	
Advertising (TNM)		7,500.00	
Event Contract Services (TNM)		1,725.00	
Other (TNM)	17.89	3,000.00	0.60 %
Permits/Fees/Licenses (TNM)	163.00	630.00	25.87 %
Total Thursday Night Market	180.89	12,855.00	1.41 %
Treat Street		0.00	
Event Contract Services (TS)		150.00	
Other (TS)		500.00	

Downtown Chico Business Association

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

	ACTUAL	TOTAL	
		BUDGET	% OF BUDGET
Total Treat Street		650.00	
Total DOWNTOWN EVENTS - EXPENSE	197.43	77,515.00	0.25 %
FACILITIES AND EQUIPMENT		0.00	
Repairs & Maintenance	62.42	1,000.00	6.24 %
Transportation		1,500.00	
Total FACILITIES AND EQUIPMENT	62.42	2,500.00	2.50 %
FINANCE CHARGES		0.00	
Bank Charges	10.00	250.00	4.00 %
Interest Expense		50.00	
Late Payment Fee	16.30		
Merchant Fees	1,590.65	2,000.00	79.53 %
QuickBooks Payments Fees	205.98	3,500.00	5.89 %
Total FINANCE CHARGES	1,822.93	5,800.00	31.43 %
OPERATIONS		0.00	
Advertising & Marketing	1,000.00	18,000.00	5.56 %
Annual Meeting Expense	315.00	1,000.00	31.50 %
Employee Benefits Reimbursed			
Medical Insurance	721.30	4,440.00	16.25 %
Personal Telephone Use	50.00	600.00	8.33 %
Total Employee Benefits Reimbursed	771.30	5,040.00	15.30 %
Equipment/Materials/Supplies		3,200.00	
Insurance	1,843.39	15,000.00	12.29 %
Meals		250.00	
Office Expense	322.28	2,500.00	12.89 %
Other Expenses		4,000.00	
Postage	14.60	950.00	1.54 %
Printing/Copying		2,000.00	
Social Media Reimburseables		450.00	
Taxes/Licenses/Fees		4,500.00	
Technology & Website Services	161.55	0.00	
Adobe		700.00	
Coastal Business Systems	722.06	5,500.00	13.13 %
Comcast-Internet	150.90	1,800.00	8.38 %
Constant Contact		1,800.00	
Google	3.98	5.00	79.60 %
Microsoft	310.10	1,800.00	17.23 %
Other Tech/Web Services		1,750.00	
QBO Payroll Subscription	175.02	1,800.00	9.72 %
QBO Subscription	70.00	800.00	8.75 %
Sunstar	562.50	4,500.00	12.50 %
Vyable	1,930.00	4,000.00	48.25 %
Total Technology & Website Services	4,086.11	24,455.00	16.71 %

Downtown Chico Business Association

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Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L

January - December 2025

		TOTAL	
	ACTUAL	BUDGET	% OF BUDGET
Total OPERATIONS	8,352.68	81,345.00	10.27 %
PAYROLL EXPENSE			
Taxes		15,000.00	
Wages		155,000.00	
Total PAYROLL EXPENSE		170,000.00	
Payroll Expenses		0.00	
Taxes	2,159.43	0.00	
Wages	20,502.84	0.00	
Total Payroll Expenses	22,662.27	0.00	
PROGRAM EXPENSES		0.00	
Business Meet Up		125.00	
Initiatives		1,000.00	
Other	667.50	2,000.00	33.38 %
Planters Landscaping/Maintenance	525.00	7,700.00	6.82 %
Stewardship		4,500.00	
Total PROGRAM EXPENSES	1,192.50	15,325.00	7.78 %
Reimbursements		1,500.00	
Total Expenditures	\$41,740.23	\$442,485.00	9.43 %
NET OPERATING REVENUE	\$40,957.91	\$14,015.00	292.24 %
NET REVENUE	\$40,957.91	\$14,015.00	292.24 %

Downtown Chico Business Association

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Balance Sheet As of February 28, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	27,054.86
Gift Card Checking (3885)	3,471.98
NVCF Fund	15,723.90
Taste of Chico - Savings	100.00
Total Bank Accounts	\$46,350.74
Accounts Receivable	
Receivables	59,394.75
Total Accounts Receivable	\$59,394.75
Other Current Assets	
Petty Cash	285.00
Undeposited Funds	2,050.00
Total Other Current Assets	\$2,335.00
Total Current Assets	\$108,080.49
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$108,080.49
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Payables	500.00
Total Accounts Payable	\$500.00
Credit Cards	
TCBK- 2662	-14,437.72
TCB-Scott(Greg)-9269	14,127.52
TCB-Shari-6411	310.20
Total TCBK- 2662	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
EBT Deposits/Checks	-1,664.00
Payroll Liabilities	0.00
CA SUI / ETT	2.51
CalSavers	282.93
Total Payroll Liabilities	285.44
Total Other Current Liabilities	\$ -1,378.56
Total Current Liabilities	\$ -878.56

Downtown Chico Business Association

March 6, 2025 Page21

Balance Sheet

As of February 28, 2025

	TOTAL
Long-Term Liabilities	
3CORE Loan	5,357.76
EIDL Loan Payable	131,625.00
Total Long-Term Liabilities	\$136,982.76
Total Liabilities	\$136,104.20
Equity	
Retained Earnings	-68,981.62
Net Revenue	40,957.91
Total Equity	\$ -28,023.71
TOTAL LIABILITIES AND EQUITY	\$108,080.49

ACTION ITEMS

MEETING OF
THE BOARD OF DIRECTORS OF
DOWNTOWN CHICO BUSINESS ASSOCIATION

The Board of Directors of Downtown Chico Business Association held a meeting of the Board of Directors on _____ at _____, Chico, California 95928.

