

DCBA Board of Directors**Date: Thursday, July 18, 2024****Time: 8:00am – 9:30 am****Place: Hotel Diamond, Downstairs Conference Room****AGENDA****Call to Order & Welcome**, President Greg Scott (5 Mins)

- Introduction of two new Board Advisors, both organizations are key partners with DCBA on initiatives:
 - Linda Zorn, Executive Director, Economic & Workforce Development, Butte College, and Interim Executive Director Butte College Foundation
 - Luis Moreno, Assistant Director, 3CORE Inc.
- Two members of the City of Chico Arts Commission are joining the Board Meeting and participating in the Arts Placemaking Initiatives, welcome:
 - Kimberly Ranalla, Chair
 - Bonnie Pipkin

▪ Roundtable Introduction

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

DCBA Board of Directors

Greg Scott, President

Chris Daniels, 1st VPShari 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

Ian Macmillan

Steve Stull

ADVISORS

Mike Egbert, Chamber

Nichole Farley, EBC

Megan Kurtz, 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

2.0 Consent Agenda (10 mins)

- 2.1 Board Minutes, June 4, 2024.
- 2.2 Executive Committee Report, June 20, 2024
- 2.3 June 2024 Financial Reports – mid year financials
- 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 consent agenda.

3.0 ACTION ITEMS (5 mins)

- 3.1 DCBA's Employee Handbook has not been updated since 2015. On Jun 20, the Executive Committee reviewed the newly Employee Handbook and forwarded it on Jun 22 to the board for review and discussion/approval at the July 18 Board Meeting.

ACTION: President call for questions, discussion of the new Employee Handbook. After discuss President entertains motion/second to ratify the adoption of a new 2024 Employee Handbook.

- 3.2 Mid-Year Budget Adjustments. Treasurer Nicole Johnston, Audrey Taylor

During June, mid-year, the budget line items are reviewed, and adjustments requested where needed. The 2024 proposed budget, approved by the board, was based on 2023 expenditures. During 2023 many items were posted to Other, for 2024 the Executive Committee requested that, where reasonable, detail expenditures into appropriate categories vs in an Other line item. Adjustments recommended include adding budget/expense line items, revenue categories. Some line items at mid-year are over budget amount due to office move and computer/internet installations, transition of systems to QuickBooks for efficiency. The original budget separated staff from seasonal staff but because hours are being tracked by event and/or initiative unable to have two-line items.

Included for review are the budget adjustments to the 2024 approved budget by line items with notes of adjustment. Staff will review.

ACTION: Discuss budget adjustments, entertain motion to approve or revise.

4.0 Mid-Year Review – Remaining 6-months

- 1) Priority Actions from 2024 Planning Session
 - a. District Assessment Fee Structure - Funding Plan
 - b. Advocacy – Support Businesses in Downtown
 - c. Build Relations, Connection with Business Owners - Communications
- 2) Marketing – Debbie LaPlant Moseley
- 3) Events – Debbie LaPlant Moseley
- 4) Placemaking – Audrey Taylor

5.0 New Business – New business from the floor?

6.0 Next Board Meeting

- **August 8, 2024**

Please send agenda items to Greg Scott/Audrey Taylor

Meeting Adjournment - Entertain motion to adjourn

BOARD OF DIRECTORS MEETING MINUTES

BOD Meeting Minutes
Tuesday, Jun 4, 2024
Meeting Time: 8:00
Meeting Place: Hotel Diamond Downstairs Conference Room



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Attendees:

Directors: Greg Scott, Chris Daniels, Shari Anderson, Pat Macias, Nick Andrew, Mary Hartley, Thomas Hightower, Michael Lee, Julie Lengerich, Ian Macmillan, Michael Lee, Steven Stull.

Directors Absent: Liza Tedesco, Nicole Johnson, Nicole Hill, Emma Martin

Advisors: Dale Bennett, Mike Egbert, Nichole Farley, Brenda Narayan, Jennifer Macarthy, David Halimi

Advisors Absent: Dale Bennett, Megan Kurtz

Staff & Volunteers: Debbie LaPlant, Audrey Taylor

Guest: Sgt. Paul Ratto, City of Chico Police

AGENDA

1. President Greg Scott called the meeting to order promptly at 8:00 am. He introduced Megan Kurtz, Chico State Director Community Relations, a DCBA advisor to the Board. He asked advisors, partners, and guests to provide updates:
 - Sgt Paul Ratto, sitting in for Lt. Ben Love, updated that two new officers have been added to the Target Team with a focus on downtown foot beat.
 - Jennifer Macarthy, Deputy City Manager reported the Complete Streets RFP for Engineering and Design had been related. She noted there will be meetings held to continue to discuss new scenarios during this period. Also, businesses are welcome to have one-on-one meetings with Brendan Ottoboni.
 - Councilmember Dale Bennett reported on Measure H, awaiting decision which could put Measure H funding in jeopardy.
 - DCBA Vice President Shari Anderson reported expecting increase in students this fall. Handouts on the new facilities at campus. Orientation will begin June 17 through July as different sessions are held 200-300 parents and students are downtown during any of these sessions. Working with DCBA the collaboration of Wild Cat Weekend and Art & Wine Walk.
 - Mike Egbert, Chamber, reported on initiative for window clings for vacant building downtown and the Chamber's August 24 Luau.
 - Nichole Farley, Explore Butte County, reported on funding sponsorship would be before the Chico Travel Committee, the new travel guide has been published.
 - Pat Macias, MONCA, applying for a California Historical Grant for the second-tier campaign funding for capital improvements at MONCA-back room. Jun 22 Street Faire/Yard Sale.

