



DCBA Board of Directors Meeting

Date: 2/5/26 Time: 8:00am Place: Chico State, Behavioral Health & Sciences Room 110

Attendees:

Directors: Mary Hartley, Linda Zorn, Anika Rodriguez, Megan Kurtz, Ian Macmillan, Pat Macias, Lili Da Silva, Dylan Bond, Ron Linzy, Sally Macmillan, Val Reddemann, Mitch Kidder

Staff: Celeste Cramer

Advisors: Erik Gustafson, Holli Drobny, Luis Moreno, Molly Kopta

Guests: Bobbie Pipkin, Lina Matey, Nicole Hill, Leanne Powell, Jill Bailey

AGENDA

1.0 Welcome - Welcome new board members and thank you to former board members.

2.0 Collaborator Reports (10 min)

- *City of Chico – Eric Gustafson:* We are working with Chabin Concepts on guiding a City Plan. We are moving forward with Entertainment Zone for downtown Chico and Meriam Park. The next step is Eric will draft an ordinance and take to City Council late March. The City is working on cleaning up Lindo Channel.
- *Chico State – Megan Kurtz:* Enrollment is trending up. We have census this week so we will know the actual numbers on campus. We are climbing out of the deficit we have been in since 2018. On Feb 18 at 8:30 am in the BMU 203, the CSUC is hosting the downtown businesses for presentation about the state of the CSUC.
- *Butte College – Linda Zorn:* (on Zoom and inaudible report)
- *Chamber of Commerce – Molly Kopta:* Working on annual dinner and State of the City event. All information is on our website.
- *Explore Butte County – Lina Matey:* We have some exciting things happening like refresh branding for EBC. In the future, I will just be updating on Travel Chico going forward. Survey coming out about how Chico should be marketed.
- *3Core – Luis Moreno:* Tri Counties Bank will be funding the Young Entrepreneur Program.
- *MONCA - Pat Macias:* Currently we have the Snow Goose show. Museum weekend is coming up Feb 28 & March 1. We are having a gala on March 21st at the Fairgrounds.



- *City of Chico – Arts Commission - Bonnie Pipkin:* We have our strategic planning meeting coming up on Feb 21 and one of the topics I am bringing up is how we can support ARTober Fest. All COBA are is going to be auctioned at an event – more information to come.
- *CARD – Holli Drobny:* We are working on Spring programming and our summer camps. I will share the survey with Celeste to send out about the ice rink to get your feedback.

3.0 Consent Agenda (5 mins)

3.1 Board Meeting Minutes, January 8, 2026

ACTION: Vote to approve Board Meeting Minutes - Motion: Anika/Ian. All in favor.

3.2 January 2026 Financial Reports - Treasurer Ian MacMillian: We are up about \$35,000 as compared to last year in our bank account. Net income for last month was negative but that is normal for this time of year. This month marks that last month that income does not coming in.

ACTION: Vote to approve Financial Reports – Tabled due to report being from 1/1/26-2/3/26 instead of 1/1/26-1/31/26

4.0 Action Items (5 mins)

4.1 Financial Management Policy: Discussed that the DCBA has had three financial policies so we are defining some policies and solidifying some of the policies in one document. We are also updating due to the current policy not being California compliant. Changes: remove using credit cards.

ACTION: Vote to approve Financial Management Policy and revisit after re-doing bylaws - Motion: Anika/Ian. All in favor.

4.2 Board Code of Conduct Policy: At the board retreat, we discussed Code of Conduct and made those changes that were suggested.

ACTION: Vote to approve Code of Conduct Policy - Motion: Val/Megan. All in favor. Anika opposed.

