



DCBA Board of Directors Meeting

Date: 11/6/25 Time: 8:00am Place: Chico State, Behavioral Health & Sciences Room 109

Attendees:

Directors: Mary Hartley, Linda Zorn, Anika Rodriguez, Steve Stull, Megan Kurtz, Nicole Hill, Nichole Farley, Shari Anderson, David Selkirk, Ian Macmillan, Pat Macias, Jennifer Ellingson, Thomas Hightower

Staff: Celeste Cramer, Rayce Pipkin

City Liaison: Erik Gustafson, Dale Bennett

Advisors: Marquita Goodman, Holli Drobny

Guests: Chris Daniels, Lina Matey

AGENDA

1.0 Presentations (5-10 min) - NONE

2.0 Collaborator Reports (10 min)

- *City of Chico – Councilmember Dale Bennet:* New Assistant City Manager, Erik Gustafson. Everything else in the city is going smoothly right now, not much to report. Our attempts to fight the settlement agreement were not successful; we'll try again on January 14.
- *Chico State – Megan Kurtz, Shari Anderson:* Wildcat weekend: almost 1,000 people came to Wildcat Preview alone! It was a busy and great weekend. Saturday BBQ was successful; we heard lots of businesses were packed. 1,500 freshmen/families and alumni came! Same plan for next year. AWW was awesome, so thank you to the DCBA. Next Friday 11/14 at 11am, Groundbreaking of the Human ID Lab–these teams serve the entire country, the state, sheriff's office, etc. It's right by the Oasis bar. Please come, RSVP! Shari to send an email link with that and some other updates. Economic impact/Student success report being released on 11/17. As part of CSU Chico's strategic plan, they're sending out the option to the community about how to get involved in what's happening in our community, advocacy for our community.



- *Butte College – Linda Zorn*: Enrollment is up 17% as opposed to previous years. Close to get our state funding restored! Out of 106 community colleges, butte is number 3 for transfer rates–super proud of that increase–36% over 8 years (doesn't include CT programs going into trades, too). 50% of students experience food insecurity and LOTS of students are food insecure, so we're doing what we can to help.
- *CARD – Holli Drobny*: Ice Rink is (almost) here! Opening day is 11/14. Training days leading up to that. This year we're introducing the "Gobble Games" at the Ice Rink on 11/20–all thanksgiving themed for the community. 12/12 is Polar Express Night–ride on a little train. Wildcat Takeover night with President Perez riding the zamboni.
- *Chamber of Commerce – Molly Kopta (update sent via email)*: Tuesday, November 18 – we will be hosting an instructional webinar advising business owners and operators on how to implement SB 1383 – California's Organic Waste Reduction and Food Waste Recovery Law. This law impacts multi-family home property owners and managers, as well as food-producing businesses. Information about this will be sent out this week and circulated to key members. Friday, January 23 - Chico Chamber of Commerce Annual Member Dinner and Business Awards Ceremony. Offices will be closed Veteran's Day – 11/11.
- *Explore Butte County – Nichole Farley*: The Sports Tourism Master Plan will be presented to the EBC Board of Directors next week. Our marketing team is busy preparing for Holiday and Winter promotions. Jan/Feb is the slowest times for hotels, but really for all businesses, so we're trying to drive overnight visitation and promoting eating and shopping locally. We are building a cooperative program for marketing partnerships with local business advertising on Butte365 and collaborative opportunities with influencers–hoping to make that more sustainable and monetizing in the future.
- *MONCA - Pat Macias*: Blue bag food program at the museum–drop off food! Dance classes are starting soon–couples classes, Creekside Ballet doing draw and dance. Veterans show coming soon on 11/14 6-8pm (music, food, art, time to thank our service people). Gingerbread house contest coming soon–contact Pat if you're interested.
- *City of Chico – Arts Commission - Marquita Goodman*: Fall for the Arts Gala was on 10/17–it was wonderful to have a space for artists and gathering around art.
- *Nicole Hill – Stoble added*: Speaking of current food insecurity with folks' SNAP/EBT benefits getting cut, Stoble is offering a special for anyone who has lost their benefits. Show your SNAP or EBT card (NO cost associated, this is just to show that you're enrolled in one of those programs) and you get a drip coffee and overnight oats completely free,



per person, per day until benefits are reinstated. We'll do our best to ensure we have enough each day, but we'll give out this meal all day from 7am-4pm or until we run out each day and can make more. Please share with anyone you think could benefit from this! I'll send the info to the full board post-meeting.

3.0 Consent Agenda (5 mins)

3.1 Board Meeting Minutes, October 4, 2025

ACTION: Vote to approve Board Meeting Minutes

Motion: Steve / Second: Anika. All in favor.

3.2 October 2025 Financial Reports - Treasurer Ian MacMillian: As of 11/5, our bank account is looking good—up 107% from last year. The rest of the events for the year don't really bring in money, so this will help pay salaries and keep the lights on. TNM revenue was up 8%. Event sponsorships are up 121%. The finance committee is working on a 2026 proposed budget. The current budget does include the last bit of funding from the City. We're including \$100K in assessments in this budget that will hopefully go through. The finance committee will meet one more time and present to the board before our December meeting.

Note from Nicole: it's been communicated and reported that we have an approved 2025 budget. We never approved a 2025 budget. At this point, I'm not sure we need to, but we cannot reference an approved budget that we don't have.

ACTION: Vote to approve Financial Reports

Motion: Anika / Second: Linda. All in favor.