The following directors, constituting a quorum, were present at the meeting:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

The following directors were absent:

1. _____
2. _____
3. _____

Director _____ acted as chair and secretary of the meeting.

1. The chair presented to the meeting a form of amended and restated bylaws that was considered and discussed. On motion duly made, seconded, and unanimously carried, the resolutions below were adopted:

RESOLVED, that the amended and restated bylaws presented and discussed at this meeting are adopted as the bylaws of the Corporation; and

RESOLVED FURTHER, that the secretary of this corporation is authorized and directed to execute a certificate of the adoption of those amended and restated bylaws, to insert those amended and restated bylaws as so certified in the minute book of this corporation, and to cause a copy of those amended and restated bylaws, as they may be amended from time to time, to be kept and maintained at the principal executive office of this corporation.

2. The chair announced that the number of directors would be established under Section 5.2 of the bylaws. On motion duly made, seconded, and unanimously carried, the following resolution was adopted:

RESOLVED, that the authorized number of directors of the Corporation shall be no less than fifteen nor more than twenty-one with the exact authorized number of Directors to be determined by the Board from time to time.

3. At the meeting, the board of directors elected a president, a vice president, a treasurer, and a secretary. The following persons were duly nominated and elected to the offices indicated before their names to serve for 1 year or until their respective successors are duly elected and qualified, whichever occurs later:

_____	President
_____	Vice President
_____	Secretary
_____	Treasurer

4. There being no further business to come before the meeting, the meeting was adjourned by the presiding officer.

, Secretary

BOARD ITEM REPORT

DATE: February 24, 2025

FROM: Nicole Johnston & Debbie LaPlant Moseley

ITEM : 50th Anniversary – DCBA & Tri Counties Bank



Plan & Budget

Attached is outline of a planned 50th Anniversary event partnered with Tri Counties Bank. Both are having their 50th Anniversary.

Event Plans: Debbie LaPlant

Budget: Nicole Johnston, Treasurer



Golden Jubilee “Harvest & Heritage”

(Original Draft Conceptual Proposal 2/1/2025)

Celebrating both the Downtown Chico Business Association and Tri Counties Bank’s 50th anniversaries alongside a nod to the region’s agriculture industry.

Event Goals:

- **Celebrate the 50th Anniversary of Tri Counties Bank & Downtown Chico Business Association: Highlight their growth and community involvement.**
- **Support Local Businesses:** Create a space for downtown businesses to engage with the community.
- **Celebrate Local Agriculture:** Showcase regional farms and produce that make the Chico area unique.
- **Engage the Community:** A family-friendly event to bring together locals, visitors, and businesses.

Event Date: Saturday, October 11, 2025

The event will be broken into 2 unique time-frames

- **Harvest Fest Community Celebration 11 am – 2 pm, Open to the Public, no charge**
- **Harvest & Heritage Reception 4 pm-6pm, Ticketed Guests Only, \$65 p/p**
To coincide with –
 - ARTober FEST – month-long celebration of Art & Culture in Downtown (10/1-10/31)
 - Chico State’s Wildcat Alumni Weekend (October 10 & 11)
 - Downtown Chico’s annual Harvest Sidewalk Sale (October 11)

Location: Downtown Chico City Plaza

Key Event Elements

Harvest in the Plaza Celebration 11 am-2 pm, Open to the Public, no charge

1. Golden Anniversary Tribute Showcase: (11 am -2 pm & 4-6 pm)

- A tribute to the 50-year milestones, such as a video montage, photo display, exhibit &/or a brief history of the Downtown Chico Business Association and Tri Counties Bank’s involvement in the community:
 - DCBA – History & spotlight of Downtown’s “Icon” Businesses

