



DCBA Board of Directors

Date: 10/2/25

Time: 8:00am

Place: Chico State, Behavioral and Social Science Building, Room 109

AGENDA

Call to Order & Welcome, Interim President Mary Hartley

- Self Introductions – Board & Advisors
- Call to order: 8:05 am
- Attendance: Mary Hartley, Ian Macmillan, Steve Stull, Pat Macias, Nicole Hill, Nichole Farley, David Selkirk, Anika Rodriguez, Linda Zorn, Jennifer Ellingson, Megan Kurtz
 - Celeste Cramer, Megan Gaddis, Chris Daniels, Lina Matey, Dale Bennett, Luis Moreno, Molly Kopta, Marquita Goodman

1.0 Presentations (5-10 min)

- President Welcome:
 - October is a busy month! We appreciate everyone's hard work and collaboration on everything that is happening
- Presentation from Chris Daniels - Kirk's Jewelry
 - History of Art & Wine Walk (AWW) - window art walk in the '90's
 - 2012 - Kirk's jewelry organized the first version of the AWW on 3rd street
 - 2015 - DCBA took over the event - originally, it was a complimentary event
 - 2024 - DCBA chose to charge \$10/ticket to cover cost of glasses
 - Concern: this year's ticket cost is \$21.50 - the intent of this event is not to provide revenue for the DCBA and this is a huge problem. The optics of this from the perspective of the businesses
 - Letter scanned/attached to end of minutes as "Attachment 1"
- Motion from Anika to agendize a discussion about Art & Wine Walk at the next board meeting. Second from Nichole Farley

2.0 Collaborator Reports (10 min)

We appreciate our advisors and your attendance and participation with DCBA.

DCBA Board of Directors

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Megan Kurtz, Interim 1st VP
Linda Zorn, Interim 2nd VP
(TBA), Secretary
Ian Macmillan, Interim Treasurer
Shari Anderson
Thomas Hightower
Nicole Hill
Pat Macias
Anika Burke Rodriguez
David Selkirk
Steve Stull

ADVISORS

Molly Kopta, Chamber
Holli Drobny, CARD
Nichole Farley, EBC
Brenda Narayan, PG&E
Luis Moreno, 3CORE
Avery Williams, Ambassadors

City of Chico

Dale Bennett, Chico City Council Sgt. Bailey,
Chico Police
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



This brief time on the agenda is for you to share with the Board pertinent updates. *We welcome you 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
 - Opening Bidwell Park back up to the citizens of Chico—specifically Peterson Memorial Drive. The unhoused population continues to be the number one concern we as the City Council has currently.
 - The City is going to a new judge regarding the settlement agreement
- Sgt. Bailey, Chico Police – Downtown, Target Team
- City of Chico –
- Chico State – Megan Kurtz, Shari Anderson
- Butte College – Linda Zorn
 - Enrollment update: up 10% from last year (which was also up 10% from previous year); 11,000 students currently enrolled and trending in the right direction
 - New science building is open on the main campus and it's amazing! New Cosmetology center and science lab opening in Chico
- Ambassador – Avery Williams
- CARD – Holli Drobny
- Chamber of Commerce – Molly Kopta
 - 4th quarter planning and getting ahead of engagement activities. Helping with State of the City in January. Annual member dinner/awards in January as well.
- Explore Butte County – Nichole Farley
 - Busy season in the county! EBC team is capturing content for events, fall colors, and all the things Butte County.
- 3Core - Luis Moreno
 - Youth Entrepreneurs at TNM went well. Did not get approved for the amount of funding to continue that program they were hoping for, but will continue to work with the DCBA to continue making this happen in the future, with the hope of replicating that in other places!
- MONCA - Pat Macias
 - Busy month—16 events happening! “Don’t Kill the Messenger” cocktail event tonight. Veterans exhibition coming soon. Keeping things busy every day of the week! KZFR
- City of Chico – Arts Commissioner
 - Marquita Goodman - Utility box projects are going well!