4.3 Nominations & vote for Executive Board seats:



1. Mary nominated Val Reddemann (Blue Flamingo Group/DCBA member) for President
(Motion: Anika/Megan. All in favor)

2. Mary nominated Lina Zorn (Butte College/non-DCBA member) for VP-Events (Motion:
Mary/Ian. All in favor)

3. Mary nominated Ian Macmillan (Plumas Bank/non-DCBA member) for Treasurer
(Motion: Mary/Megan. All in favor)

4. Mary nominated Mitch Kidder (Johnny On The Spot/non-DCBA member) for Secretary
(Motion: Mary/Dylan All in favor)

5. Mary nominated Sally Macmillan (The Music Connection/DCBA member) for VP-HR
(Motion: Mary/Ian. All in favor)

4.4 Committee for 3-year plan: Linda Zorn, Megan Kurtz, Sally Macmillan and Val Reddemann
will be on the 3-year plan. Advisors who requested to be on – Eric Gustafson and Lina Matey.
Staff – Celeste. The committee will workshop and bring to the board.

ACTION: Vote to approve committee members - Motion: Ian/Megan. All in favor.

4.5 Committee for updating bylaws: Mary Hartley, Linda Zorn, Val Reddemann, Megan Kurtz, and
Lia Juhl

ACTION: Vote to approve committee members - Motion: Anika/Kristina. All in favor.

5.0 Assessment Update (5 mins): Celeste has to recopy the entire document due to the way the
document was formatted. Eric has the draft and is running in by City Attorney.

6.0 DCBA Welcome Center Updates (10 minutes)

General Manager Update, Celeste Cramer: 1) Gave update on the Board Retreat, 2) Updated
everyone on working with the city on a validation program for parking – will get more information
after meeting with the city, 3) We got a \$15,000 sponsorship from Xfinity which leaves us with
\$35,000 left for sponsorships and goal is have that done by end of March, 4) We are getting YEI
applications out this week (gave overview of program), 5) Staff discussed how many vendors we
need to include Main St and City Plaza and we 200 (we currently have 45 vendors).



General Manager's Update is attached for more information.

7.0 New Business (15 mins)

- New location for board meeting (Anika): Anika expressed that the reason is because she wanted to activate the downtown businesses. Several people liked staying at CSUC because it's a neutral location. ACTION: Anika will make a list of possible places and bring to the meeting that can hold at least 30 people and has ability to have people Zoom in.
- State of Downtown (Erik): Erik brought up that the city council is very concerned about the closing of many businesses. Discussed some of the problems about downtown (homeless, parking, empty buildings, marketing). Mary and Lili spoke about the parking and problems with building owners being the biggest problems.

8.0 Adjourn meeting - next Board Meeting – March 5, 2026



DCBA BOARD

General Manager Update

Feb 5, 2026

Updates

2026 Dates

- Still waiting for City of Chico to get back about our 2026 dates/maps

Update All Downtown Businesses

- Still working on connecting with all downtown businesses to:
 - Get updated contact info
 - Teaching them how to get their City of Chico business license
 - Handing out rack cards
 - Discussing how we can include them in 2026 events

First Business Ed Program - March 9th

- Andy Duch is facilitating "Communicating for Safety" from 9 am - 12 pm
- Social Club is donating venue (1001 Main St)

Thursday Night Market Vendor Apps Open

- 42 Submissions so far
- Working on a plan for how many additional vendors we need to expand to Main St

CRM – Salesforce

- 1191 accounts and 1158 contacts entered
- Adding all sponsorship opportunities to track status

Operations & Staffing

- Still working with CSUC and Butte College to get 15-20 paid interns through their programs (like Americorp)

Sustainability & Finance

- Megan and I working on contacting all sponsorships now to solidify by end of March
- New Sponsorship: \$15,000 from Xfinity, \$5000 from a foundation (Friday Night Concerts)
- Main focus for the next month is sponsorships
- Working on solidifying in-kind sponsorships for the year (media, Johnny on the Spot, Waste Management, etc.)

Marketing

- Phoenix gained access to our ad manager on Meta so we can run ads



- Working on marketing for TNM vendor apps, We Are Downtown Chico campaign, and business ed program
- Working on updating website page by page

Needs from the Board

- Demographics for Candid site (need to show board diversity) - for any board member who didn't fill it out at retreat
- Ideas for sponsorship opportunities
- Signed Code of Conduct
- Spread the word: Business ed program and vendors for Thursday Night Market

Upcoming Events

- March 9th - Business Ed Program