- Tri Counties - History of the bank and its impact to the region

2. Local Agricultural Harvest Showcase: (11 am -2 pm & 4-6 pm)

- Coordinate with Downtown Chico's Saturday Farmer's Market to encourage downtown visitors to start their day at the Market and then make their way to the festival afterward.
 - Create a harvest trail from the market to the Plaza (11 am – 1 pm)
- Partner with local farmers to showcase their harvests — a celebration of the region's agricultural industry Fresh produce, nuts, jams and honey, cider and wine tastings ...
 - Chico State Farm
 - Butte College Wine Vineyard Management program
 - Lundberg, Maisie Janes, Noble Orchards, Sohnrey Farms, Larrabee, Lassen Cidery
- Possible participants &/or collaborators – Information / Resource booths, Exhibits ...
 - Chico State Ag Department, high school FFA programs,
 - Sierra Oro Farm Trail
 - Butte County Farm Bureau
 - Butte Agriculture Foundation
 - Butte County Rice Growers Association
 - Butte County Cattlemen's Association
 - Butte Environmental Council
 - California Women for Agriculture
 - Community Gardens
 - Kelly Mora, Heritage Insurance Agency, Farm City Celebration
- Antique Tractor & Farm Equipment exhibit (11 am -2 pm & 4-6 pm)
- COBA Boards – “Past to Present Creative Interpretations of Local Agriculture”, showcasing Butte College art department, Diamond Alley
- Downtown Art Tour, led by Arts & Culture Foundation (Time-TBA)

3. Live Music and Entertainment: (11 am – 2 pm & 4-6 pm)

- Music performances throughout the day—focus on local bands and artists that highlight folk, country, or Americana genres to tie in with the harvest theme.

4. Food & Beverage during community celebration – TBD

5. Kids Zone: (11 am – 2 pm)

- Dedicated kids' area with harvest-themed games and activities - pumpkin painting, craft station, face painting, seed planting Collaboration with CARD and Chico Children's Museum

Golden Jubilee Harvest & Heritage Reception

Celebrating the 50th Anniversaries of Tri Counties Bank & Downtown Chico Business

Time: 4 pm-6pm, Ticketed Guests Only, \$65 p/p

- Targeted Guest Count: 150

Location: Downtown Chico City Plaza

Theme: Celebrating the 50th Anniversaries of Tri Counties Bank & Downtown Chico Business Association alongside the region's agricultural heritage.

Key Event Elements

1. *Golden Anniversary Tribute Showcase:

Exhibit to be set up with interactive displays of the DCBA and Tri Counties Bank's 50-year history, including past photos, memorabilia, and stories about their contributions to the local community.

2. *Agricultural Harvest Showcase:

- Local farmers, producers, and agricultural groups will be available to discuss their harvests.
- "Farm-to-Table Bites" - Featuring regional products such as fresh produce, cider, jams, honey, and artisanal food sales & tastings.
- ***Antique Tractor & Farm Equipment exhibit:**

*These exhibits run from 11:00 am – 2:00 pm during the Harvest in the Plaza celebration, and then continue at the Reception from 4:00 pm – 6:00 pm.

3. Regional Food & Beverage Experience

• Bounty of the Region

- A celebration of local produce, artisanal goods, and the distinct flavors of the region, thoughtfully curated from the farms and producers of Chico and its surrounding areas. The event will feature a carefully crafted menu of appetizers that highlight the best of the harvest season, showcasing an array of seasonal, fresh, and sustainable ingredients. With a mix of classic and inventive preparations, each dish will reflect the essence of the harvest, offering a true taste of the region's bounty.

• Cider, Wine, and Beer Garden

- Each Guest will receive 1 complimentary drink ticket upon arrival at the Reception. Additional beverages may be purchased.
- A selection of local wineries, breweries, and cider makers, highlighting regional favorites from Butte County and surrounding areas (e.g., Lassen Cidery, Sierra Nevada, Farmer's Brewery, Sierra Oro Farm Trail wineries).

4. Live Music – Country Band playing background music

Golden Jubilee Harvest & Heritage Reception Timeline

- **Guest Arrival (4:00 pm – 4:30 pm)**
 - Greet guests as they arrive, offering a complimentary beverage ticket upon entry.
 - Provide attendees with event programs and 50th anniversary keepsakes.
- **Networking & Mingling:**
 - Opportunity for guests to mingle with business leaders, local influencers, and community members.
 - Light country music playing in the background, setting a festive and celebratory tone.
- **Welcome & Milestones Tribute (4:30 pm – 5:00 pm)**
- Kasey Reynolds, City of Chico Mayor
 - Welcome attendees and outline the event's significance.
 - Acknowledge Tri Counties Bank and Downtown Chico Business Association 50 years of community involvement.
- Greg Scott, Downtown Chico Business Association President
- Rick Smith, Tri Counties Bank President & CEO
 - Acknowledgments of Key Contributors:
 - Recognize and honor key figures in both the DCBA and Tri Counties Bank's history and present-day operations.
 - Special recognition of local agriculture champions, including prominent farms, businesses, and community organizations involved in supporting the region's agricultural identity.
- **Live Music (5:00 pm – 5:45 pm)**
- **Closing Remarks 5:50**
 - Thanking attendees for their support of the event and both organizations' ongoing community work.
 - Invite Guests to Consider Dining Downtown for Dinner – tonight!



Golden Jubilee “Harvest & Heritage Celebration” Benefits to Tri Counties Bank

The Golden Jubilee event will be a key highlight of Downtown Chico’s vibrant month-long ARTober FEST celebration, coinciding with Chico State’s Wildcat Alumni Weekend, Downtown’s annual Art & Wine Walk and Harvest Sidewalk Sale. This alignment ensures a dynamic intersection of art, community spirit, and local commerce, drawing even more attention to the 50th anniversary celebrations.

