

DCBA Board of Directors

Date: Thursday, April 3, 2025

Time: 8:00-9:30 noon

Place: Hotel Diamond, Downstairs Conference Room



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

AGENDA

Call to Order & Welcome, Vice President Nick Andrew

Welcome Holli Drobny, CARD, joining the Board as Advisor
Roundtable Discussions

1.0 Presentation (7 Mins) – Lucia Mercado & Lara Panganiban re Healthy Habits

2.0 Collaborator Reports (10 Mins)

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

3.0 Consent Agenda (5 mins) – 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, March 6, 2025

2.2 Executive Committee Minutes, no meeting in Feb/March

2.2 March 2025 Financial Reports

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

3.0 ACTION ITEMS (30 mins)

3.1 Organization

- 1) **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 meeting 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

- 2) **Julie Lengerich**, Colliers has submitted her resignation.

ACTION: Accept letter of resignation. Consider candidates for filling empty seats. Nominations from the floor.

3.2 Placemaking

- 1) **Downtown Plaza** – Debbie LaPlant

Update the board on Initiative to Activate the Plaza, expanding Franchise Agreement with the City regarding leasing the Plaza March, April - Launch Spring Fling, events being scheduled, partnership with Ambassador, calendar,

<https://www.downtownchico.com/downtown-chico-plaza-spring-fling.htm>.

Collaborating with City, Ambassadors, CARD and others.

- Current needs: help with events, big or small to activate the plaza (music, performances, fun in the Plaza), funding support.
- Discuss with the Board extending the Spring Fling through May and host a Commencement Hospitality Square May, May 15-17 to celebrate Commencement Week and demonstrate to parents and families Chico loves Wildcats.
- Possibly add another plaza activation event Summer Buster, May – August.

Staff have worked with City to enhance DCBA/City Franchise Agreement to add Spring Fling series for activating the Plaza in March and April. The DCBA could at the end of April want to extend another series continuing to activate the plaza from May to August. With input from Liza Tedesco, staff has revised the initial write-up (attached).

ACTION: Discuss, motion/second to accept the Activate the Plaza Campaign as proposed in March and revised, continue activating as needed, authorizing staff to expend funds as needed, taking from other line items or finding sponsorships to ensure Plaza is activate and clean. Vote.

- 2) **Historic Plaque 2nd & Main** – Audrey Taylor

As a follow-up to the proposal for DCBA to celebrate and honor Salvation Army's presence in Chico and Downtown by sponsoring a Historic Plaque at their original location in 1888 at 2nd & Main, before the board is a Building Monument Policy that has been vetted by both Liza Tedesco and Tom van Overbeek, champion of the historic monuments/plaques.

Note: Salvation Army plaque is being graciously sponsored by Dale Bennet. Staff have contacted the building owner to obtain approval. Salvation Army has provided a history story which has been sent to Historic Society for vetting.

Note: Discussed in March was possible plaque for Collier's who has an existing plaque.

ACTION: Call for motion/second to approve Building Monument Policy. Vote.

3) **Downtown Building Committee** – Audrey Taylor

The Downtown Building Committee, a partnership of DCBA and PBID, will have its first meeting on April 2. Updates of the meeting will be provided. *See draft website for information on vacant spaces in downtown (1st Floor) and market data)*

<https://storymaps.arcgis.com/stories/ea05fc82359c4634ae2d73e46e102221>

4) **Revival of COBA Boards Update** – Debbie LaPlant Moseley & Linda Zorn

3.4 50th Celebration – Debbie LaPlant Moseley

This item was reviewed and given a thumbs up at the board. However, given there is a new budget tied to the event the board needs to formally accept the event and budget.

TriCounties Bank will be sponsoring the event with \$25,000 and DCBA staff have budgeted to keep the event within those parameters so no budget impact.

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

4.0 DCBA Events and Marketing Updates

1) **Advocacy Initiatives** – Nick Andrew

- 1) First Hour Parking – Back to council March 18. The council had asked staff to do an analysis of costs and how to manage.

2) **Events** – Debbie LaPlant Moseley, Lucia Mercado

- 1) Thursday Night Market
- 2) Small Business Month
- 3) Friday Night Concerts
- 4) Collaborations with CSU, Spirit Week, Wildcats, Commencement Week
- 5) Sponsorships

3) **Marketing** – Debbie LaPlant Moseley

- Marketing
- Communications
- Social Media

5.0 New Business – New business from the floor?

6.0 Next Board Meeting - May 1, 2025

Meeting Adjournment - Entertain motion to adjourn

ACTION: Motion/Second, call for vote.