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2. President Scott called for discussion, questions and motion/second for consent agenda as presented in the board packet including Apr 2, 2024, Board Minutes, Executive Committee Report, Apr 18 & May 20, 2024, Apr/May Financial Statements, Staff Reports.

Motion Nick Andrew / Second Michael Lee, all voted in favor.

3. President Scott entertained further discussion of schedule for monthly board meeting for the remainder of the year. After review of initial polling and discussion consensus was to change the Board Meetings to the:

First Thursday of the month, 8:00, Hotel Diamond downstairs conference room.

The July meeting will be held on the second Thursday due to the 4th of July.

4. President Scott reported on the Business Meet-Up held Jun 3 at the DCBA Welcome Center:

- 30 attendees, mainly downtown businesses.
- Good news, Sales Tax in the 4th Qtr. was up 2% downtown, while down 8% throughout Chico.
- Muir Hughes, Bookstore, has been advocate regarding parking and the Kiosk system which business say are still having problems. A 3-member downtown business committee led by Muir is going to get some data, talk with businesses to identify specific issues with the Kiosks to report to the city. Kiosks – a Year Later.
- Trash was a significant discussion at Meet-Up. Skyler Lipski, City Public Works, reported they are looking for a location for the trash to get them off the streets.

5. Debbie LaPlant Moseley, Interim General Manager, reported on:

- Thursday Night Market and Friday Night Concert, largest turn outs ever. Event Manager Lucia Mercado is doing an excellent job.
- Slice of Chico, July 12.
- Fall Event – a blend of Taste of Chico and Chico Live, titled Taste of Downtown. Sept 8. Restaurant crawl 11-4:00, buy tickets for tastings at the restaurants, 3-5 free concert in the plaza. June 11 – Restaurant Committee meeting.
- ARTobert Fest – A month long celebration of arts downtown, kicked off with the Art & Wine Walk, collaborate with open studios, art show in plaza. Applied for Arts Grant.

6. President Scott reported on:

- Meeting with President Butte College Virginia Guleff and Linda Zorn regarding a student arts partnership.
- Next steps with the long-term funding, assessment district fees. A master list of all downtown businesses is being gathered. Funding scenarios/adjusted fee assessment (not change since 1975) will be reviewed by the Committee. Jennifer Macarthy is providing information from the City Attorney on the process to formally make change.

7. New Business:

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- Julie Lengerich asked about the Hot Dog vendor on 2nd Street by Chase Bank. The City has received several requests from DCBA to address the issue as the vendor is not permitted. No action has been taken to date.
8. President Scott entertained motion to adjourn, motion made by Nick Andrew/seconded by Michael Lee, all in favor passed. Adjourned 9:20 am.

Respectfully submitted on behalf of Secretary,

A handwritten signature in blue ink that reads 'Audrey E. Taylor'. The signature is written in a cursive, flowing style.

Audrey Taylor
Assistant to President

EXECUTIVE COMMITTEE REPORTS



Attendees:

Directors: Greg Scott, Chris Daniels, Nicole Johnston,
Directors Absent: Shari Anderson, Liza Tedesco
Staff & Volunteers: Audrey Taylor

AGENDA

President's Report. President Greg Scott provided Executive Committee members with update of his activities:

- 1) Meeting with Tamba Sellu, President Explore Butte County Board to clarify comments made at Travel Chico meeting that DCBA was stonewalling EBC in providing comment and advice regarding financial policy and procedures. Shared that a meeting was held and DCBA would be happy to have any details of "Red Flag," have emailed several times but with no response. Also to inform you that DCBA had gotten bids for preparing an audit both from the city's audit firm and other audit firms. The lowest cost bid was \$15,000 to prepare an audit. The Executive Committee after reviewing the bids reported to the Board, 4.18.24, path forward to ensure financial procedures and policies were followed, meeting with CPA and plan for (if DCBA can afford) an audit at the completion of the City Contract 2026. Although DCBA wants to partner with EBC, if their sponsorship of downtown events is conditioned on an audit before 2026, DCBA may not be able to accept – DCBA is still rebuilding and is carefully watching revenue and expenditures directed at our mission.
- 2) Multiple meetings with city staff regarding Hot Dog stand, trash, and parking garage.
- 3) Meeting with Virginia Guleff, President Butte College, meetings with Steve Perez, President Chico State regarding project and initiative partnerships continued meeting with police.
- 4) Meeting with PBID and Ambassador re parking garage.