Partnering with the Golden Jubilee event offers Tri Counties Bank a unique opportunity to enhance its visibility and strengthen its position as a cornerstone of the Chico community. As the co-presenting sponsor, Tri Counties will be prominently featured throughout all event marketing, including social media, print materials, and on-site signage, ensuring extensive exposure to both local attendees and regional visitors. The event will also provide a chance for Tri Counties to engage directly with customers and business leaders through interactive displays and activations, highlighting your long-standing commitment to local growth and agricultural development. Additionally, as a key supporter of a highly anticipated, family-friendly event, Tri Counties will further solidify its reputation as a community-oriented institution while aligning with other influential local organizations and regional partners.

Benefits to Tri Counties Bank include:

Prominent recognition on all Golden Jubilee, ARTober FEST, Art & Wine Walk & Harvest Sidewalk sale promotions including, but not limited to:

TV Advertising, Action News

- 30 second ads & Digital advertising – October 1-31, 2025
- Live interview with News Anchor Linda Watkins Bennett

Radio, Deer Creek Broadcasting

- 30 second ads on 5 stations
- Live interview on 3 stations week of October 6th

Billboards

- 3 Billboards regionally, month of October

Posters, Rack Cards

- Logo included on 100 posters & 1,000 Rack Cards – Regional businesses, Downtown Welcome Center, Chamber of Commerce, Chico State, Lodging throughout the region

ARTober FEST, Art & Wine Walk, Golden Jubilee & Harvest Sidewalk Sale Event Guides & Downtown Map - Distributed to:

- ARTober FEST attendees throughout October, Downtown Welcome Center – 1,000’s
- Art & Wine Walk 1,800 attendees – 10/10/25
- Golden Jubilee Harvest & Heritage & Harvest Sidewalk Sale attendees – 10/11/2025

Social Media

- Instagram reach over 15K and Facebook of over 25K.

Website

TCBK Logo prominently displayed.

Reception Tickets

- 30 Reception Tickets for special guests of Tri Counties Bank

Exclusive to Golden Jubilee Harvest Fest & Harvest & Heritage Reception:

- Tri Counties Bank 50 Year History & Impact Exhibit
- Tri Counties Bank Leadership recognition during Reception
- TV
- Radio
- Invitations
- Posters, Rack Cards
- Banners & Signs
- Event Program, distributed to guests
- Social Media
- Website – Event page
- Email & Newsletter promotions
- Media Releases & Community Calendars

Additional Benefits to Tri Counties Bank to include:

Tri Counties featured as a Premier Sponsor with public relations opportunities and prominent marketing exposure for all 2025 DCBA Signature events:

- Thursday Night Market - Thursday, April 12th to September 25th (26 weeks)
- Friday Night Concert - Friday, May 30th to August 29th (14 weeks)
- Slice of Chico - Saturday, July 12
- * Taste of Downtown – Sunday, September 7th
- ARTober FEST Kick-off – October 1st
- Art & Wine Walk - Friday, October 10th
- Harvest Sidewalk Sale - Saturday, October 11th
- Treat Street - Friday, October 31st
- Christmas Preview - Sunday, November 23rd
- Small Business Saturday - Saturday, November 29th
- Tree Lighting – Friday, December 5th

Website Advertising:

- 2x2 Square Ad placed on homepage and key event pages.
- Logo featured on the scrolling banner visible on all pages.
- Link to Tri Counties Bank website.

Newsletters & News Alerts:

- Logo featured in 12 monthly newsletters and news alerts sent to DCBA subscribers.

Our Request of Tri Counties Bank: \$25,000 sponsorship

“Golden Jubilee Harvest & Heritage Celebration” co-presented by Tri Counties Bank and Downtown Chico Business Association.

Debbie Moseley, DCBA General Manager and DCBA team will provide event development and production with oversight and creative input from Megan Sheehan, Tri Counties Bank, Public Relations.

HARVEST in the PLAZA & HARVEST & HERITAGE RECEPTION**DRAFT PRO-FORMA BUDGET****2/24/2025****Date: Saturday, October 11, 2025****Location: Downtown Chico City Plaza****INCOME**

ITEM	EST. REVENUE	NOTES
Ticket Sales		
120 Tickets @ \$65.00 each	\$7,800.00	Harvest & Heritage Reception * 30 Tickets Complimentary to TCBK = 150 Guests total Presenting Sponsor TCBK
Sponsors	\$25,000.00	+ DCBA In-Kind Event Development & Production
	\$1,600	Table Sponsors (8 @ \$200.00)
Bar Sales	\$200	
Other Contributions	\$2,000	Estimated Value of In-Kind Donations
TOTAL ESTIMATED INCOME	\$36,600	