BOARD OF DIRECTORS CONSENT AGENDA

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

Attendees:

Directors: Nick Andrew, Shari Anderson, Liza Tedesco, Pat Macias, Nicole Hill, Michael Lee, Ian Macmillan, Linda Zorn

Absent: Greg Scott, Liza Tedesco, Brenda Narayan, Nicole Johnston, Mary Hartley, Thomas Hightower, Julie Lengerich, Michael Lee, Steve Stull

City Liaison: Jennifer Macarthy, Dale Bennett

Advisors: Mike Egbert, Luis Moreno

Staff & Volunteers: Debbie LaPlant, Audrey Taylor, Lucia Mercado

Guests: Carolyn DeNero, 3CORE; Kendall Ross, CSU Student Life, Leadership & Recreational Sports

AGENDA

Nick Andrew in absence of President Greg Scott called the meeting to order promptly at 8:00 am with welcome and roundtable introductions.

1.0 Presentations were provided by:

1. Lucia Mercado, DCBA & Carolyn DeNero, 3CORE gave a formal PowerPoint presentation on the Young Entrepreneurs Programs, background, changes to program from last year and roll-out at Thursday Night Market.
2. Linda Zorn, Butte College, gave a formal PowerPoint presentation on the COBA Revival Initiative, a collaborative of Chico Arts Center, Chico Arts & Cultural Foundation, monca, Butte College, City Arts Commission and DCBA sharing the students selected to paint new COBA art for the eight board in Diamond Alley. The goal is to notify students right after the meeting, complete the art by June for an unveiling and possible reception.
3. Jennifer Macarthy gave an update on the ongoing issue brought to DCBA about businesses' trash receptacles, particularly on 3rd Street. For code enforcement this is a complaint-orient issue, most complaints are around the Phoenix building and the Crazy Horse. Public Works staff are meetings with businesses and property owners to inspect buildings to identify if there are spaces that the trash receptacles can be brought in. If there is not, then will research where an enclosure can be installed for receptacles.
4. Kendall Ross, CSU, Chico guest of Shari Anderson gave an update of all things happening in her department to engage students with downtown businesses – including Spirit Week, Wildcat Take Over of TNM, the goal is better collaboration between both. DCBA & CSU will hold Business Meet Up at BMU on April 1 inviting all downtown businesses to share opportunities of collaboration.



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

2.0 Collaborator Reports & Updates were up on hold until next meeting due to time constraints.

ACTION ITEMS

3.5 Ian Macmillan asked if Item 3.5 could be moved up to the agenda as he had to leave for a business meeting. Ian provided a recap of meetings held with the Salvation Army, a downtown business and service provider to the community and its history dating back to 1888 in Chico. Ian recommended DCBA install a Historic Plaque similar to others downtown honoring the Salvation Army and their long-time service to Chico. It was brought up that DCBA paying for and installing plaques could set precedence and a policy should be in place when DCBA would consider paying for the plaque and installation. Council member Dale Bennett volunteered to pay for the plaque.

Ian Macmillan had to leave the meeting which resulted in a lack of quorum for voting on any Actions on the agenda.

With the sponsorship offered for the plaque for the Salvation Army the remaining board members agreed it should move forward and that a policy be prepared and brought back to the Board for approval.

Without a quorum, the following items were discussed for consensus and direction and to be sent out to the Board for email Action Vote:

3.2 Downtown Plaza. Nick Andrew provided background and update regarding Chose Chico weekend, cleaning the Plaza and meetings with the City to activate the plaza throughout Spring. The board agreed that the initiative of activating the plaza was positive for downtown and downtown business but should be done in context with collaboration of services and compassion for the unsheltered.

3.4 50th DCBA-TriCounties Bank Celebration. Debbie LaPlant reported on a partnership between DCBA & TriCounties bank to celebrate both entities 50th Year Anniversary with a joint celebration in October – Golden Jubilee Harvest & Heritage. Debbie shared that TCBK would be providing a significant donation to host the event.

Meeting Adjourned 9:35, M/S Liza Tedesco, Nick Andrew.

Note: It was suggested that the Actions Items be emailed to all Board Members for voting, however, the vote for the Articles of Incorporation must be done in person and will be handled at the April 3, 2025, meeting.

