

DCBA Board of Directors

Date: Thursday, May 1, 2025

Time: 8:00-9:30 noon

Place: Hotel Diamond, Downstairs Conference Room

AGENDA

Call to Order & Welcome, President Greg Scott

- Welcome Allison Boyer. Allie joined DCBA in March and has been an exceptional addition.
- **Notice:** After the Consent Agenda and one Action Item, or 8:30 time certain, there will be a **closed session** with Board Directors only on Personnel Transition Plan.

1.0 Presentation (7 Mins) – No formal presentations scheduled.

2.0 Collaborator Reports (10 Mins)

We appreciate our advisors, your attendance and participation with DCBA and this time is provide for you to share with the Board pertinent updates.

- 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
- CARD – Holli Drobny
- Chamber of Commerce – Mike Egbert
- Explore Butte County – Nichole Farley
- 3CORE – Luis Moreno
- MONCA - Pat Macias
- City of Chico – Arts Commissioner

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



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
Pat Macias,
Ian Macmillan
Steve Stull
Linda Zorn

ADVISORS

Mike Egbert, Chamber
Holli Drobny, CARD
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

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:

- 1) 3.1 Board Meeting Minutes, April 3, 2025
- 2) 3.2 Executive Committee Minutes, April 17, 2025
- 3) 3.2 April 2025 Financial Reports

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

4.0 ACTION ITEMS

- 1) **Board Members** – At the March meeting the Board accepted Julie Lengerich's. During the month Liza Tedesco accepted a position with North State Planning and has stepped off the Board. **Mary Hartley will report on possible candidates to fill these positions.**

ACTION: Call for motion/second to appoint two candidates to fill vacated seats for J. Lengerich and L. Tedesco. Call for vote.

5.0 DCBA Initiative Events and Marketing Updates (10 mins) REPORT IN JUNE

- 1) **Advocacy Initiatives**
 - Plaza Activation
- 2) **Events**
 - Thursday Night Market
 - Small Business Month
- 3) **Marketing**
 - Marketing
 - Communications
 - Social Media

6.0 CLOSED SESSION scheduled for 8:30 am (60 mins)

- 1) **Personnel Transition Plan – Shari Anderson**

A carefully thought-out personnel Transition Plan has been prepared by Shari Anderson, VP-DCBA Personnel, Debbie LaPlant Moseley, Interim General Manager and Audrey Taylor, Strategic Advisors. They have provided key recommendations and a pathway for restructuring the DCBA staffing to meet DCBA's long term goal for sustainability. This document was sent to the Board for review and today's discussion and ultimate action.

- 2) **DRAFT Recommended Assessment Formula – Audrey Taylor**

If time permits, present the recommended Assessment Formula. If time does not permit, the presentation and report will be sent to each Board Director for *review and comments back to Greg Scott and Audrey Taylor for any edits or revisions.* FYI the Finance Committee has reviewed initial drafts, as well as Jennifer Macarthy and City's Attorney.

7.0 New Business – New business from the floor?

8.0 Next Board Meeting – June 5, 2025

Meeting Adjournment - Entertain motion to adjourn

ACTION: Motion/Second, call for vote.