Administrative Items – Report by Audrey Taylor

- 1) CPA. Audrey and Martha, Bookkeeper had an extensive meeting with DCBA CPA on taxes, filing and general financial procedures. CPA willing to attend a Board Meeting to answer any questions.
- 2) Financial. Reported on Financial Position – mid-month, year to date. TNM exceeding expectations, staff doing awesome job.
- 3) Administrative Items – 2023 taxes filed, insurances are updated, submitted financials to 3CORE for the loan taken out in 2020 which is now nearly paid off.
- 4) Mid-Year Internal Review. Reported on the day-long mid-year review with Debbie, Lucia, Greg. This included a review of the budget, budget items that were 1) not considered at the beginning of year, 2) spending at a higher rate than last year (most due to increased costs), 3) areas where spending has not occurred. Staff will bring back a mid-year adjusted budget for board consideration. The one Red Flag – which is for all non-profits – is donors and sponsorship are



way down. Staff are adjusting to the shift by focusing on making every signature event break even and will be selling Art & Wine Walk glasses vs. for free.

- 5) Staff. Organizing a celebration lunch for staff, police, ambassadors, boards for the TNM Team to show appreciation of the challenging work to make successful

2.0 Organizational Structure

- 1) **Action Item:** DCBA Updated Employee Handbook. Most of the meeting was reviewing the draft Employee Handbook. The handbook follows California Chamber of Commerce recommendations and California Law. Also used other non-profit employee handbooks to ensure competitive with other non-profits.

Action: With minor suggestions on holidays and vacation, the Executive Committee moved the Draft Employee Handbook to be forwarded to the Board to be reviewed and action taken at the July 11 Board meeting.

- 2) Long-Term Funding Plan – District Business Assessment progress. Greg Scott referenced letter from City of Chico Attorney, and supplemental email from Jennifer Macarthy on the formal changing assessment process. The first thing is to get a master list of the downtown business, this is being worked on by Cole Militano (staff) and Audrey. Anticipate a good list by the second week in July. The next is to define the assessment mechanism and the benefits.
- 3) Approved adding to the mid-year budget adjustment line item of \$500 for professional development, which would be presented to Board July 11.
- 4) Approved two advisor invites – Butte College and Hispanic Chamber of Commerce.

3.0 Events & Promotions

- 1) Thursday Night Market – review the geo data received for the period March to May. Impressive 15,000 visits at peak and average stay time 72 mins.
- 2) Art & Wine Walk – agreed glasses/tickets will be sold at \$10.
- 3) The taste of Downtown is moving forward with lots of restaurants signed up. Discussed asking Board Members Michael Lee and Thomas Hightower to join committee. (event outline provided to Exe Committee)
- 4) ARTober Fest. DCBA is returning this year to celebrate ART the full month of October. This was put on the back burner during pandemic. Event outline shows celebrations during the month and partnerships. The city has appointed two Arts Commissioners to be liaison and attend DCBA meetings.
- 5) Tree Lighting. Greg reported on meeting with Advisor Brenda Narayan, PGE, Skylar, City of Chico, Debbie, and Audrey regarding lighting up downtown and enhancing the Tree Lighting Event.

4.0 Marketing & Communications

- 1) Dining Map. The first 1,000 Dining Map have been distributed to hotel and are not out. Updated dining map and will be doing second printing and distributing to Chico and downtown hotels and other outlets.

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- 2) Retail Guide. Similar to the Dining map, staff prepare a retail map. Seeking four advertisers at \$250 per advertiser to cover the cost of printing.

5.0 Placemaking

- 1) Art Placemaking Initiative. In the formation stage with Debbie LaPlant, Pat Macias, Audrey Taylor, and Butte College. Will be brought back to the board once specifics are outlined. Meetings and outreach with businesses, arts and heritage organizations, and businesses.

6.0 Adjourned – 10:08 am

DCBA FINANCIAL REPORTS

BOARD ITEM REPORT

TO: Board of Directors

FROM: Nicole Johnston, Treasurer

DATE: July 18, 2024 – Board Meeting

SUBJECT: Financial Reports Jan – June 2024



NOTES TO FINANCIAL STATEMENTS

The following details represents the mid-year financial position of DCBA. DCBA is in good cash position mid-year. Revenue is slightly higher 51.33% than projected. However some categories have over-performed and some have under-performed.

1. Balance Sheet (cash basis) as of Jun 30, 2024
 - Cash on hand \$87,514 which has increased nearly \$22,000 from May's \$65,068 cash on hand. Revenue sources City contribution, TNM and sponsorships.
 - Accounts Receivable \$16,389, mainly invoices for TNM.
2. Profit and Loss, Budget to Actual (cash basis to date July 15, 2024). Overall revenue is slightly above projections for mid-year at \$227,656. Note some sponsorship revenue is from 2023 which came in for deposit in 2024 vs. 2023.

Highlights:

- Revenue:
 - Donors and general/event sponsorship funding are down which is a trend with all non-profits. Staff are working on more outreach for event sponsorships at lower sponsorship levels. Board assistance is needed to help raise sponsors.
 - Thursday Night Market has exceeded projections 75% of revenue as of July 15. However, with the July 5 and July 11 closure of the market this will take a dip.
 - Friday Night Concerts is below projections of last year by 3%. Hoping to increase attendance through the remainder of the season and increase the Beer Garden revenue. Friday Night Concert was also closed for two weeks due to excessive heat.