Respectfully submitted,

Audrey Taylor, sitting in for Brenda Narayan, DCBA Secretary

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

Attendees:

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

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

City Liaison: Jennifer Macarthy

Advisors: Nichole Farley

Staff & Volunteers: Debbie LaPlant, Audrey Taylor

Guests: Kelly Lesser, Lara Panganikban

AGENDA

President Greg Scott called the meeting to order promptly at 8:00 am with welcome and roundtable discussions. No guest presentations were scheduled. Greg requested updates from city and collaborator organizations:

- City of Chico, Jennifer Macarthy – City is working closely with DCBA to prepare for an annual assessment increase, first since started in 1975. The city business license system is old and does not have features to quickly sort an adequate list of businesses for downtown. Staff is currently working to get an update list for handling the assessment. There is a new system planned for future, but it is not in place. The goal is to complete the list this week, identify who does not have a license or paid their assessment fees. Week of 17th notice will be sent to those who have not paid for their licenses. Going to get the best list we can to move forward.
- Shari Anderson – Distinguished Alumni will be March 7, her Board will be in town, they are taking over 5th Street, Momona and Silican Café. All staying at Hotel Diamond. March 1 Choose Chico. At the annual meeting the suggestion of more on the community, they started to do that with social media. President intern has offered to provide DCBA and business a student's perspective of downtown, Shari working on this.
- Linda Zorn – Shared Butte College enrollment was up 10%. March 8 Butte College Annual Gala.
- Nichole Farley – reported on Sports Tourism, her board voted on budget and will be expanding public relations, international, doubling advertising and expanding Museum weekend to a month.
- Pat Macias -

1.0 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 Nick Andrew/Shari Anderson, all voted in favor.

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

2.0 Action Items

2.1 Vacant Board Seat. President Scott shared that Emma Martin has stepped down from the board due to family commitments. President Scott recommended that Advisor Linda Zorn, who is actively involved with DCBA on the Placemaking Initiative, be appointed to complete Emma's term.

M/S Liza Tedesco/Nichole Hill, all voted in favor.

3.0 2025 Planning Session

3.1 Board Planning Packets were pre-distributed to Board members. The Board reviewed:

- Each of the four Focus Areas: Marketing, Events, Placemaking and Organizations
- Critical Issues & Priorities of Focus for DCBA in 2025 (not marketing & event oriented)

The Board suggested, volunteered, and confirmed:

- Adjustments to the plans presented
- Agreed to meet with staff on specific events such as Thursday Night Market
- Assist with sponsorship targets
- Confirmed critical issues and priorities
- Assist with structuring a 2025 narrative for DCBA and Downtown

Due to time, the Board did not take up the proposed budget. The proposed budget will be considered for review and a formal vote during the February Board meeting.

Refer to the attached for planning session discussions and adjustments. As adjustments are made to specific events or initiatives, revised work sheets will be provided to the Board.

President Scott call for motion to adjourn meeting

- M/S Nicole Hill/Mary Hartley, 10:03 meeting adjourned.

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			
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			
Art & Wine Walk (AWW)			
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)			
AF Booth Rental/App		1,500.00	
AF Sponsors		5,000.00	
Total Artober Fest (AF)		6,500.00	
Christmas Preview (CP)			
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)			
CTL Booth Rental/App		100.00	
CTL Sponsors		6,350.00	
Total Community Tree Lighting (CTL)		6,450.00	
Friday Night Concert (FNC)			
FNC Operations		3,300.00	
FNC Sponsors	5,500.00	8,250.00	66.67 %
Total Friday Night Concert (FNC)	5,500.00	11,550.00	47.62 %
Slice Of Chico (SOC)			
SOC Sponsors		2,500.00	
Total Slice Of Chico (SOC)		2,500.00	
Small Business Saturday (SBS)			
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)			
TNM Booth Rental/App	34,087.42	120,000.00	28.41 %
TNM Operations		600.00	
TNM Sponsors	7,000.00	9,500.00	73.68 %
Young Entrepreneur Initiative (YEI)	1,484.22		