EXPENSES

ITEM	EST. COST	NOTES
Venue, Equipment and Supplies		
* Plaza Rental	\$400	May be able to include in current City Franchise Agreement
* Canopies, Tables & Chairs	\$1,750	Possible partial In-Kind Sponsorship - KR
* Linens	\$600	Possible In-Kind Sponsorship - BD Mission
* Decorations	\$1,500	Banners, Signs, Harvest-themed décor
Misc. Supplies	\$500	
	\$4,750	
Catering & Beverage Costs		
Catering - Bounty of the Region	\$6,500	Farm-to-Table appetizers, featuring local ingredients
* Beverage Service: Wine, Beer, Cider	\$1,000	Regional beverages - 1 Complimentary drink per guest Possible In-Kind Sponsorships - SN, Farmers, Lassen
* Non-Alcoholic Beverages	\$500	Water, Soda, Juices

Wine Glass Rentals	\$165
Reception Plates	\$1,800
Misc. Food/Beverage	\$500
	\$10,465

Mini Charcuterie Boards w/Wine Glass holder - Take-home
Commemorative Memorabilia

Entertainment & Talent Fees

Live Music (Harvest Fest & Reception)	\$2,500
Sound Technician	\$2,000
	\$4,500

Includes Sound System & DJ Services during Band Break

EXPENSES

ITEM

EST. COST

NOTES

Marketing & Promotional Materials

TV, Radio (Harvest Fest)	\$500
Social Media	\$200
Print Advertising	\$550
Brochures & Program	\$500
Exhibit Materials	\$1,000
Email Campaigns & Newsletters	\$200
	\$2,950

% of Costs will merge w/ARTober FEST & Sidewalk Sale

Posters, Rack Cards, Reception Invitations
Downtown Map; Reception Program

Event Operations

ABC License	\$75
City of Chico	\$500
Insurance	\$1,000
Security Personnel	\$1,400
Event Staff	\$1,000
Volunteers	\$500
	\$4,475

Possible included in annual Franchise Agreement
Possible included in annual policy
Harvest Fest & Reception
Set-up, Clean-up & Oversight + Food & Beverage
Stipend & Shirts (Harvest Fest & Reception)
Chico State, Butte College, FFA

Miscellaneous Costs

Photographer & Videographer	\$500
Kids Zone Supplies	\$500
Cleaning Supplies	\$50
	\$1,050

Possible - Butte College Film, City of Chico Videographer
Arts & Crafts

Contingency & Buffer Fund

10% of Budget	\$2,800
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CATEGORY

TOTAL

NOTES

Venue, Equipment & Supplies	\$4,750.00
Catering & Beverage	\$10,465.00
Entertainment & Talent Fees	\$4,500
Marketing & Promotions	\$2,950
Event Operations	\$4,475.00
Miscellaneous Costs	\$1,050
Contingency & Buffer Fund	\$2,800.00
Estimated Total Expenses	\$30,990.00

PROJECTED INCOME	\$36,600.00
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PROJECTED EXPENSES	\$30,990.00
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TOTAL PROJECTED NET REVENUE	\$5,610
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Net Revenue to be allocated to DCBA's Placemaking and General Advertising Funds - supporting Downtown Businesses.

BOARD ITEM REPORT

DATE:	February 20, 2025
FROM:	Ian Macmillan
ITEM :	Salvation Army Meeting



Meeting with Salvation Army

Ian Macmillan and Audrey Taylor met with Captain Jeffery Boyd and Christina Palmer to discuss ways DCBA and Salvation Army could partner on any projects for downtown – how could we work together to create synergy downtown and in the SoPo district.

History

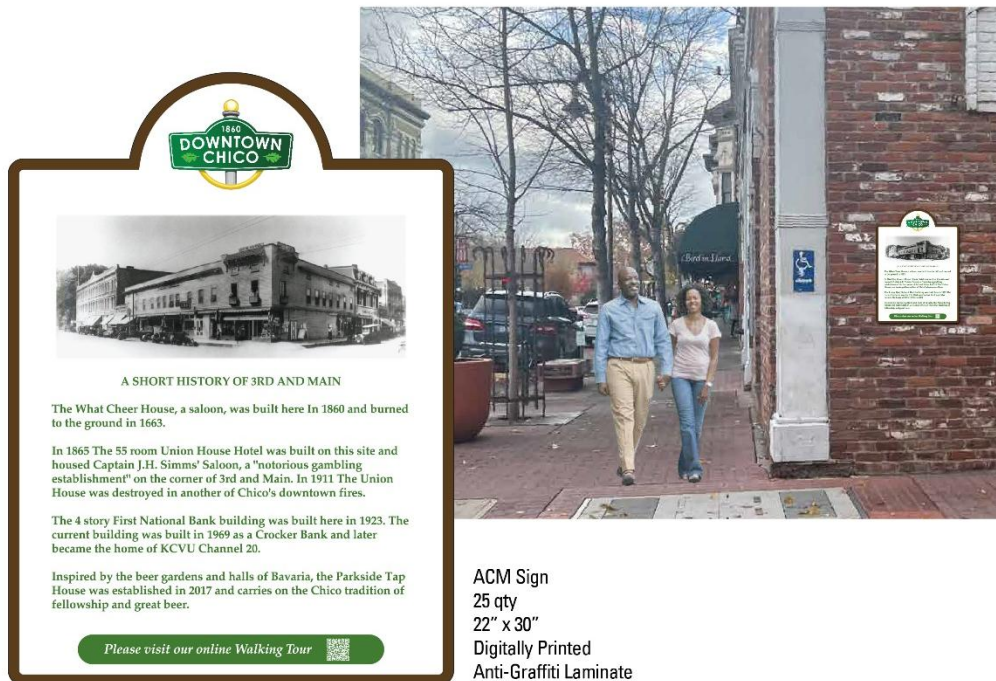
Captain Boyd gave some background on Salvation Army and the plaque of the first site in Chico, downtown 2nd & Main Street. Appears to be in the sidewalk. They first started in Chico in 1888, Salvation Army was founded in 1865.



