

DCBA Board of Directors

Date: Tuesday, May 7, 2024

Time: 7:30-9:00 am

Place: Hotel Diamond, Downstairs 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

Nick Andrew

Mary Hartley

Thomas Hightower

Michael lee

Julie Lengerich

Emma Martin

Ilan Macmillan

Steve Stull

ADVISORS

Mike Egbert, Chamber

Nichole Farley, EBC

Megan Kurtiz, Chico State

Brenda Narayan, PG&E

City of Chico

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)

- Roundtable Introduction (Name, Organization, *please share 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
- Chamber of Commerce – Mike Egbert
- Explore Butte County – Nichole Farley
- MONCA - Pat Macias

2.0 Consent Agenda (10 mins)

- 2.1 Board Minutes, April 2, 2024, reviewed by Executive Board and moved to Board
- 2.2 Executive Committee Report, April 18, 2024
- 2.3 April 2024 Financial Reports, 2022-2023 two-year financial report
- 2.4 Staff reports on business plan Focus Areas: Organizational Structure, Marketing & Communication, Events & Promotions.

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

3.0 Items for Vote / Information (5 mins)

- 3.1 There has been inquiry to change day/time of the Board Meeting. Open this to discussion and recommendation for time most convenient for all board members.

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

4.0 Stewarding Downtown (30 minutes)

- 4.1 Kiosks – One Year Later – Muir Hughes has brought to the attention of DCBA the opportunity to review how the Kiosks are working, one year later. Audrey Taylor is working with Muir to put together a Business Meet Up session after May 8 to gather information from businesses and case stories to take back to council.
- 4.2 May is Small Business Month – Debbie & Jasmine have increased the social media and posting that will be happening in May to individual promote the Small Business in Downtown....*celebrating Downtown Small Businesses*. Ask Board members to participate and repost on their social media, particularly new businesses such as Bun Burger to get them recognized.

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

5.0 Committee Updates

- **Fee Assessment** – Committee met, reviewed DPBIA district, assessment, and alternatives. The current assessments are approximately \$20,000 per year. First will be to get a good list of downtown businesses ground floor and upper levels. Will be merging list to gather best list. Look at various methodologies for assessment increase given the value DCBA is now providing the downtown businesses (minimum increase for inflation since 1975). Schedule meetings to present. The goal (and challenge) is to create a revenue source that will replace the city current investment of \$140,000 per year plus the \$20,000 in assessments fee received currently.
- **Impact Investing Committee** – Ian Macmillan/Audrey Taylor are working with 3CORE to build a package for a fund to help with operations funding and Business Disruption during the Complete Street Project construction 2026.

- **Business Disruption Committee** – This committee will be coming together in June strategizing in three areas during the complete street construction – scheduling to minimize disruption, marketing downtown is opening and business assistance.

6.0 New Business – Any new business from the floor?

7.0 Next Board Meeting

- **June 4, 2024, In person Meeting**

Please send agenda items to Greg Scott/Audrey Taylor

Meeting Adjournment - Entertain motion to adjourn