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)	42,571.64	130,100.00	32.72 %
Treat Street (TS)			
TS Booth Rental/App	220.00		
TS Sponsors		1,350.00	
Total Treat Street (TS)	220.00	1,350.00	16.30 %
Total DOWNTOWN EVENTS - INCOME	66,777.64	245,700.00	27.18 %
OPERATIONS INCOME			
Annual Meeting Income	25,500.00	500.00	5,100.00 %
Donors		15,000.00	
Total OPERATIONS INCOME	25,500.00	15,500.00	164.52 %
PROGRAM INCOME			
Sponsors	6,000.00	15,000.00	40.00 %
Website Sponsors		5,000.00	
Total PROGRAM INCOME	6,000.00	20,000.00	30.00 %
Sales of Product Revenue		1,500.00	
Total Revenue	\$135,477.64	\$456,500.00	29.68 %
GROSS PROFIT	\$135,477.64	\$456,500.00	29.68 %
Expenditures			
CONTRACT SERVICES			
Accounting	1,750.00	3,500.00	50.00 %
Bookkeeping	1,650.00	14,000.00	11.79 %
Consultants	4,800.00	70,000.00	6.86 %
Security Staff		1,000.00	
Total CONTRACT SERVICES	8,200.00	88,500.00	9.27 %
DOWNTOWN EVENTS - EXPENSE			
Art & Wine Walk			
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			
Advertising (AF)		2,395.00	
Event Contract Services (AF)		2,107.00	
Other (AF)		100.00	
Total Artober Fest		4,602.00	
Christmas Preview			
Advertising (CP)		678.00	
Event Contract Services (CP)		1,034.00	
Other (CP)		280.00	
Total Christmas Preview		1,992.00	
Community Tree Lighting			

Downtown Chico Business Association

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

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Advertising (CTL)		1,266.00	
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			
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			
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			
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			
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			
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			
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			
Event Contract Services (TS)		150.00	

Downtown Chico Business Association

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

January - December 2025

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Other (TS)		500.00	
Total Treat Street		650.00	
Total DOWNTOWN EVENTS - EXPENSE	197.43	77,515.00	0.25 %
FACILITIES AND EQUIPMENT			
Repairs & Maintenance	124.84	1,000.00	12.48 %
Transportation	103.66	1,500.00	6.91 %
Total FACILITIES AND EQUIPMENT	228.50	2,500.00	9.14 %
FINANCE CHARGES			
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	663.90	3,500.00	18.97 %
Total FINANCE CHARGES	2,280.85	5,800.00	39.33 %
OPERATIONS			
Advertising & Marketing	1,000.00	18,000.00	5.56 %
Annual Meeting Expense	386.06	1,000.00	38.61 %
Employee Benefits Reimbursed			
Medical Insurance	1,442.60	4,440.00	32.49 %
Personal Telephone Use	100.00	600.00	16.67 %
Total Employee Benefits Reimbursed	1,542.60	5,040.00	30.61 %
Equipment/Materials/Supplies		3,200.00	
Insurance	1,858.05	15,000.00	12.39 %
Meals		250.00	
Office Expense	467.37	2,500.00	18.69 %
Other Expenses		4,000.00	
Postage	14.60	950.00	1.54 %
Printing/Copying		2,000.00	
Social Media Reimbursables		450.00	
Taxes/Licenses/Fees	1,078.58	4,500.00	23.97 %
Technology & Website Services	221.54		
Adobe		700.00	
Coastal Business Systems	722.06	5,500.00	13.13 %
Comcast-Internet	301.80	1,800.00	16.77 %
Constant Contact		1,800.00	
Google	5.97	5.00	119.40 %
Microsoft	471.40	1,800.00	26.19 %
Other Tech/Web Services		1,750.00	
QBO Payroll Subscription	406.17	1,800.00	22.57 %
QBO Subscription	140.00	800.00	17.50 %
Sunstar	750.00	4,500.00	16.67 %
Vyable	2,480.00	4,000.00	62.00 %

Downtown Chico Business Association

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

January - December 2025

		TOTAL	
	ACTUAL	BUDGET	% OF BUDGET
Total Technology & Website Services	5,498.94	24,455.00	22.49 %
Total OPERATIONS	11,846.20	81,345.00	14.56 %
Payroll Expenses			
Taxes	2,890.74	15,000.00	19.27 %
Wages	28,626.19	155,000.00	18.47 %
Total Payroll Expenses	31,516.93	170,000.00	18.54 %
PROGRAM EXPENSES			
Business Meet Up		125.00	
Initiatives		1,000.00	
Other	667.50	2,000.00	33.38 %
Planters Landscaping/Maintenance	1,275.00	7,700.00	16.56 %
Stewardship		4,500.00	
Total PROGRAM EXPENSES	1,942.50	15,325.00	12.68 %
Reimbursements		1,500.00	
Total Expenditures	\$56,212.41	\$442,485.00	12.70 %
NET OPERATING REVENUE	\$79,265.23	\$14,015.00	565.57 %
NET REVENUE	\$79,265.23	\$14,015.00	565.57 %