Expenses:

- Christmas Preview 2023 expenses booked in 2024
- Community Tree Lighting 2023 expenses booked in 2024

- Small Business Saturday 2023 expenses booked in 2024.
- Thursday Night Market below projected expenses, however, invoices have not been received. Will process in June.
- Events Expense Other – all related to Ice Rink, money received fr CalWater paid to CARD for Ice Rink, cost of plaque for Community Support Wall \$5010.73
- Technology costs are higher due to set up in new office and upgrades.
- Program Expenses Other – De-escalation Training Costs
- Adjustment needed for QuickBooks, moved to using Quickbooks Timecards and credit card processing.
- Total expenditures in line with projections.
- Positive net revenue \$14,013.

Additional Notes:

- In addition to the Treasurer, a DCBA Finance Committee has been established with Board Members Nicole Johnston, Treasurer, Ian Macmillan and Michael Lee.

Downtown Chico Business Association

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Balance Sheet As of June 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (8207)	80,941.46
Gift Card Checking (3885)	3,471.98
NVCF Fund	928.40
Taste of Chico - Savings	100.00
Total Bank Accounts	\$85,441.84
Other Current Assets	
Petty Cash	301.54
Undeposited Funds	1,771.50
Total Other Current Assets	\$2,073.04
Total Current Assets	\$87,514.88
Fixed Assets	
Accumulated Depreciation	-5,889.99
Furniture & Fixtures	3,389.99
Vehicles	2,500.00
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$87,514.88
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
TCBK- 2662	-4,411.24
TCB-Scott(Greg)-9269	4,424.84
Total TCBK- 2662	13.60
Total Credit Cards	\$13.60
Other Current Liabilities	
EBT Deposits/Checks	-249.00
Payroll Liabilities	0.00
CA PIT / SDI	517.59
CA SUI / ETT	334.46
CalSavers	606.45
Federal Taxes (941/943/944)	3,271.76
Total Payroll Liabilities	4,730.26
Total Other Current Liabilities	\$4,481.26
Total Current Liabilities	\$4,494.86
Long-Term Liabilities	
3CORE Loan	8,988.32
EIDL Loan Payable	137,473.00
Total Long-Term Liabilities	\$146,461.32
Total Liabilities	\$150,956.18

Downtown Chico Business Association

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Balance Sheet
As of June 30, 2024

	TOTAL
Equity	
Retained Earnings	-110,866.14
Net Revenue	47,424.84
Total Equity	\$ -63,441.30
TOTAL LIABILITIES AND EQUITY	\$87,514.88

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Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Revenue			
DIRECT PUBLIC SUPPORT			
City of Chico - Member Assess	13,296.67	20,000.00	66.48 %
City of Chico-Planters	4,000.00	8,000.00	50.00 %
City of Chico-Rebuilding Fund	70,400.00	140,800.00	50.00 %
Total DIRECT PUBLIC SUPPORT	87,696.67	168,800.00	51.95 %
DOWNTOWN EVENTS - INCOME			
Art & Wine Walk (AWW)		25,000.00	
AWW Sponsors	3,900.00		
Total Art & Wine Walk (AWW)	3,900.00	25,000.00	15.60 %
ChicoLive			
CL Booth Rental/App	50.00		
CL Operations	1,401.00		
CL Sponsors	4,500.00		
Total ChicoLive	5,951.00		
Christmas Preview (CP)		2,500.00	
CP Sponsors	250.00		
Total Christmas Preview (CP)	250.00	2,500.00	10.00 %
Community Tree Lighting (CTL)		500.00	
Friday Night Concert (FNC)		20,000.00	
FNC Operations	1,414.00		
FNC Sponsors	8,000.00		
Total Friday Night Concert (FNC)	9,414.00	20,000.00	47.07 %
Harvest Sidewalk Sale (HSS)		2,500.00	
HSS Sponsors	400.00		
Total Harvest Sidewalk Sale (HSS)	400.00	2,500.00	16.00 %
Slice Of Chico (SOC)		5,000.00	
SOC Sponsors	950.00		
Total Slice Of Chico (SOC)	950.00	5,000.00	19.00 %
Small Business Saturday (SBS)		8,250.00	
Taste of Downtown		25,000.00	
Thursday Night Market (TNM)		127,000.00	
TNM Booth Rental/App	90,528.06		
TNM Operations	30.00		
TNM Sponsors	5,750.00		
Total Thursday Night Market (TNM)	96,308.06	127,000.00	75.83 %
Treat Street (TS)		1,000.00	
TS Sponsors	1,100.00		
Total Treat Street (TS)	1,100.00	1,000.00	110.00 %
Total DOWNTOWN EVENTS - INCOME	118,273.06	216,750.00	54.57 %
OPERATIONS INCOME			