Opportunities Discussed

- 1) At the building site, 2nd Main, obtain approval from building owner, to further mark this historic site with a monument sign similar to others in Downtown. Champion

the installation to recognize the contributions of Salvation Army. Tell their story and put eyes on both Salvation Army and DCBA through plaque dedication, invite media, etc.



- 2) A long-term consideration is Salvation Army would be interested returning to that location with a coffee shop, a dream in the making.
- 3) Discussed the situation of the plaza and keeping it active. They would be happy to have their School of Rock perform at the Plaza and maybe even their Spring Spaghetti Fundraiser for the School of Rock. Check out Solid Rock Academy <https://chico.salvationarmy.org/>
- 4) Discussed the Thrift Store, 700 Broadway:
 - a. Positioning the store as "Vintage" more of the upscale merchandise is at this store.
 - b. Building murals to honor Salvation Army's history and add color to that part of Broadway (possibly involving youth, families and workers)
 - c. Participate and help lead in a SoPo event, such as, antiquing.
 - d. The Mayor would like to see the SoPo district, 5th to 9th become more active, discussed possible involvement and leadership.
 - e. Salvation Army has an empty warehouse at this facility which they had been trying to rent out. Discussed possible uses compatible with serving the adjacent neighbor of students. Ian suggested a the need for commercial kitchen.

- 5) Captain Boyd suggested contacting Andrew Burchett, andrewburchett@ncchico.org, lead pastor for Neighborhood Church. He is the lead connection to all pastors in Chico and thinks together they could organize some concerts in the park.

Action:

Requesting consideration that DCBA champion a historic monument sign at the second and main to honor the service and contributions of Salvation Army since 1888.

ADVOCACY ITEMS

Honorable Dale Drozd
US District Court for the Eastern District of California
Robert T. Matsui United States Courthouse
501 I Street
Sacramento, CA 95814



Reference: Warren v. Chico Settlement, Chico, CA.

Honorable Judge Drozd,

On behalf of the Downtown Chico Business Association (DCBA) representing 400 diverse, primarily small businesses spanning retail, restaurants, professional services, and more, along with over a thousand employees—I write to respectfully request the Court’s consideration of the City’s Motion 60.

Downtown Chico serves as the economic and cultural heart of our community, anchored by Chico State’s 14,000 students and more than 1,800 instructors and staff. Our association has long worked to maintain a safe and vibrant district for visitors, residents, and local entrepreneurs alike. However, the current legal constraints surrounding homelessness enforcement programs have hindered our ability to uphold these values.

With the attached letter, the DCBA seeks to highlight the **urgent need for regulatory relief** so that the City can effectively address the homelessness crisis while preserving the vitality of downtown.

Statement of the Case

While existing regulations aim to uphold public health and safety, their restrictive nature has left Chico with few meaningful solutions to help those living without shelter. Small businesses strain under the weight of increased street encampments. Residents worry about safety, cleanliness, and access to public areas once enjoyed by all. And our most vulnerable citizens lack consistent support, often forced into a cycle of dislocation and despair.

Faced with escalating legal and economic pressures, Chico needs to be able to take action vs. being constrained by the court order that just causes a whack-a-mole cycle. Each time an encampment is scheduled for clearing, those unsheltered move downtown to streets, storefronts and the once beloved City Plaza. Businesses have had to close as residents do not feel safe downtown, students do not venture into what use to be safe place for them, killing the heart of the community.

The state of downtown has kept parents from enrolling their kids in Chico State, and moving to Chico, which was once viewed as a safe, small college town. This decrease in enrollment has further impacted on the City’s economy, which has not recovered from the 2018 Camp Fire or the pandemic.

The city and multiple organizations have been doing everything possible to provide alternatives to the unsheltered, there are beds that go used, there are services that are ignored and, the City’s hands are tied to act. Thus, we are left with issues where those unsheltered use public spaces as their right, leaving trash, needles, broken bottles, and human and pet waste. This has resulted in

the city and businesses hiring a team of Ambassadors to “clean-up” of these unsafe areas for all others.

Over the past year the Ambassadors, heroes of our Downtown, have collected:

- 1835 bags of trash
- 2235 pieces of abandoned property
- 891 hazardous waste pick-up – human and pet
- 114 sharps clean up – discarded needles
- 459 glass clean up
- 3351 graffiti removals
- 5493 Contacts with unsheltered – responding to calls for service, performing welfare checks and responding to individual causing problems for others.