Downtown Chico Business Association

DCBA Board Packet 4.3.25 15

Balance Sheet As of March 27, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	77,727.68
Gift Card Checking (3885)	3,471.98
NVCF Fund	15,723.90
Taste of Chico - Savings	100.00
Total Bank Accounts	\$97,023.56
Accounts Receivable	
Receivables	52,184.50
Total Accounts Receivable	\$52,184.50
Other Current Assets	
Credit Card Receivables	220.00
Petty Cash	285.00
Undeposited Funds	1,804.00
Total Other Current Assets	\$2,309.00
Total Current Assets	\$151,517.06
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$151,517.06
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Payables	500.00
Total Accounts Payable	\$500.00
Credit Cards	
TCBK- 2662	-14,912.29
TCB-Scott(Greg)-9269	14,602.09
TCB-Shari-6411	310.20
Total TCBK- 2662	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
EBT Deposits/Checks	655.00
Payroll Liabilities	0.00
CA SUI / ETT	2.51
Total Payroll Liabilities	2.51
Total Other Current Liabilities	\$657.51
Total Current Liabilities	\$1,157.51

Downtown Chico Business Association

DCBA Board Packet 4.3.25 16

Balance Sheet As of March 27, 2025

	TOTAL
Long-Term Liabilities	
3CORE Loan	4,903.94
EIDL Loan Payable	131,625.00
Total Long-Term Liabilities	\$136,528.94
Total Liabilities	\$137,686.45
Equity	
Retained Earnings	-71,350.62
Net Revenue	85,181.23
Total Equity	\$13,830.61
TOTAL LIABILITIES AND EQUITY	\$151,517.06

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.

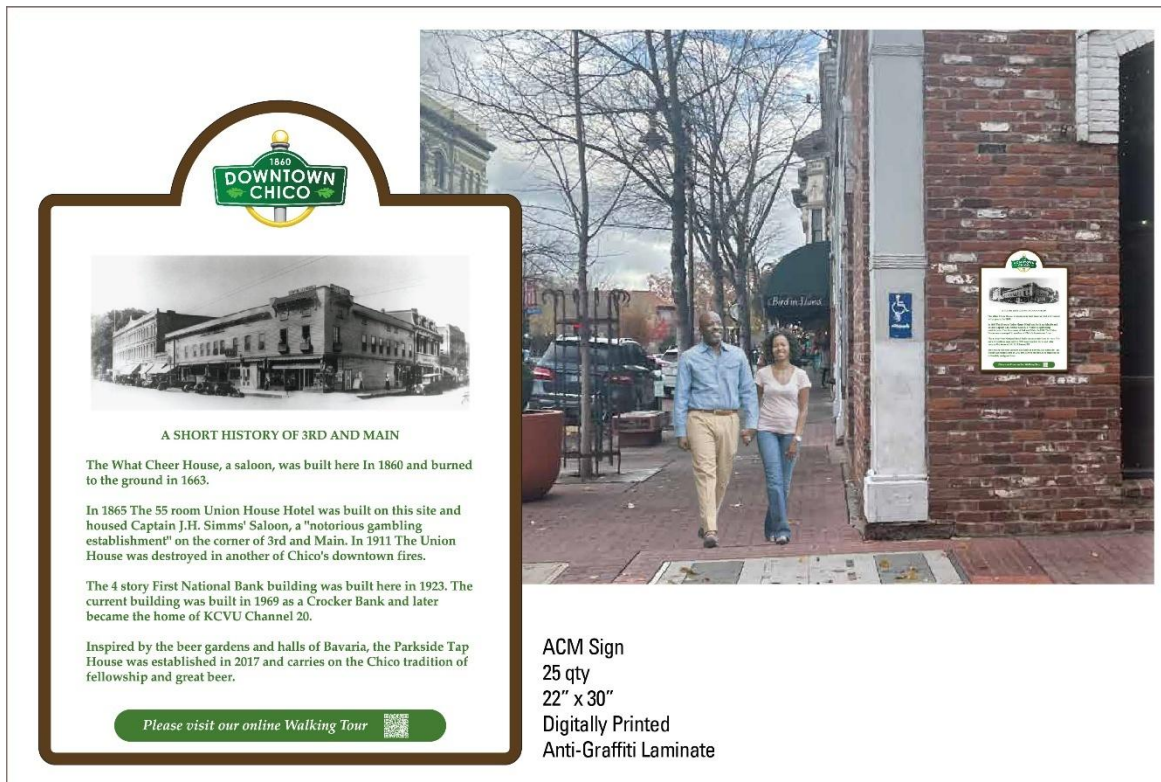
, Secretary

Downtown Building Monument Policy



Councilmember Tom van Overbeek championed the concept of creating building monument signs to highlight Downtown Chico's rich heritage.

