



DCBA Board of Directors Meeting

Date: 12/4/25 Time: 8:00am Place: Chico State, Behavioral Health & Sciences Room 109

Attendees:

Directors: Mary Hartley, Linda Zorn, Megan Kurtz, Nicole Hill, Nichole Farley (virtual), David Selkirk, Ian Macmillan, Pat Macias, Jennifer Ellingson, Thomas Hightower

Staff: Celeste Cramer

City Liaison: Dale Bennett

Advisors: Erik Gustafson, Dale Bennett, Holli Drobny

Guests: Dustin Vaught, Angelina Matey

AGENDA

1.0 Presentations (5-10 min) - NONE

2.0 Collaborator Reports (10 min)

- *City of Chico – Erik Gustafson:* Very impressed with Christmas Preview and now we have the Community Tree Lighting coming up.
- *City of Chico – Dale Bennett:* City hired a new law firm and a city attorney out of the office in Citrus Heights called Jones Meyer. They come recommended and will have regular office hours out of the City of Chico office.
- *Chico State – Megan Kurtz:* Numbers for the spring semester are looking good – up by 3%. The Chancellor's office came out with a report to get us through until 2030. Highlights the great aspect of the CSU.
- *Butte College – Linda Zorn:* Annual report has been published – including the partnership with DCBA. (Linda handed out report).
- *Explore Butte County – Nichole Farley:* No update.
- *3Core – Luis Moreno:* Met with DCBA about the Young Entrepreneur Initiative and we are moving forward with the proposed budget for 2026. Will start recruitment in January.
- *MONCA - Pat Macias:* We have an exhibition on Friday and we are doing a News Year Eve Party from 6-10 pm. Music, DJ, food and drinks.



- *CARD - Holli Drobny*: Christmas Preview went so well. Ice Rink is doing well with gobble games, Polar Express night, Tree Lighting and other events. Plus CARD is doing brunch with Santa this week.

3.0 Consent Agenda (5 mins)

3.1 Board Meeting Minutes, November 6, 2025 – pulled minutes from the consent agenda

3.2 Closed Board Meeting Minutes, November 21, 2025 – pulled minutes from the consent agenda

3.3 Financial Reports & 2026 Proposed Budget – Ian Macmillan: Net income for Nov 1 – Dec 2, 2025 we had a loss of \$7054, and last year the loss was \$21,200 during the same period. Ian confirmed that for the DCBA it is normal due to no events, ticket events, etc. The balance sheet is \$154,892, and last year it was \$58,730. Ian stated that he sent an email with a new chart of accounts. Requests to move voting on the budget to next month to continue to work on that.

ACTION: Motion to approve financials Nov 1 – Dec 2, 2025

Motion: Linda / Second: Mary. All in favor except Nichole F. and Nicole H., motion passed

Decided to vote on 2026 budget to the January meeting

4.0 Action Items (5 mins)

4.1 Elections Update:

- Celeste: As of today, 3 people have applied. Celeste is actively recruiting and meeting with potential board members. Feedback is that monthly meetings are hard for business owners.
- Mary: We all need to be recruiting people right now. Mary clarified that if someone leaves the board, the DCBA Board is not required to fill that seat until the next voting period.

5.0 Assessment Update (5 mins)

Update from Nichole F: Assessment needs to go to approval by the DCBA board in January and then meetings with the City of Chico to review, then it goes to City Council, and then resolution of intent triggers 45 days of business protest period. Then after that it goes back to City Council.



Megan K: In the month of December, can we get more people at that assessment meeting since your board term is coming to an end? Nichole agreed.

6.0 DCBA Welcome Center Updates (10 minutes)

Celeste Cramer, General Manager: The candy canes and holiday banners are up. Thank you to North Valley Tree Service for their volunteer hours hanging those for us.

We have received great feedback on the Christmas Preview from vendors, businesses, and participants. One of the things that was different is that we added more entertainment, which is something we will be doing going forward with our events. Small Business Saturday went well and the raffle and ChicoBag giveaway were a hit. The Community Tree Lighting will be a smaller footprint for street closures than Christmas Preview but we will have cocoa, face painting, letters to Santa, a fire-dancer, chorus, etc. There will be a stage with lighting since lighting is an issue in the winter.