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Collaborating with Artoberfest, Gala is happening at the Women's Center (\$40 tickets) on October 17th

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, September 4th, 2025
 - a. **ACTION: Vote to approve Board Meeting Minutes**
 - i. Motion: Mary Hartley / Second: Anika Rodriguez
 - ii. All in favor
2. 3.2 Executive Committee Minutes, September 26th, 2025
 - a. Not presented - will be presented at the next board meeting
3. 3.2 September 2025 Financial Reports - Treasurer Ian MacMillian to report
 - a. TNM is wrapped, but we still have some payments coming in. Net profit was \$124K versus last year of \$117K (about \$7K increase from last year). Waiting list for vendors which was great.
 - b. \$41K+ in ticket sales (\$12K increase in sales, but expenses went up by \$3K+ this year)
 - c. Taste of Downtown was a HUGE success thanks to Megan Gaddis. 11 restaurants participating when she came on board, 29 at the event and better ticket sales than the previous year with only 4 weeks to prepare.
 - d. YTD: up 83% in net profit as of now
 - e. Payroll expenses: \$130K, this year \$132K
 - f. Nichole: can we get those in all agendas going forward? YES
 - g. Nichole looked back to our previous board meetings and it looks like we never approved the 2025 proposed budget in February—can we pull all of the budgets to compare? YES
 - h. **ACTION: Vote to approve Financial Reports**
 - i. Motion: Linda Zorn / Second: Anika Rodriguez
 - ii. All in favor

4.0 ACTION ITEMS

1. **Board Members** – Discussion of a DCBA audit
 - a. Jennifer did research with two different CPAs about what it takes to do an audit. We've opted to not do an audit in the past because our books were not organized and an audit would have been more complicated and difficult. We need policies and procedures in place (Celeste is working on this now) for

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- organizational health.
- b. Conflict of interest forms need to be sent out to new board members.
- c. Ian: A bit of history about an audit—transparency from the Treasurer and the Executive Committee previously was not always transparent about finances which led to a lot of questions and concerns. We're being A LOT more transparent now, which is moving us in the right direction, but as of now, we cannot afford an audit.
- d. Jennifer: CPA recommendation is to have a CPA do our taxes, not a Bookkeeper/Enrolled Agent. Nichole agrees, we need to be working with a CPA asap; would like that to be on the agenda as of January 1st, 2026. Megan: We need a bit more time to get ourselves organized before we bring a new professional in to help us; Mary agrees. We can start putting feelers out for a CPA now, but serious interviewing/hiring should happen in January.
- e. **ACTION: Motion to CPA on the January 2026 agenda**
 - i. Motion: Ian Macmillian / Second: Nichole Farley
 - ii. All in favor
- 2. New businesses in Downtown Chico
 - a. Gold City Vintage in the Garden Walk
 - b. Era Estate and Fine Jewelry

5.0 DCBA Events and Marketing Updates

1. General Manager Report

- a. *Full report scanned/attached to minutes as "Attachment 2"*
- b. It's been a wild and busy 7 weeks! Full update is available for anyone to see and chat with Celeste about.
- c. Sponsorship packages have been updated. Looking for board member recommendations for who to connect with for sponsorships.
- d. Introducing a CRM to the DCBA office to track all information, communication, etc. with businesses and members. Gives us the ability to run reports, track data, and keep things organized.
 - i. Linda recommends to use Zone A and Zone B classifications in the CRM, Celeste will edit to include those.
- e. This week is Daniel's last week as the seasonal TNM Manager, but three new folks in the office currently:
 - i. Phoenix- contractor for graphic design projects
 - ii. Lydia with Camiar (100 hours at no cost to DCBA)
 - iii. Nikko - CSU Chico intern