His goal was to inspire people to pause, appreciate, and learn the stories behind the buildings and the individuals or businesses that contributed to the fabric of the community. By placing "storyboards" throughout downtown, visitors could experience an immersive journey into Chico's legacy while exploring local businesses, architecture, and history.



Carrying on Councilmember van Overbeek vision, as part of DCBA Placemaking Initiative the Downtown Monument Program has four goals:

1. Encourage preservation of unique stories—whether tied to a building's architecture, a founding business owner, or a service that shaped the community.
2. Provide self-guided story points that encourage tourists and locals to explore downtown more thoroughly, increasing foot traffic and dwell time.
3. Promote this low-cost, impactful placemaking initiative to property owners and downtown businesses to install on their buildings.
4. Use the initiative as an opportunity to recognize significant and noteworthy individuals, businesses or services that have shaped our community.

Downtown Building Monument Program & Policy

The DCBA Downtown Building Monument Program and Policy reflects a two-tiered approach: one for property owners and another for DCBA-sponsored signs.

1. **Owner-Funded Monuments:** Encourages property and business owners to install monument signs as part of their marketing strategy.
2. **DCBA-Sponsored Monuments:** In special circumstances, DCBA may choose to fully or partially fund a monument to honor and recognize individuals, businesses, or organizations with a special historic or community contribution to Downtown and Chico.

1) *Owner-Funded Monuments*

Who Qualifies

Any downtown property owner or business can participate, provided the monument sign focuses on the building's history, unique architecture, or previous occupants with community relevance. A business must have the property owner's approval to install.

Process

- **Application/Design:** Owner submits sign story and building picture to DCBA to ensure consistency with other Downtown Momentums, DCBA submits to sign company. DCBA works with Chico Heritage to ensure the accuracy of the history. DCBA and Chico Heritage may assist in writing the history story if needed.
- **Fabrication/Installation:** Owner covers all costs of the sign production and installation. DCBA will assist with coordinating sign production and installation.
- **Maintenance & Updates: Property** owner retains full responsibility for upkeep, repairs, and any future content updates.
- **Promotion**
DCBA publicizes the building's new monument (e.g., on social media, walking tour maps) and updates the walking tour guide on DCBA website (QR code on plaques goes to this site) as part of broader downtown marketing efforts.

2) *DCBA-Sponsored Monuments*

Who Qualifies

The purpose of a DCBA-Sponsored Monument is to recognize and honor remarkable individuals, businesses, and/or nonprofit organizations whose service or legacy has significantly impacted Downtown Chico.

Process:

- **Nominations:** May come from board members, community groups, or local stakeholders.
- **Approval:** The DCBA Board evaluates historic, cultural, or service-oriented significance and approves the level of DCBA funding. Must have the building owner approval.

Funding & Installation

- **DCBA Support:** May fully or partially fund design, fabrication, and installation. DCBA may also seek a sponsor for recognizing the individual, business or organization.
- **Collaboration:** DCBA coordinates with the property owner or relevant business to finalize placement and ensure a cohesive downtown aesthetic.

Maintenance & Updates

The property owner handles day-to-day maintenance, but DCBA may assist with significant repairs or content refreshes if budget allows.

3) Program Marketing & Placemaking

Public Awareness

DCBA regularly promotes both monument types through newsletters, social media, and on-site events—encouraging property owners to participate and guiding visitors to explore downtown’s historical narratives.

Community Engagement

Monument signs maybe featured in walking tours, brochures, or heritage events, contributing to visitor interest, increased foot traffic, and deeper appreciation of Downtown Chico’s storied past.

Effective Date & Amendments

This policy is effective immediately upon approval by the DCBA Board of Directors. Revisions may be made as needed to reflect evolving program priorities or funding capacities.