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Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Annual Meeting Income	780.00		
Donors	10,000.00	50,000.00	20.00 %
Total OPERATIONS INCOME	10,780.00	50,000.00	21.56 %
PROGRAM INCOME			
Gift Card Revenue		5,000.00	
Sponsors	6,300.00		
Website Sponsors		2,000.00	
Total PROGRAM INCOME	6,300.00	7,000.00	90.00 %
Sales of Product Revenue	4,525.45	1,000.00	452.55 %
Unapplied Cash Payment Revenue	81.25		
Total Revenue	\$227,656.43	\$443,550.00	51.33 %
GROSS PROFIT	\$227,656.43	\$443,550.00	51.33 %
Expenditures			
BANK CHARGES	8.75	30.00	29.17 %
Bank Charges-Other	165.90	200.00	82.95 %
Interest Expense	19.60	10.00	196.00 %
Merchant Fees	42.49	0.00	
Total BANK CHARGES	236.74	240.00	98.64 %
CONTRACT SERVICES			
Accounting	7,045.00	5,500.00	128.09 %
Consultants	24,600.00	49,800.00	49.40 %
Security Staff		5,500.00	
Total CONTRACT SERVICES	31,645.00	60,800.00	52.05 %
DOWNTOWN EVENTS - EXPENSE			
Art & Wine Walk			
Advertising (AWW)		3,891.00	
Event Contract Services (AWW)		700.00	
Other (AWW)	49.00	6,500.00	0.75 %
Permits/Fees/Licenses (AWW)		900.00	
Total Art & Wine Walk	49.00	11,991.00	0.41 %
ChicoLive		0.00	
Advertising (CL)	240.32		
Total ChicoLive	240.32	0.00	
Christmas Preview			
Advertising (CP)		50.00	
Event Contract Services (CP)	384.35	450.00	85.41 %
Other (CP)	38.84	700.00	5.55 %
Total Christmas Preview	423.19	1,200.00	35.27 %
Community Tree Lighting			
Advertising (CTL)	1,000.00	0.00	
Event Contract Services (CTL)		250.00	
Other (CTL)		125.00	

Downtown Chico Business Association

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Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Total Community Tree Lighting	1,000.00	375.00	266.67 %
Events Expense Other	5,010.73		
Friday Night Concert			
Advertising (FNC)	1,572.00	5,000.00	31.44 %
Event Contract Services (FNC)	3,250.00	2,500.00	130.00 %
Other (FNC)	589.08	1,400.00	42.08 %
Permits/Fees/Licenses (FNC)	700.00	950.00	73.68 %
Total Friday Night Concert	6,111.08	9,850.00	62.04 %
Harvest Sidewalk Sale			
Advertising (HSS)		2,456.00	
Event Contract Services (HSS)		650.00	
Other (HSS)		300.00	
Total Harvest Sidewalk Sale		3,406.00	
Slice Of Chico			
Advertising (SOC)		2,656.00	
Event Contract Services (SOC)		850.00	
Other (SOC)		250.00	
Permits/Fees/Licenses (SOC)	262.00		
Total Slice Of Chico	262.00	3,756.00	6.98 %
Small Business Saturday			
Advertising (SBS)	2,000.00	500.00	400.00 %
Event Contract Services (SBS)		150.00	
Other (SBS)		900.00	
Permits/Fees/Licenses (SBS)		250.00	
Total Small Business Saturday	2,000.00	1,800.00	111.11 %
Tast of Downtown		9,000.00	
Thursday Night Market			
Advertising (TNM)	2,358.00	7,402.00	31.86 %
Event Contract Services (TNM)	432.00	1,500.00	28.80 %
Other (TNM)	897.24	5,000.00	17.94 %
Permits/Fees/Licenses (TNM)	81.00	2,500.00	3.24 %
Rentals (TNM)		500.00	
Total Thursday Night Market	3,768.24	16,902.00	22.29 %
Treat Street			
Advertising (TS)		1,000.00	
Event Contract Services (TS)		200.00	
Other (TS)		450.00	
Total Treat Street		1,650.00	
Total DOWNTOWN EVENTS - EXPENSE	18,864.56	59,930.00	31.48 %
FACILITIES AND EQUIPMENT			
Repairs & Maintenance	323.16	1,500.00	21.54 %
Storage Rental	870.00	1,695.00	51.33 %