2. Events

- a. Thursday Night Market
 - i. No formal verbal update
- b. Art & Wine Walk



- i. 273 tickets sold currently
- ii. Last year, 82% of our tickets were sold within the last 8-10 days
- iii. Chico State sponsorship is \$4k value, we're SO grateful
- iv. 27 participating restaurants (either pouring or hosting artists or both)
- v. Chico State will be pushing Wildcat Weekend this week on Action News, Chico ER, etc.
- vi. This week we've started hanging posters throughout downtown and on campus
- vii. The board can help us get the word out about these events! Please invite people and spread the word.
- viii. Reinforcing the alcohol pouring rules CLEARLY with participants, businesses, etc. to ensure we're compliant with all laws and encouraging 1 sample per person per store.
- ix. Molly: Do you have contact information for people that bought tickets last year? Maybe—Megan will look into that today.
- x. Linda: would like to see more involvement from the business community regarding dates in the future
- xi. What is the \$15k income for AWW in the budget? Ian: it's income from last year's event; we need to move it to 2024 for this year's report.
- xii. Nicole: although we're at the right amount of ticket sales per last year's ticket sales rates, we have to take into account that we've doubled the cost of the tickets and that will likely negatively impact the total number of tickets sold
 - 1. Suggestion for Chris: if we have a profit overage, we should refund the participating businesses some of their costs.
- xiii. Linda: we as the board have a fiduciary responsibility to do what's best for the organization. Given that we don't have funding coming in from the City, these events do need to be able to support the costs for staffing to be able to continue having them.
- c. Harvest Sidewalk Sale
 - i. Posters available, website being updated
 - ii. Artoberfest pamphlets are printed and ready as well
- d. Treat Street
 - i. Christmas Preview-size street closures happening this year to make this already big event bigger, safer, and more fun. Working with the city and the target team to ensure safety

3. Marketing

- a. Marketing
- b. Social Media
- c. Communications

6.0 New Business – New business from the floor?



1. N/A

7.0 Next Board Meeting – November 6, 2025

Meeting Adjournment - Entertain motion to adjourn

1. **ACTION: Vote to adjourn the meeting**
 - a. Motion: Mary / Second: Ian
 - b. All in favor
-

Board minutes recorded by: Nicole Hill

Board minutes submitted/approved by: Marty Hartley

Attachment 1:



246 W. 3rd Street, Chico, CA 95928 530-891-0880

October 2, 2025

Dear DCBA Board,

My name is Chris Daniels from Kirk's Jewelry; I am writing to share a brief history of the Art Walk and express my concerns regarding recent decisions affecting this event. I served both on the DCBA Board and the Art Walk committee for many years.

The Art Walk was initiated by Kirk and I to "kick off" the month-long Window Art Walk, an event established by the Chico Arts Commission in the 1990s. The original goal of the Window Art Walk was to showcase local art and artists throughout October. Around 2012, Kirk proposed an evening event, the Art Walk, to host featured artists and enhance the experience with local food and wines. Initially, only businesses on 3rd Street participated. In 2015, the Downtown Business Association (DBCA) took over the event with the aim of broadening community involvement and impact.

The primary purpose of the Art Walk has always been to attract the community downtown and highlight the unique appeal of our local businesses and artists. Over the years, the event has expanded, notably through a partnership with Chico State's Parents Weekend, further increasing its reach.

The Art Walk was originally conceived as a complimentary event, intended as a gift to the community rather than a profit-generating endeavor. Last year, a \$10 per person charge was introduced, solely to cover the cost of glasses, with the hope of simply breaking even. Participating sponsors were also expected to pay \$500 and provide appetizers, often partnering with downtown restaurants, which represented a significant cost to their businesses.

This year, a \$21.50 per person charge has been implemented, in addition to the \$500 sponsor fee per location. I am particularly concerned about the rationale behind the \$21.50 charge per person. I am deeply disappointed by this decision, as the event already incurs substantial costs for businesses, including overtime wages for staff and the purchase of appetizers and supplies. The key benefit for businesses participating in the Art Walk is the opportunity to engage with new and returning customers who might otherwise not visit downtown establishments. *The intent of the Art Walk is not for the businesses to provide revenue to the DCBA.*

I would appreciate the opportunity to review the financial outcomes of this year's event and compare them with last year's figures. I also hope to meet with the decision-makers to discuss the event's core purpose and planning, as well as to strategize for next year's Art Walk to ensure it continues to benefit both the community and participating businesses.

Thank you for your time and consideration of these important matters.