4.0 Action Items (5 mins)

4.1 Discussion of Art & Wine Walk:

- Celeste: recap—1,175 paid participants (more including non-ticket holders), up by more than 100 ticket holders from last year, even considering the higher ticket rate. It was a more mature group of participants this year, so the event felt calmer, but more successful. We may work with distributors in addition to local wineries/breweries to



make it work in the future—we didn't have enough local beer/wine and the cost is significantly larger going forward.

- Anika: As a retailer, it was the best AWW we participated in. We only had water but people were HAPPY about that. Sales were up 50% during those hours. David: agreed, a better crowd. We were just open, but it was still great. There was a band in front of my store so it was hard to hear, but I'd love to be a part of it next year. Anika: will it be more financially accessible for businesses to participate in the future? We could look at Folsom as something to aspire to.
- Chris: It went well, I'd love to see the financials, because it was a HUGE expense for businesses. Would love to see the option for businesses to be partially reimbursed for costs. I would also appreciate a little more planning, brainstorming and more time for decision making in the future. Remember that the original intent was to be a gift to the community, so keep participant cost down is important.
- Steve: It seemed like we hit the sweet spot for ticket prices, we should focus on sponsorships and be more strategic about the way we're bringing in money in the future for AWW.

5.0 Assessment Update (5 mins)

Update from Nichole F: Small edits needed, but being wrapped up hopefully next week—will send updates to the Executive Committee for review before the entire board reviews, then we can present to the City when we're all on the same page in 2026. Our board will likely not vote on assessments until January. Ian: Can we vote on this in 2025 for fairness for businesses paying their assessment with their license? Nichole: No, the timeline with the city would push us out to at least Q2, if not later. The board should consider looking at changing our fiscal year to go along with the City's. Most of the 2026 budget is aligned with our events revenue. It is likely that the assessment fees will not change until June 2026. We likely will not be able to hire a marketing person until we get this assessment funding passed, which is important and a big concern.

6.0 DCBA Welcome Center Updates (10 minutes)

General Manager Update, Celeste Cramer: Introduced Rayce to everyone. \$25,000 sponsorship coming soon. Board application form is available. The form for submitting to the DCBA newsletter is live too. Interviewing a Butte College student (Dreamer program) for event help in



the future, 150 hours per semester. New intern starting today from Chico State. Office closed Thanksgiving and the day after; office will close 12/23-1/5 for cleaning, inventory, and 2026 planning. The “We are Downtown Chico” campaign is going well, with positive feedback so far, even from Zone B businesses. Nichole asked: Do you have forms for “how did that event go” for businesses/participants? Celeste: not yet, but definitely will be considered in the future.

General Manager’s Update is attached for more information.

7.0 New Business (15 mins)

- Discussion of new criteria for board members moving forward:
 - Mary: What we’re currently looking at/considering: If you’re going to apply to be a board member, what are the commitments? Currently, according to our bylaws, if you miss 3 consecutive meetings, you are off the board.
 - Celeste: proposing an element of either donation commitment or volunteer commitment. Proposing that every board member commits to volunteering to 3 events per year, or a certain amount of hours, or something similar
 - Nicole: I strongly advise against there being a mandatory financial component of being a board member. Times are tough for everyone, especially small business owners and employees who make up the majority of our board, so I would not want to see a barrier to entry for someone wanting to get involved simply because they can’t afford it.
 - Celeste: We could do something like asking each board member to bring in a certain amount of money per year (either themselves or via sponsorships) so the money doesn’t have to come from each board member specifically, but each board member would commit to bringing that amount of money in each year. Or it could be that the board as a whole commits to bringing in a certain amount each year. There are several different ways other non-profits set this up.
- Election process:
 - Due to time constraints, this will be discussed in our closed session board meeting.
- New meeting length - 90 minutes:
 - Nicole: I brought this to Mary’s attention because until the past few months, our meetings were always 90 minutes long. This is not new and we frequently run out of time for the full agenda’s worth of information with only 60 minutes available.



- Mary: reminder to the entire board of what is appropriate to discuss in normal board meetings vs. closed sessions. There were board members who stated in a public forum that we should let a contractor go, and that was not a board supported opinion. It caused complaints and issues. Mary stated contracts and contractor partnerships should not be discussed in the open forum, and that every board meeting each month should have a closed session after the open forum portion.
- Nichole/David: disagree with Mary regarding discussing contracts. If a contractor is doing what they're contracted to do or not is perfectly acceptable to discuss in normal board meetings.
- Nicole: propose we continue this discussion in our closed session and to be cognizant of what we talk about and how during our meetings.

ACTION: Motion to revert to 90-minute board meetings each month

Motion: Ian / Second: Nichole. All in favor.

- New business – Chris Daniel's board application
 - Mary: Chris was informed of the process to apply for a board seat and how to request to be on the agenda, but neither action was completed. Chris sent communications to Celeste to be appointed to the board for the remainder of this year's term. The executive committee decided that with board elections coming up this month and the term ending in about 4 weeks, it didn't make sense to add new members to the board at this point, and communicated that to Chris 3 different times.
 - Chris: Appreciative of the executive committee members stepping up during an uncertain time and doing a lot of work, but also feel as if they overstepped by not bringing her request to be appointed to the board to the entire board.

ACTION: Motion to bring Chris onto the board through the end of 2025

Motion: Nichole / Second: Steve. In favor: Linda Zorn, Anika Rodriguez, Steve Stull, Megan Kurtz, Nichole Farley, Shari Anderson, David Selkirk, Ian Macmillan, Pat Macias, Jennifer Ellingson.
Opposed: Mary Hartley. Abstained: Nicole Hill

8.0 Adjourn meeting - next Board Meeting – Dec 4th, 2025



ACTION: Vote to adjourn the meeting - Motion: Nicole / Second: Ian. All in favor.