BOD Meeting Minutes
Thursday, February 6, 2025
Meeting Time: 8:00am
Meeting Place: Hotel Diamond Downstairs Conference Room

Attendees:

Directors: Greg Scott, Shari Anderson, Pat Macias, Nicole Hill, Mary Hartley, Brenda Narayan, Michael Lee, Ian Macmillan, Steven Stull, Nicole Johnston, Linda Zorn

Absent: Liza Tedesco, Nick Andrew, Thomas Hightower, Julie Lengerich

City Liaison: Jennifer Macarthy

Advisors: Nichole Farley

Staff & Volunteers: Debbie LaPlant, Audrey Taylor

Guests: Kelly Lesser, Lara Panganikban

AGENDA

President Greg Scott called the meeting to order promptly at 8:00 am with welcome and roundtable discussions. No guest presentations were schedule Greg requested updates from city and collaborator organizations:

- City of Chico, Jennifer Macarthy – City is working closely with DCBA to prepare for an annual assessment increase, first since started in 1975. The city business license system is old and does not have features to quickly sort an adequate list of businesses for downtown. Staff is currently working to get an update list for handling the assessment. There is a new system planned for future, but it is not in place. The goal is to complete the list this week, identify who does not have a license or paid their assessment fees. Week of 17th notice will be sent to those who have not paid for their licenses. Going to get the best list we can to move forward.
- Shari Anderson – Distinguished Alumni will be March 7, her Board will be in town, they are taking over 5th Street, Momona and Silican Café. All staying at Hotel Diamond. March 1 Choose Chico. At the annual meeting the suggestion of more on the community, they started to do that with social media. President intern has offered to provide DCBA and business a student's perspective of downtown, Shari working on this.
- Linda Zorn – Shared Butte College enrollment was up 10%. March 8 Butte College Annual Gala.
- Nichole Farley – reported on Sports Tourism, her board voted on budget and will be expanding public relations, international, doubling advertising and expanding Museum weekend to a month.
- Pat Macias -

1.0 Consent Agenda

President Scott called for questions, discussion on any items in the consent agenda packet. With no questions, President Scott called for motion to accept the consent agenda, board minutes and financials.

M/S Nick Andrew/Shari Anderson, all voted in favor.

2.0 Action Items

2.1 Vacant Board Seat. President Scott shared that Emma Martin has stepped down from the board due to family commitments. President Scott recommended that Advisor Linda Zorn, who is actively involved with DCBA on the Placemaking Initiative, be appointed to complete Emma's term.

M/S Liza Tedesco/Nichole Hill, all voted in favor.

3.0 2025 Planning Session

3.1 Board Planning Packets were pre-distributed to Board members. The Board reviewed:

- Each of the four Focus Areas: Marketing, Events, Placemaking and Organizations
- Critical Issues & Priorities of Focus for DCBA in 2025 (not marketing & event oriented)

The Board suggested, volunteered, and confirmed:

- Adjustments to the plans presented
- Agreed to meet with staff on specific events such as Thursday Night Market
- Assist with sponsorship targets
- Confirmed critical issues and priorities
- Assist with structuring a 2025 narrative for DCBA and Downtown

Due to time, the Board did not take up the proposed budget. The proposed budget will be considered for review and a formal vote during the February Board meeting.

Refer to the attached for planning session discussions and adjustments. As adjustments are made to specific events or initiatives, revised work sheets will be provided to the Board.

President Scott call for motion to adjourn meeting

- M/S Nicole Hill/Mary Hartley, 10:03 meeting adjourned.

Respectfully submitted,

Brenda Narayan

Brenda Narayan, DCBA Secretary