

DCBA Board of Directors

Date: Tuesday, April 2, 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 (15 Mins)

- Welcome Note by the President
 - New agenda process
 - April 16, Zoom Board Meeting, one subject: Debrief on TNM Opening Night, any actions or adjustment to be made. Presentation by Co-chairs Deepika Tandon, David Halimi, and Lucia Mercado.
- Roundtable Introduction (Name, Organization, Eyes & Ears Input – *what have you heard or seen in downtown that DCBA should know*).

1.0 Guest & Collaborator Reports (10 Mins)

At this time, we would like to hear from guests who are attending to present or share information with the DCBA. Also, we would like to hear updates from our partners and collaborators with a Q/A from the Board. Everyone is welcome to stay for the meeting, we know your time is valuable and we understand if you need to leave.

- City of Chico – Councilmember Dale Bennett
- Lt. Ben Love, Chico PBID – Downtown, Target Team
- City of Chico – Jennifer Macarthy
- Chico State – Megan Kurtz, Shari Anderson (Agenda 2.0)
- Chamber of Commerce – Mike Egbert
- Explore Butte County – Nichole Farley
- MONCA - Pat Macias

2.0 Stewarding Downtown (30 minutes)

At DCBA's Feb 2, 2024, meeting, the Board passed a resolution adopting a Stewardship Role for downtown enhancement. To begin leaning into this role, it is being added to the agenda for active discussion by the Board for implementing actions and to be a central part of the Year 2 Work Program. Four items concerning downtown:

2.1 ABC Licenses, Survey – Greg Scott / Open Discussion / Possible Action and Position for Apr 2 Council Meeting

2.2 Downtown Vacancies – Carlton Lowen / Open Discussion

2.3 Choose Chico Apr 4-5 – Megan Kurtz / Open Discussion

Any other project/issue to be brought to the Board for discussion now or at a future meeting.

3.0 Consent Agenda (5 mins)

3.1 Board Minutes, March 19, 2024

3.1 March Financial Reports

3.2 Staff reports on Operations, Events & Promotions,

ACTION: Pull items for discussion, if no questions call for motion/second and vote to accept reports.

4.0 Items for Vote / Information (15 mins)

4.1 2024 Budget was presented at the Annual Planning Session. Before the board today is 2024 for ratification:

- Budget is based on the 2023 actual revenue and expenditures.
- Each event has a budget as presented at the Planning Session. Staff are working towards cost recovery for each event. Treat Street, Christmas Preview and Tree Lighting are the most difficult to hit cost recovery.
- New expense items will be brought to the Executive Committee for review and recommendation to the Board for ratification before added into the budget.
- DCBA's financial management is covered in DCBA Financial-Management Policy, approved September 2023.

ACTION: President entertains motion/second to ratify budget and procedures.

4.2 New Committee Updates

- **Financial Sustainability Committee** – Review of DPBIA District Formation, Assessment and Alternatives
- **Financial Impact Investing Committee** – Ian Macmillan

- New Committee - Complete Streets – Dealing with Business Disruption – Greg Scott appointment

4.3 Training – De-escalation Training Sponsored by Plumas Bank, hosted by Stoble Coffee

- Dates – April 22, 29, May 6 - \$25 per attendee
- Limited Seating
- Please pass out to your neighbors

5.0 New Business – Any new business from the floor?

6.0 Next Board Meeting

- **April 16, 2024 Zoom Meeting**
Thursday Night Market Debrief
- **May 7, 2024 In person Meeting**
Please send agenda items to Greg Scott/Audrey Taylor

For Information Only – Executive Committee Meeting

The Executive Committee have on their agenda to review and bring before the board:

- 1) Purchase of new equipment – computer
- 2) Insurance review
- 3) Automobile Policy
- 4) 2023 Independent audit, financial review or financial compilation, possible audit committee.
- 5) Project items as needed.

Meeting Adjournment - Entertain motion to adjourn