Sincerely,
Chris Daniels
Kirk's Jewelry



DCBA BOARD

Interim General Manager Update

Oct 2, 2025

Updates

- Taste of Downtown: 1350+ participants, and \$40,000+ in revenue (increase from last year)
- Updated website so all participating businesses will have their logo with a link to their website for every event
- Andy Duch will do trainings for our members called "Communicating for Safety" for \$500. I propose that we offer these for \$10/person for members and \$50/person for non-members 2-3 times a year. Location/date to be determined.
- Updated member benefits ideas (starting in 2026):
 - 20% off sponsorships
 - Reduced cost for trainings
 - Listed on our website
 - Ability to participate in events (i.e. Art & Wine Walk)

Sponsorships

- Restructured sponsorship package (see handout or visit website)
- Created contracts for each sponsorship to ensure transparency and signed agreements
- Still reviewing existing sponsorships to confirm obligations are met; consolidating data from multiple sources
- Working on contacting contractors/construction companies right now and businesses that sponsored in 2024 but not 2025

CRM – Salesforce

- 987 accounts and 803 contacts entered
- Continually updating CRM including all vendors from Thursday Night Market and adding all downtown businesses logos so we can update website
- Sponsorship tracking module complete
- Working on adding forms that automatically update Salesforce (fields linked)
- FAQ section built with searchable feature in progress so staff can find answers easily and quickly
- Staff are trained on logging emails, calls, and meetings for improved communication



Operations & Staffing

- Lydia with Caminar has started 9/12 and is working on data entry and office tasks (100 hours at no cost to DCBA)
- Nikko, intern from CSUC, has started and working on events
- Daniel's last day is 10/3/25
- Phoenix Buckman is contracted to help with designing evergreen posts/newsletter on a project basis

Meetings Attended / In Progress

- Holli/CARD: Working together on ice rink and events moving forward
- Brenda/PG&E: sponsorship expectations
- Nichole/Explore Butte County: update on assessment, ideas for member benefits, plan of action moving forward
- Action New Now: partnership with ads moving forward
- Steve/Cal Water: Sponsorship, ideas for DCBA sponsorships
- Carolyn/3Core: Partnership with Young Entrepreneurs going forward
- Greg Scott/Hotel Diamond: meeting lease agreement
- Rocky Cosgrove/Results Radio: ads for major sponsors, working together on Pumpkinhead
- City of Chico: street closures/procedures/holiday decorations
- Several meetings with downtown business owners - feedback on assessment, ideas for DCBA, etc.

Upcoming Events

Art & Wine Walk – Friday, 10/10

- 40+ artists, 20+ wineries, breweries & cideries, 25+ pour stations
- Map done and gone to print
- 271 tickets sold (46 less than day last year but 82% of sales happened in last 8 days last year)
- Marketing plan over the next 10 days for last push includes post highlighting each pouring station, newsletter blast, radio ads, press release, Megan interviewing on the news
- Street closures: 3rd street and some of 2nd



Harvest Sidewalk Sale – Saturday, 10/11

- Calling all participants from 2024 that have not responded to email about this year
- Marketing plan laid out to highlight sales on social media/website and press release
- Updating webpage to include all sales
- Street closures: 3rd street only

Treat Street – Friday, 10/31

- Contacting all businesses that participated last year and haven't responded
- Street closures will be similar to Thursday Night Market

Sustainability & Finance

- Project: We Are Downtown Chico (see attached) to demonstrate support to downtown businesses before the assessment information is released
- Plan to increase volunteers:
 - Contacting businesses/organizations who encourage or even pay their staff to volunteer
 - Created web page for volunteers to apply
 - Using PlanHero software to have all volunteer opportunities in one place
- Sponsorship focus: Megan on event sponsors; Celeste on investor-level sponsors (\$10,000+)
- Still reviewing QuickBooks transactions for cost savings
- Reducing accounts receivable and strengthening processes
- Built Salesforce to track assessment payments with automated reminders (if needed)

Purchases Needed

- Cell phones for 3 staff - contacting Comcast
- We Are Downtown Chico project (see attached)

Needs from the Board

- Volunteer at upcoming events
- Share, post and invite to Art & Wine Walk and our upcoming events