Downtown Chico Business Association

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Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
Transportation	60.08	900.00	6.68 %
Total FACILITIES AND EQUIPMENT	1,253.24	4,095.00	30.60 %
OPERATIONS			
Advertising & Marketing	9,375.00	20,000.00	46.88 %
Annual Meeting Expense	4,984.90		
Equipment/Materials/Supplies	2,270.51	5,000.00	45.41 %
Insurance	9,156.53	13,750.00	66.59 %
Meals	95.00	275.00	34.55 %
Office Expense	1,330.77	6,500.00	20.47 %
Other Expenses	1,470.13	10,000.00	14.70 %
Postage	268.97	700.00	38.42 %
Printing/Copying	1,463.13	2,000.00	73.16 %
Social Media Reimbursables	186.36		
Taxes/Licenses/Fees	2,268.38	2,700.00	84.01 %
Technology & Website Services	11,422.93	15,000.00	76.15 %
Telephone		2,000.00	
Utilities		2,000.00	
Total OPERATIONS	44,292.61	79,925.00	55.42 %
Payroll Expenses			
Taxes	7,472.23	15,000.00	49.81 %
Wages	81,852.98		
Wages Permanent		127,344.00	
Total Wages	81,852.98	127,344.00	64.28 %
Wages Seasonal		35,000.00	
Total Payroll Expenses	89,325.21	177,344.00	50.37 %
PROGRAM EXPENSES			
Business Meet Up	88.50		
Gift Card Fees		500.00	
Gift Card Purchases	256.89	4,000.00	6.42 %
Other	1,816.80	500.00	363.36 %
Planters Landscaping/Maintenance	4,175.00	7,000.00	59.64 %
Stewardship		2,500.00	
Total PROGRAM EXPENSES	6,337.19	14,500.00	43.70 %
QuickBooks Payments Fees	2,144.90	1,200.00	178.74 %
Reimbursements		1,500.00	
Total Expenditures	\$194,099.45	\$399,534.00	48.58 %
NET OPERATING REVENUE	\$33,556.98	\$44,016.00	76.24 %
Other Revenue			
Interest Earned	429.81		
Total Other Revenue	\$429.81	\$0.00	0.00%
NET OTHER REVENUE	\$429.81	\$0.00	0.00%

Downtown Chico Business Association

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Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L

January - December 2024

	TOTAL		
	ACTUAL	BUDGET	% OF BUDGET
NET REVENUE	\$33,986.79	\$44,016.00	77.21 %

Downtown Chico Business Association

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A/R Aging Summary

As of July 14, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Austin Spang	271.00					\$271.00
Beaded Temptations		100.00				\$100.00
Beads by Rey /J.threads		150.00				\$150.00
Bichota Boutique			170.00			\$170.00
Big Chico Creek Ecological Reserve and Cal Trout		100.00				\$100.00
Bradley & Son Grass Fed Beef		50.00				\$50.00
Bun Burger		150.00				\$150.00
Cali Cowgirl Co	110.00					\$110.00
Chabad Jewish Center.		100.00				\$100.00
Chico Free Spirit Healing Center		165.75				\$165.75
Collier Hardware.	48.75					\$48.75
CSU Chico Alumni Association		6,000.00				\$6,000.00
Diamond W Western Wear		250.00				\$250.00
Dover Designs		100.00				\$100.00
Downtown Chico PBID, Inc.				500.00		\$500.00
Duner Dogs			-70.00			\$ -70.00
Family Stones & Glass			220.00			\$220.00
Four Leaf Clothing Co.		250.00				\$250.00
Golden Hour Permanent Jewelry			50.00			\$50.00
Greg Scott.			500.00			\$500.00
Her's Craft		100.00				\$100.00
Hide apot		120.00		-10.00		\$110.00
Ike's Love and Sandwiches		214.00				\$214.00
Ikoda Collective		150.00				\$150.00
IOT PTA Program			135.00			\$135.00
JacksPernell Custom Art		100.00				\$100.00
Jared Arciga		200.00				\$200.00
Jim Mathews		250.00				\$250.00
Kahuna Brothers Shave Ice			292.00			\$292.00
Kale's Thrift Shop		150.00				\$150.00
Keillor's Kandies			185.75			\$185.75
Kirk's Jewelry					625.00	\$625.00
La Casa Grande Churrito's	65.00					\$65.00
LaRocca Vinyard		127.50				\$127.50
Lets Play Cafe		160.00				\$160.00
Lilbluedino.shop		150.00				\$150.00
Lollipop Loofah		100.00				\$100.00
Lucia Mercado					-1.00	\$ -1.00
Mas Amor		250.00				\$250.00
PG&E.			1,950.00			\$1,950.00
Population Anime		260.00				\$260.00
Pure Gold Studio					-84.25	\$ -84.25
Pure Honey Company		170.00				\$170.00
Siren's Tail Apothecary		100.00				\$100.00
Skylake Ranch Pomegranate Provisions		100.00				\$100.00

Downtown Chico Business Association

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A/R Aging Summary

As of July 14, 2024

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Spun Organic Cotton Candy			80.00			\$80.00
Sunrun	322.00					\$322.00
Sweet Chico Confections.		250.00				\$250.00
Tender Loving Crystals & Gems			137.50			\$137.50
Terry Wagner		100.00				\$100.00
The Stead Wood Works				70.00		\$70.00
Tin Roof Bakery.			186.00	-0.25		\$185.75
Youth With A Mission			170.00			\$170.00
TOTAL	\$816.75	\$10,467.25	\$4,006.25	\$559.75	\$539.75	\$16,389.75

DCBA STAFF REPORTS

Monthly Report to the Board of Directors

Area of Focus: Events & Promotions

DCBA Staff Lead: Lucia Mercado

Reporting Period: June 2024



Ongoing Projects and Progress:

Project 1 – Chico State Upward Bound (June 10 through July 15)

- DCBA is taking part in the Chico State Upward Bound Project and getting 2 interns for the summer to help with any tasks necessary. They are Eloi (15 years) and Rene (16 years), and working Mon-Thurs from 1:30-4:30pm.