Passed at the DCBA Board Meeting: [date]

Signed:

Brenda Narayan, Secretary
Downtown Chico Business Association

“Activate the Plaza” Campaign

Series: Spring Fling March & April

Summer Buster: May-August



Vision & Key Message

- **Vision Statement:** “The City Plaza is our community’s living room—a place where families, friends, students, and visitors can come together for music, performances, classes, and public gatherings.”
- **Key Message:** Emphasize that organizations can use the plaza at no cost under DCBA’s umbrella (or at minimal cost, if applicable) to hold events that foster a sense of togetherness, safety, and fun downtown.
- **Shared Goal:** Encourage local groups to take an active role in activating the plaza to its original purpose as a welcoming ‘third place’—an extension of home and work, where people can meet, learn, and enjoy.
- **Seeking Solutions:** In concert with the Mayor and her new committee, as well as the organizations currently serving unsheltered and unhoused individuals who often take refuge in the plaza, we are committed to participating in seeking alternative solutions for those who are unable to utilize existing housing, shelter, behavioral health or other services.

Audience & Partners

- **Local Nonprofits and Clubs** - youth-focused groups (Scouts, Boys & Girls Club), cultural organizations, educational clubs (like a yo-yo club), dance troupes, local choirs, martial arts groups, neighborhood associations, etc.
- **Schools & Universities** - Chico State, Butte College, high schools or student clubs that could host demonstrations, art pop-ups, or educational sessions.
- **Health & Wellness Providers** - Yoga instructors, fitness trainers, martial arts schools willing to offer morning exercise or wellness events.
- **Local Businesses & Sponsors** - Retailers, restaurants, and banks that might sponsor events or co-host gatherings.
- **Arts & Culture Groups** - Local bands, theater troupes, painters, art collectives—anyone who can benefit from a visible, central location.

Campaign Offer

1. **Zero or Minimal Venue Cost** – Through DCBA franchise agreement the rental fee will be waived community-building/gathering events.
2. **Logistics Support** – Create a step-by-step guide on how to sign up for a date and time, who is responsible for what, a point of contact at DCBA to help with questions about power, setup, or permits, and key contacts with PBID, Target Team.
3. **Promotional Assistance** - Participating group's event will be shared and promoted on DCBA online events calendar, cross-promoted on social media and mention in newsletters, and other marketing opportunities that may be happening at the time. Create a theme digital badge to be used by event groups and DCBA in promotions.
4. **Long-Term, Potential Access to Small Grants or Sponsorships** – Work to put together a small fund through DCBA 501c3 to make available (e.g., small stipends or sponsor dollars), let organizations know they could request or pitch events that align with the campaign mission.

Outreach & Marketing

1. **Digital Outreach - Email Campaign**
 - Create an email outlining the free-plaza usage opportunity. Include sample ideas (yo-yo lessons, car shows, morning yoga).
 - Send to local nonprofits, service clubs, arts groups, student organizations, faith-based groups, and relevant business associations.
2. **Direct Contact & Personal Invitations**
 - **Phone or In-Person** - Contact community groups and target list. Personal appeals. Recruit board members to assist.
3. **Media Relations**
 - **Meeting with Media** – schedule meetings to explain the campaign and ask for assistance in promoting the events that will be happening in the Plaza. May do a story on the history of the Plaza and Annie Bidwell's gift to the city.
4. **Sign-Up & Scheduling**
 - **Direct contact** – those confirming organization sign up the organization and send them the paperwork confirming date.
 - **Online Sign-Up Form** - Dedicated "Re-Activate the Plaza" landing page on DCBA website with online form with 1) Preferred Date(s) & Time(s), 2) Type of Event or Activity, 3) Any Equipment or Setup Needed, 4) Contact Information
 - **Approval Process** - Respond quickly to each inquiry—within 48–72 hours. Provide a short set of guidelines (e.g., noise ordinances, clean-up responsibilities, safety considerations).
 - **Shared Public Calendar** - Once approved, list the group's event on a central, public-facing "Plaza Events Calendar" and send to other calendars, Chamber, Explore Butte, media.

5. Provide Support & Resources

- Engage PBID, Chico PW and Target Team in the planning to ensure Plaza is clean and safe.
- **DCBA and PBID** – will be working closely to oversee the Plaza.
- **Event Planning Guide** – Drafted and approved by Public Works, Target Team and Parks; phone numbers and will be provided to each event.
- **Ambassador Program** - If possible, arrange for volunteer “Plaza Ambassadors” who can help direct setup or greet participants on event days.
- **Equipment Lending** – Equipment available include Aframes and city will be purchasing sound system.
- **Opening and Closing of Events** – DCBA will be point for opening events with walk-through (notify PBID for any additional cleaning), setting out Special Event Aframes, opening (if needed) event bathrooms and access to power. PBID will be point for closing events.