Trying to keep out vendors that are not approved at the events is a large issue (light-up toys and hot dog vendors), and the police said to contact code enforcement, and code enforcement said to contact police, so we need a better plan moving forward.

Celeste let the board know that we will need demographics of the board for the Candid site to show the diversity of our board and that each board member can decide if they want to answer. Celeste will send out to the board members that are staying and then to the new board.

See the General Manager's update attached for more information.

7.0 New Business (15 mins)

- *3-day Project Review Event for the Downtown Revitalization Project, Linda Z:* Linda asked how we are participating. Decided to send out to all business owners to make sure they know about event. Celeste will make sure it is announced and that they only need to drop in to make suggestions.
- *Request for Board Member to speak on behalf of DCBA at the January City Council Meeting regarding the Architectural Review Board decision, Nicole H:* Nicole wanted to ask if she could speak on behalf of the DCBA due to the appeal stating that any new business that wants to open must get approval for murals by the Architectural Review Board when they already have to get approval from the City of Chico already. It was



decided that any board member could speak to the city council, but not on behalf of the DCBA, only as individuals. Celeste offered to add info to the DCBA newsletter if Nicole H wanted to write something up.

- *January Board Retreat, Linda Z:* Linda wanted to make sure we have this on our radar so we can do board development, etc. She suggested January being the best month for that. Nicole H said that in the past it was from 8 am – noon with snacks. She said that they did break out groups and it was time to answer questions.

8.0 Adjourn meeting - next Board Meeting – January 8th, 2026

ACTION: Vote to adjourn the meeting - Motion: Linda / Second: Mary. All in favor.



DCBA BOARD

General Manager Update

Dec 4, 2025

Updates

Holiday Decor

- Holiday banners and candy canes are up downtown - thanks to North Valley Tree Service

Christmas Preview

- Extremely positive feedback (“one of the best yet”)
- Issue with outside vendors selling light up items and hot dogs - working with code enforcement/law enforcement to prevent this moving forward
- Need to work with a group (like Rotary) to get more help next year

Small Business Saturday

- Went well - the marketing, giveaway and ChicoBags helped draw attention to the event

Community Tree Lighting

- Chorus, Santa, fire dancer, etc. will help make this event entertaining
- Encouraging spending money downtown Chico with ChicoBags
- Have more volunteers signed up than any previous event - going to try to keep increasing that for all future events

Going into effect: Member Benefits – Proposed for 2026

- 20% off sponsorships
- Reduced training fees (trainings offered throughout year, including marketing, de-escalation, etc.)
- Website listing
- Access to participate in DCBA events (“We Are Downtown Chico” Campaign, Art & Wine Walk, etc)
- Eligibility to serve on Board and vote

Sponsorships

- Creating standardized electronic sponsorship agreements for each level of sponsorship (goal is to complete by 1/1/26)
- Working on a long list of possible sponsorships - special thanks to Steve Stull for list of possible donors

CRM – Salesforce

- 1152 accounts and 1110 contacts entered
- Working on updating sponsorship opportunities section to be more effective



- Now that staff can do basics on SF, we will be doing an in-house training during our holiday break to use the CRM more effectively in the new year

Operations & Staffing

- Updating Rayce's job description and title (Office and Logistics Asst. Manager)
- Staff evaluations will be done in the next two weeks
- Eva started who is a Butte College student (150 paid hours through Dreamer program)
- Work days set aside to organize office, clean/organize basement, do inventory and plan 2026
- Working on recruiting board members

Sustainability & Finance

- Working on getting investor sponsorships (Race Communications will be between \$5-\$10K but encouraging the higher amount)
- Contacting businesses with outstanding invoices to close year-end
- Finishing reporting out on Healthy Communities Grant
- Finished and presented budget for Young Entrepreneurs Initiative - waiting on 3Core for approval

Marketing

- Phoenix worked on all holiday events and reels/posts which are doing great
- Last 30 days Facebook Insights: views up 96%, interactions up 244%, and up 336 more followers
- Last 30 days Instagram Insights: views up 44%, interactions up (6.2K), and up 343 more followers
- We Are Downtown Chico is getting extremely good responses on social media and positive feedback from businesses

Needs from the Board

- Demographics for Candid site (need to show board diversity) - will email out the form

Upcoming Events

- Community Tree Lighting - Friday, Dec 5th 6-8 pm
- Office Closed - Dec 23-Jan 5