Project 2 – EOP Summer Bridge Program (Saturday, June 22 through Friday, June 28)

- The EOP Summer Bridge program is a transition program for invited EOP first-time freshmen. On Sunday, June 23rd, DCBA staff (Lucia & Jasmine) presented to a room of over 150 incoming freshmen to Welcome them to Downtown Chico. They each received a baggie filled with the Downtown Dining Guide, Events Rack Card, Volunteer Application, a handout with our socials and Welcome Center information, and coupons for The Peddlers Closet, Bun Burger, and Pita Pit.

Project 3 – Chico State Summer Orientation Sessions (Multiple Dates - June 24 through Aug 1)

- DCBA's new relationship with Shawn Ryan (Interim Director of New Student Orientation & Transition Programs), gave us insight on Chico State's Summer Orientations. On average, we should expect 170 students and an additional 150 guests to attend each Orientation date.
 - June 24, 25, 27 / July 1, 8, 9, 11, 15, 16, 25, 29 / Aug 1
- Shawn mentioned that they would gladly take any materials to include in the new student welcome packet. They are planning to host another 1,500 students and 1,300 parents in July and Aug. Materials to be dropped off at the Bell Memorial Union 220, Mon – Thurs 8am – 5pm.

Project 4 – Thursday Night Market (April 11 through September 26)

- Empowering Young Entrepreneurs (YE) Initiative launched in May, and we have since hosted 11 young businesses owners through the TNM. DCBA has been having consistent check-ins with 3Core to discuss how to reach more young people, but we have not been hitting the numbers we wish in terms of participating businesses.
- Climate Corps has been providing volunteers since opening night and will be taking July and part of Aug off. DCBA is reaching out to churches to find volunteers to cover July dates.
- Vendors per market have averaged 116 vendors per market, a very strong # for June. Typically, vendor count dwindles as Chico State students leave town. We are exactly halfway through the season (12 markets to go) and made 77% of last year's income.

Project 5 – Friday Night Concert (May 31st to August 30th)

- All band sponsors have been confirmed, beer garden sponsors have not been as easy to find, but DCBA has been able to staff with ease on the nights we do not have covered.

- Vanessa has been leading FNC and we have been receiving positive feedback from bands and Kai Music & Arts representatives.

Project 6 – CARD 4th of July Parade (Thursday, July 4th)

- 4th of July Parade was added to DCBA franchise agreement with the City of Chico and DCBA has been meeting weekly with CARD staff to assure they are following proper protocol/ to build connections with the proper departments at the City of Chico.
- DCBA will assist in putting up street closure signage on Tuesday, July 2nd and have been sending out media releases, posts on social media, and constant contacts.

Project 7 – Slice of Chico (Saturday, July 13th)

- Brochures to be printed with sales and promotions on Friday, July 5th, staff to hand them out at FNC and TNM leading up to the SoC weekend. We have 61 businesses participating in Slice so far!
- Watermelons to be dropped off Saturday morning in the Crush parking lot, DCBA looking for a location to wash the produce before taking to slicing sites.
- We are only \$200 away from our sponsorship goal, to be confirmed in the first week of July. Climate Corps should be able to staff all our volunteer slots for this event.

Project 8 – Taste of Downtown Restaurant, Pub Crawl, & Concert

- Ticket sales are live on TicketSpice and a landing page has been added to the DowntownChico website. Early bird specials will offer a \$5 discount for 8 tickets and go through to the end of July.
- Posters for print and digital use are in process and will likely be launched on Monday, July 8th so as to not distract from announcing the event due to 4th of July festivities.

Project 9 – Business Assessments Master Sheet

- Cole and Audrey working to update a master list with business information to update our membership assessment fees. Under the supervision of the events manager, Lucia, Cole and Upward Bound Interns have covered 3 out of 6 sections. Tracking all businesses and vacant buildings.
- This will be a continuous project through July – will be given to Greg Scott once complete.

2. Next Month's Priorities

- Develop Retail Guide for Downtown Chico (Deadline: Aug 1st)
- Butte College LAEP Program – Hiring a Student Marketing Assistant
- Design Slice of Chico brochure and ad for ChicoER
- Recruit volunteers for Thursday Night Market to begin mid-May
- Design Taste of Downtown promotions material and begin directing staff in distributing materials
- Continue management of Thursday Night Market – about 5 new vendors processed each week
- Cole 90-day review to determine if he will continue and getting hours approved by the BOD
- Welcome Center Grand Opening pushed to Aug 1st
- Art & Wine Walk plans to be shared with the BOD – initial meeting with planning committee has already taken place

Monthly Report to the Board of Directors

Area of Focus: EVENTS & PROMOTIONS, MARKETING, PERSONNEL

DCBA Staff Lead: DEBBIE MOSELEY, INTERIM GENERAL MANAGER

Reporting Period: MONTH OF JUNE

Ongoing Work Efforts and Progress:



Project 1 – Business Meet-up Updates and Announcement of Summer & Fall events and promotions to Downtown Stakeholders.