6. Promote and Celebrate Success Stories

- **Social Media Spotlights** - After an event, post photos or short reels celebrating the hosting organization, the type of activity, and the positive community impact. Tag them so they can share with their own followers.
- **Email Recap & Thanks** - Send follow-up email to participants highlighting the event and success, positive feedback, and an invitation to do it again or try something new.
- **Ongoing Campaign Recognition** - As more organizations hold events, keep an updated “Fun in the Plaza” on website to show the diversity of events that could happen in the Plaza, creating that sense of community. Show momentum and encourage others to sign up.

Activating the plaza hinges on making it:

1. **Easily Accessible** (free or minimal-cost, straightforward sign-up).
2. **Welcoming & Safe** (coordinator and champion, clear guidelines, potential volunteer or ambassador support).
3. **Widely Promoted** (multi-channel approach, strong partner network).

DCBA Objective:

A robust event calendar starting in the spring through the end of the year, reshaping the plaza as a lively, people-focused gathering spot—reinforcing the message that downtown is clean, friendly, and thriving – come on down and enjoy!

EVENTS ITEMS



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****PROJECTED EXPENSES****\$30,990.00****TOTAL PROJECTED NET REVENUE****\$5,610**

Net Revenue to be allocated to DCBA's Placemaking and General Advertising Funds - supporting Downtown Businesses.

BACKGROUND INFORMATION

THINGS TO DO

SUBSCRIBER ONLY

Collier closure, and the future of downtown | Guest commentary



By **GREG SCOTT**

PUBLISHED: March 23, 2025 at 3:12 AM PDT

Retailers nationwide — large and small — have been shutting their doors under the weight of shifting consumer trends and economic realities. Joann Stores, Macy's, Rite Aid, Regal Cinemas, and even Advance Auto Parts are just a few among many.

Chico is acutely experiencing these changes after losing an iconic, 150-year-old downtown institution: Collier Hardware.

This wave of change can be even more daunting for small, “mom and pop” businesses in historic districts like Downtown Chico. Local entrepreneurs wrestle with challenges such as limited parking, the complexities of homelessness, security concerns, and the ease of shopping online or at big-box stores. Ultimately, a business' survival hinges on making sales — without local support at the register, even beloved mainstays can disappear.

Retail research shows that shoppers increasingly seek “experiences” over traditional transactions. As we process the heartbreak of Collier closing, it’s worth asking ourselves: When was the last time we visited and purchased something from our cherished local shops? Change is inevitable, but our buying choices can make a real impact on whether small businesses survive.

Despite our nostalgia for what’s lost, Downtown Chico still has good news. Many unique, high-quality stores and restaurants have opened recently, and they, too, need our support. Here are just a few: Leaf Clothing Co. (232 Broadway St.), Wraps & Beyond (146 W. 2nd St.), Thao’s Asian Cuisine (119 W. 2nd St.), Beer Lobo (800 Broadway St.), Bodega Corner Snack Bar (148 Main St.), Momo’s Poke (128 Broadway St.), Second Cousin Gallery (119 Main St.), Bidwell Supply Co. (138 Main St.), Amy Waltz Designs (113 W. 2nd St.), Cheers Chico (135 Main St.), Smoke World Smoke Shop (236 W. 9th St.), Juice Unwind Caribbean Barbeque (809 Oroville Ave.), SOLO Salon and Head Spa (240 Main St. #180).

We are lucky to have these diverse offerings—from apparel and jewelry to art, restaurants, and services. Collier’s closure is a reminder that no matter how iconic a business is, it ultimately relies on loyal customers to thrive. We owe Collier a debt of gratitude for its many decades of leadership, vision, and generosity within our community.

As we look ahead, the Downtown Chico Business Association (DCBA), in collaboration with the city, the ambassadors, and the Chico Police Target Team, is committed to activating City Plaza with events, demonstrations, music, and more. Spring Fling is filling the plaza with engaging activities — everything from the California Yo-yo Championships to the Endangered Species Faire.

These events are meant to enliven downtown, making it clean, safe, and welcoming for everyone. We invite you to enjoy the festivities, explore the unique shops and restaurants, and keep our local economy strong.

Ultimately, the future of Downtown Chico rests in the hands of community members who choose to spend their money here. Your ongoing support can make the difference between a vibrant local retail scene or more empty storefronts. Let’s honor Collier’s legacy by ensuring other beloved businesses can continue serving Chico for years.

Greg Scott is the president of the Downtown Chico Business Association.

2025 > March > 23