

DCBA Board of Directors Meeting

Date: Thursday, May 15, 2025

Time: 8:00-9:30 noon

NOTE MEETING PLACE CHANGE: Shari Anderson's Office,
238 Normal Avenue, 3rd & Normal Street.

AGENDA

Call to Order & Welcome, President Greg Scott

- Welcome new Board Member Anika Burke Rodriguez and David Selkirk
- Welcome Allison Boyer, DCBA's new General Manager

1.0 Board Items. Greg Scott has been notified that Brenda Narayan, due to work commitments, has asked to step off of the Executive Committee as Secretary and return to an Advisor position on the board. Also it has come before Greg that Audrey be an official advisor.

Action: Greg Scott recommends following:

- 1) Approve Brenda realignment on the Board
- 2) Approve Mary Hartley appointed as DCBA, Secretary and Executive Committee
- 3) Ask Mary to scout for another downtown business to fill Brenda's board seat
- 4) Approve Audrey Taylor as Strategic Advisor.



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
Anika Burke Rodriguez
David Selkirk
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

2.0 ACTION ITEMS

2.1 Presentation on Process and Recommended Business Improvement District (BID) Assessment Formula. Greg Scott/Audrey Taylor

Provide overview of the methodology used to calculate revised BID assessments to update the current 1975 assessments to current day values and to also more equitably reflect the value different business sectors receive from district services.

The model introduces weighted units based on business class multipliers, aligns with district operating goals, and demonstrates benefit value by business type.

Action: Review, edit, adjust methodology and call for approval. Motion/Second, call for vote.

2.2 Outreach to Downtown Businesses

Discuss the next steps for outreach to downtown businesses i.e., meetings by classification, individual meetings, outreach team.

2.3 Notification to City.

Prepare and send an Initial Report to City with proposed assessment formula and classification structure, first-year cost and revenue estimates and list of services to be funded (in accordance with State Code authorization).

Action: Authorize President to finalize report and submit to the City Manager for review and agendaing for Council Resolution of Intention. Motion/Second call for vote.

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.