Project 2 – Welcome Center

- Welcome Center Open Tuesday thru Saturday.
- Current displays feature Chico State, Made In Chico, Mas Amore, Peddler’s Closet, Sweet Chico Confections, Tom Foolery, Original Art by Marisa Segovia. Display space will rotate monthly starting July 1st, promoting downtown businesses.
- Developing Plans for Grand Opening to be held 9/4/2024 5:30 pm

Project 3 – “Taste of Downtown Restaurant & Pub Crawl and Free Concert!”

Sunday, September 8th Restaurant & Pub Crawl throughout Downtown – 11 am – 4 pm;

Free Concert in Plaza “Low Flying Birds” 3 – 5 pm

Objective: To create an engaging and memorable experience that celebrates Downtown Chico’s culinary offerings and music scene, fostering community involvement and attracting visitors while raising vital funds supporting DCBA.

Development of: Comprehensive Event plan, New Logo, Budget, Marketing, Sponsorship opportunities, Event Website page & On-line Ticket Sales

Ticket Passport = 8 Taste Tickets each (Tickets on-sale beginning July 15th)

7/1-7/31 Early Bird \$25, 8/1-9/8 – General Admission \$30, \$20 Chico State & Butte College Students & Faculty, \$15 Youth – up to 17 years.

Project 4 – ARTober FEST October 2024

ARTober FEST is a visionary cultural festival set to transform Downtown Chico into a vibrant canvas of art, music, and communal celebration.

Through partnerships with the Museum of Northern California Art (MONCA), local educational institutions such as Butte College and Chico State, and a diverse array of local artists and organizations, ARTober FEST will feature a wide range of activities including live performances, art exhibitions, and workshops.

- **Art & Wine Walk (October 4th, 5:00-8:00 pm):** A DCBA Signature event since 2015
An evening of art show cases, regional wine and beer tastings, and live music. Local artists will exhibit their works in galleries, outdoor spaces, and businesses throughout downtown. Additionally, the featured artist's work will be on display at various businesses throughout October. Sponsored in part by CSU Chico Alumni Foundation's Wildcat Weekend
- **Downtown Chico Art Tour (October 5th, 10:00 am):**
A guided tour led by Chico Arts & Culture Foundation volunteers, featuring downtown's sculptures, murals, and other public art installations. Open to the public at no charge.
- **Andy Grammer *Greater Than: A One Man Show* (Friday, October 11th 7:30 pm):**
Emmy award winner and multi-platinum artist Andy Grammer continues to engage, energize, and empower audiences with stomping stadium-size pop anthems meant to be shared at full volume. Chico State's Laxson Auditorium. chicoperformances.com
- **Emerging Artists Exhibition (October 12th 10:00 am – 4:00 pm):**
Showcasing the talents of Chico State, Butte College, Chico High, Fairview, Inspire, Pleasant Valley and other local high schools, Boys & Girls Club and Salvation Army youth artists, fostering creativity, supporting educational opportunities and providing valuable exposure for young artists within the community. Complimentary exhibit/sales space provided for student artists on 3rd Street between Broadway & Main.
 - An extension of "Empowering Young Entrepreneurs" initiative which is supported by DCBA, TeamChico and 3Core.
- **Harvest Sidewalk Sale held in conjunction with Emerging Artist Exhibition:** A seasonal sidewalk sale with live musical performances throughout downtown.
- **Downtown Galleries & Studios Tours (Weekends of October 12-13 and 19-20 10:00 am – 5:00 pm):** Tours of downtown galleries and studios, interactive workshops, and demonstrations by artisans practicing traditional crafts.
 - In cooperation with Chico Art Center's Open Studios Tours
- **ARTober FEST Fall Art Show (October 26th, 10:00 am - 4:00 pm):** Fine arts exhibits and sales and musical performances in the Plaza. Open to the public, at no charge.

ARTober FEST Collaborations include: Butte College, Chico Art Center, Chico Art & Culture Foundation, Chico Art School, Chico Visual Arts Alliance, Chico State, MONCA, Downtown Galleries & Studios, Local High Schools ... Comprehensive planning has begun.

Project 5 - Marketing & Communications

- Thursday Night Market & Friday Night Concert – ongoing TV, Radio & Billboards
- Slice of Chico Promotional Plan – final development and coordination of Billboards, Newspaper
- Provide support and oversight to Digital Marketing & Communications Coordinator re: Constant Contact messaging – announcements, newsletters, social media calendar & content, social media analytics, media releases

Project 6 - Personnel

- Staff Meetings - Re-cap projects and progress; development of priorities, plans and timelines, provide oversight & guidance, mentorship
- Personnel Reviews
- Daily updates and check-in's with Events & Promotions manager
- Working to develop summer and fall staff and intern schedule.

Other

Mid-Year Planning Review – Audrey, Lucia & Debbie

Represented DCBA at Travel Chico meeting

Next Month's Priorities

- Sponsorships / Grant Opportunities
- Taste of Downtown
- ARTtober FEST
- Lighting Up Downtown for the Holidays