Attached to this letter are ***“pictures that tell the “daily” story of the state of downtown Chico”*** and what these businesses, families, students, and individual are having to deal with daily.

Our Ask

If you look at these pictures, we are sure you will agree that the situation has caused significant impact and degradation of our downtown.

We appreciate your thoughtful consideration of our perspective and respectfully urge the Court to grant in favor of the City’s Motion 60 as soon as possible. Allowing the City the flexibility to operate its homelessness enforcement programs under more practical parameters is vital for balancing compassion with the pressing need to protect Chico’s economic health and public safety.

The Downtown Chico Business Association remains committed to being an engaged community partner, and we thank you for your time and attention to this critical issue.

Sincerely, on behalf of the over 400 businesses in Downtown Chico,



Greg Scott
President, Downtown Chico Business Association

Greg@aaapropertieschico.com

720.201.0782

UNITED STATES DISTRICT COURT

Eastern District Court of California

Keith Holland, Clerk

Jenna Nelson, Chief Deputy

CLERK'S NOTICE

TO:

Momona
330 Main Street, Suite 100
Chico, CA 95928

☐ **REPLY TO:**
Divisional Office
2500 Tulare St. #1-500
Fresno, California 93721

☒ **REPLY TO:**
Office of the Clerk
501 I Street #4-200
Sacramento, CA 95814

Case Number:

2:21-cv-00640-DAD-DMC

RE: Pleadings and/or Correspondence received on : 2/14/2025

- ☐ **CASE NUMBER:** The Eastern District case number could not be identified for the attached filing. You must write your case number on all documents submitted to the court.
- ☐ **FILING FEE:** The filing fee of \$405.00 was not received (\$5.00 for habeas petitions), nor was an application to proceed In Forma Pauperis. Enclosed is an Application to Proceed In Forma Pauperis along with your original documents. Please resubmit your documents with the completed application or filing fee.
- ☐ **COPYWORK:** The Clerk's Office will provide copies of documents and of the docket sheet at \$0.50 per page. Checks in the exact amount are made payable to "Clerk, USDC." Please Note: In Forma Pauperis status does not include the cost of copies. Copies of documents in cases may also be obtained by printing from the public terminals at the Clerk's Office or by contacting Cal Legal Support Group at: 3104 "O" Street, Suite 291, Sacramento, CA 95816, phone 916-822-2030, fax 916-400-4948.
- ☐ **NAME SEARCHES:** The Office of the Clerk requires a \$34.00 charge, per name, to perform a records/name search. This fee must be paid in advance by check or money order to "Clerk, USDC." The search covers 1976 to present and includes civil, criminal, miscellaneous, and magistrate cases.
- ☐ **CONFORMED COPIES:** The Court requires the original plus one copy of most pleadings. See Local Rule 133 (d) (2). If you wish to have a conformed copy returned to you, you must file an original plus two copies and provide the court with a self-addressed stamped envelope with the correct postage.
- ☐ **CASE STATUS INQUIRES:** The Court will notify you as soon as any action is taken in your case. Due to the large number of civil actions pending before the court, THE CLERK IS UNABLE TO RESPOND IN WRITING TO INDIVIDUAL INQUIRIES REGARDING THE STATUS OF YOUR CASE. As long as you keep the court apprised of your current address, you will receive all court decisions which might affect the status of your case.
- ☐ **DISCOVERY DOCUMENTS:** Pursuant to Local Rule 250.2 (c), Interrogatories, responses and proofs of service shall not be filed with the clerk of court until there is a proceeding in which the interrogatories, production of documents or requests for admission are AT ISSUE.
- ☐ **LOCAL RULES:** The Eastern District of California Local Rules are available on the court website at www.caed.uscourts.gov.
- ☐ **LEGAL ADVICE:** The court can not give legal advice.
- ☐ **EVIDENCE SUBMITTED:** The court cannot serve as a repository for the parties' evidence. The parties may not file evidence with the court until the course of litigation brings the evidence into question.

☐ **CHECKS SUBMITTED TO THE COURT:** We are returning your check or money order for the following reason:

- ☐ We have no record of your case. Please return the funds with the appropriate case number, new complaint or petition.
- ☐ Your check or money order is not complete. Please return the check made payable to "Clerk, USDC" and the appropriate and exact amount for the item requested.
- ☐ The Clerk's office is not able to accept post-dated or altered checks. Please return payment made with an appropriately dated and/or unaltered check or money order.

☐ **REQUESTED FORMS:** Your requested forms are enclosed.

☐ **DOCUMENTS NOT SUBMITTED IN ENGLISH:** All documents submitted for filing must be written in English. Documents submitted in a language other than English cannot be translated.

