

BOD Meeting Minutes
Tuesday, March 19, 2024
Meeting Time: 7:30
Meeting Place: Hotel Diamond Downstairs Conference Room



Attendees:

Directors: Greg Scott, Chris Daniels, Nicole Hill, Pat Macias, Emma Martin, Steven Stull, Mary Hartley, Thomas Hightower, Julie Lengerich, Ian Macmillan

Directors Absent: Shari Anderson, Liza Tedesco, Nicole Johnston, Kate Pinsonneault, Michael Lee

Advisors: Nichole Farley, Mike Egbert, Dale Bennett, Nick Andrews

Staff & Volunteers : Lucia Mercado, Vanessa Ortiz, Debbie LaPlant Moseley, Audrey Taylor

Guest: Lt. Ben Love, Chico City Police

AGENDA

Call to Order & Welcome, President Greg Scott

Introduction – Megan Kurtz, Chico State Director Community Relations & others in attendance

NOTICE – March 19, Council Meeting, 6:00 City Hall. One year report was delivered (attached), presentation tonight at City Council. Council to decide on Year Two funding.

NOTICE – Posted yesterday and being sent to all downtown businesses is announced of the National Main Street & American Express Backing Small Business Grant program. Downtown businesses may apply for \$10,000, application link on website, pass along to your neighbors.

Constant Contact sent out on 3/19/24 - more to come.

NOTICE – Liza Tedesco and Audrey Taylor have been working with the Training Center since last year to create a certificate curriculum for De-escalation Training. That training curriculum is ready. 8 hours of training, 2- 3 hours sessions, 1 – 2 hr. session starting April 1, April 8 and April 15. Open to all businesses and their employees. Training for Ambassadors and DCBA staff. Cost: \$25 per attendee. No more than 25 Need downtown location. Please spread the word. More information to come...

1.0 Consent Agenda

1.1 Financial Reports Action: Discuss, review, motion/second and vote to accept the report.

M/S - Nicole Hill/Ian Macmillan

2.0 Areas of Focus 2024 – Organization Rebuild

2.1 Executive Committee Report – Greg Scott

- 1) Executive Committee recommends appointment of Nick Andrew to board position open due to resignation of Mollie Openshaw.
- 2) Executive Committee recommending appointment of Megan Kurtz, Chico State, Director Community Relations as Advisor. Megan has been on campus for 18 years, bringing lots of value to our BOD.

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- 3) The Executive Committee recommends establishing a Fundraising Committee to work with Audrey & Debbie. Assessments for 2023 were about 25% collection.. DCBA used to collect about \$40,000 in assessments. Only events raising funds currently are FNC & TNM. [Greg Scott appointed Ian Macmillan](#)

Action: Discuss appointments, call for motion, second and vote.

[M/S - Steven Stull/Nicole Hill](#)

2.2 Sustainability Finance Committee – Greg Scott. Adding President to Committee, set date to begin strategy development. Committee members are Nicole Hill, Nichole Farley, Mike Egbert, Nick Andrew, Greg Scott, Audrey Taylor.

2.3 Office – Welcome Center Report – Debbie LaPlant Moseley

Opening on April 2nd / Fully functioning by Aug 1st

3.0 Areas of Focus 2024 - Placemaking

3.1 Complete Street Update – Greg Scott Next Phase – DCBA focus on Business Continuity and Assistance to downtown businesses. How can we build a plan that allows for businesses to make it through the construction phase of the project?

Steven Stull - make sure we have a seat at the table when they begin to discuss contracting services. Important to petition for nighttime work!

Dale Bennet - encourages DCBA to keep a close eye on the City of Chico to assure that the construction process moves forward carefully. No definite deadline was set for the planning crew.

Where will funding come from if not grants? 1) Active Transportation Budget, 2) Improvement for Pathways like the bike paths.

Greg Scott and Steven Stull will be putting together a committee to further discuss how DCBA moves forward.

3.2 ABC License – Survey, need businesses to respond to take to City Council.

On the agenda for the City counsel - Private events allowance to drink and serve alcohol. Type 48 license up for vote - Example is crazy horse. Type 47 license allows for alcohol sales with substantial sales from food.

Survey sent out through DCBA stakeholder's constant contact - DCBA to send a Jasmine to post on Social Media - stories on Facebook & Instagram

3.3 Choose Chico – April 4 to 8th. Clean up downtown, welcome parents.

Plaza – homeless campers, bathrooms – need to be cleaned up before April 4 and April 11 Thursday Night Market kick-off. Clean bathrooms will be critical for the Welcome Center.

Other information:

- City, AB 1383 – Organics waste, recommend having Linda Herman present to the Board on the enforcement of State regulations and addressing the business waste receptacles.
- Street Banners

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Areas of Focus 2024 – Marketing & Communications

3.1 Staff Report – Social Media, Newsletters & Marketing – Debbie LaPlant

4.0 Areas of Focus 2024 – Events & Promotions

4.1 Staff Report – Thursday Night Market, Friday Night Concert, Slice of Chico & Sponsorship Opportunities – Lucia Mercado

5.0 New Business – Any new business from the floor?

6.0 Adjourn – 9:10 am