☐ **E-FILING :** Pursuant to Standing Order of the Chief District Judge entitled "In Re: Procedural Rules for Electronic Submission of Prisoner Litigation filed by Plaintiffs Incarcerated at [Selected Institutions]", the document(s) can not be filed because your institution participates in the e-filing program with the court. Per the Standing Order, the document(s) is (are) returned unfiled and must be filed under E-Filing procedure with the Litigation Coordinator.

☒ **OTHER:**

Please find enclosed your document received on 2/14/2025 returned un-filed as non-party to the case.

Thank you for your future attention to this matter.

lms

2/18/2025

Deputy Clerk

Date



February 11, 2025

Honorable Dale A. Drozd
United States District Court for the Eastern District of California
Robert T. Matsui United States Courthouse
501 I Street
Sacramento, CA 95814

Re: Warren, et al. v. City of Chico, et al., Case No. 2:21-cv-00640-MCE-DMC ("Action"), ECF 1

Dear Honorable Judge Drozd,

I am writing on behalf of Momona, a restaurant located in downtown Chico, to respectfully urge the Court to grant the City of Chico's Motion 60. The current conditions in our downtown area have had a profoundly negative impact on local businesses, employees, and the broader community.

Like many other businesses, Momona has been directly affected by the rise in street encampments, safety concerns, and the overall deterioration of public spaces. Customers are increasingly reluctant to visit the area, employees feel unsafe, and local economic activity has suffered as a result. While the City of Chico has made significant efforts to provide services and shelter, existing legal constraints have hindered the effective enforcement of necessary regulations.

We respectfully ask the Court to consider the tangible impact on small businesses and the downtown community. Granting Motion 60 will empower the City of Chico to enforce homelessness regulations in a manner that upholds both public safety and compassion, ensuring the long-term viability and prosperity of our downtown area.

Thank you for your time and consideration of this urgent matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Mahina Gannet".

Mahina Gannet, Owner

A handwritten signature in black ink, appearing to read "Sarah Schlobohm".

Sarah Schlobohm, Owner

A handwritten signature in black ink, appearing to read "Michael Lee".

Michael Lee, Owner

EVENTS ITEMS



4/10/25 - 9/25/25

25 WEEKS

100+ WEEKLY VENDORS

5K+ WEEKLY SHOPPERS

ADVERTISING DETAILS

20+ WEEKLY **TV** COMMERCIALS

20+ DAILY **RADIO** ADS

150+ **POSTERS** REGIONALLY

3 MONTHLY **BILLBOARDS**

INSTAGRAM REACH OVER 15K

FACEBOOK REACH OVER 25K

25 WEEKS PREFERRED
PLACEMENT FOR **BOOTH OR
BANNER**

THURSDAY NIGHT MARKET

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Downtown Chico's Thursday Night Market brings the community together every week with local food, crafts, and live entertainment. Stroll the vibrant streets, shop artisan goods, and enjoy this beloved Chico tradition!

SPONSORSHIP OPPORTUNITY	SUSTAINABLE CHAMPION \$2,500	COMMUNITY CATALYST \$1,500	ART AFICIONADO \$750	PRODUCE PARTNER \$500
Logo on Television Advertising	✓			
Mention on Radio Advertising	✓			
On-Site Banner	✓	✓		
Logo Placement on Billboards	✓	✓		
Logo Placement on Staff T-Shirts	✓	✓		
Logo Placement on Website	✓	✓	✓	✓
Mention on Social Media Posts	✓	✓	✓	✓
Complimentary Booth Space	Season	Season	3 months	1 month
Logo Placement on Posters	✓	✓	✓	Listing

Advertising Value: \$11,850 \$7,850 \$1,550 \$1,100

FRIDAY NIGHT CONCERT

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5/30/25 - 8/29/25

13 WEEKS

**TALENTED LOCAL BANDS
& MUSICIANS**

500+ WEEKLY ATTENDEES

ADVERTISING DETAILS

20+ WEEKLY TV COMMERCIALS

20+ DAILY RADIO ADS

150+ POSTERS REGIONALLY

3 MONTHLY BILLBOARDS

INSTAGRAM REACH OVER 15K

FACEBOOK REACH OVER 25K

**PREFERRED PLACEMENT FOR
BOOTH OR BANNER**



The Friday Night Concert in Downtown Chico has been a beloved tradition for 47 years, bringing the community together in the historic downtown plaza. Each week, locals and visitors enjoy live performances from talented bands across genres like rock, blues, folk, and jazz.

SPONSORSHIP OPPORTUNITY	SEASON STAR \$5,000	SEASON SUPPORTER \$1,500	BAND SPONSOR \$250/WK	BEER TENDERS (STAFFING)
Logo on Television Advertising	✓			
Mention on Radio Advertising	✓			
Logo Placement on Billboards	✓	✓		
Logo Placement on Staff T-Shirts	✓	✓		
Logo Placement on Posters	✓	✓	✓	
Logo Placement on Website	✓	✓	✓	✓
Mention on Social Media Posts	✓	✓	✓	✓
Complimentary Booth Space	Season	Season	Week Of	Week Of
On-Site Banner	On Stage	On Stage	On Stage	Beer Garden

Advertising Value:

\$8,500

\$6,500

\$1,100

\$600