



## **DCBA MEETING MINUTES**

Thu, 05 Mar 26

### **Presentation**

- Parking validation presentation postponed to next meeting
- PBID presenting to council on March 17th - may eliminate need for parking validation

### **Introductions**

- Val Reddmann (Blue Flamingo) - Board Chair
- Mitchell Kidder (Johnny on the Spot) - Secretary for DCBA
- Ian McMillan (Plumas Bank) - Treasurer
- Erik Gustafson (City of Chico) - Assistant City Manager, Advisory Board Member
- Dale Bennett - Vice Mayor, City of Chico liaison
- Anika Rodriguez (PBID) - Director
- Jeremy Edmond and Sergeant Bailey (Chico Police) - Downtown Target Team
- Lina Matey (Travel Chico) - Specialist for Explore Butte County
- Marquita Goodman (Arts Commission) - Advisor
- Lia Juhl (Peters Law Firm) - Board Member
- Luis Moreno (3CORE) - General Manager
- Linda Zorn (Butte College) - Second Vice President
- Celeste Cramer (DCBA) - General Manager
- Mary Hartley (Tomfoolery) - Board Member

### **Collaborator Reports**

#### **City of Chico (Erik Gustafson)**

- Downtown revitalization project open house completed (3 days, Municipal building)



- Next phase: QR codes in right-of-way for 3D model viewing of design concepts
  - Timeline: within next few weeks to a month
- Entertainment zone for downtown and Meriam Park moving forward
  - Mayor Reynolds agenda item for full council approval
  - Ordinance drafted, city attorney provided minor comments
  - Working groups to begin soon
  - Modeled after Red Bluff's successful program
- Homeless enforcement update:
  - Lindo Channel enforcement completed (Holly going east)
  - Legal Services objection complicated full channel clearing
  - Plaza closed for maintenance, reopening for Choose Chico weekend
  - Service-resistant individuals moved to City Hall/Wall Street area
  - Next enforcement operations are being planned

#### **Chico Police Downtown Target Team (Sergeant Bailey)**

- Coming out of settlement agreement, proceeding cautiously to avoid re-injunction
- Targeting chronic offenders impacting downtown businesses
- Recent cases:
  - Mr. Gray Wolf: in custody with restraining order (155 yards from business)
  - Mr. Van Tifflin: held under Prop 36 (narcotics-related offenses)
- Foot patrols during Thursday farmers market (2-4 officers)
- Ranger Holmes on duty Saturdays for plaza events
- Citizen's arrest requirements for lower-level misdemeanors:
  - Officer must witness crime OR victim signs citizen's arrest
  - Felony crimes have different arrest rules



- New trespassing program launching:
  - Business owners can file forms with notarized signatures
  - Requires proper signage with hours of operation
  - Police can act as agents during non-business hours
  - Forms available on city website within next week

#### **Butte College (Linda Zorn)**

- Enrollment back to pre-Campfire levels
- Funding released at perfect timing as harm reduction funding ends

#### **PBID (Anika Rodriguez)**

- Fresh paint/refresh program launching
  - Collaboration with business owners for pressure washing, painting
  - Pre-approved contractors and permits
  - Initial PBID investment with 3CORE partnership
- Park and go program development:
  - 30-minute free parking in Zone A
  - Short-term solutions while working with engineers
  - Seeking DCBA collaboration and support

#### **Chamber of Commerce (Molly)**

- Event tonight with Paradise Ridge Chamber at Paradise Rubrics
- Moving offices from Fourth Street to Silverstein building second floor
- Supporting Entertainment Zone initiative with factual communication
- Young professionals event next week

#### **Travel Chico (Lina)**

- Content creation with Chico State for Choose Chico weekend



- Tabling at First Bloom instead of Choose Chico (program-only tabling)
- Survey coming for business input on representation
- Most visitor spending occurs downtown
- Open to renewed collaboration with DCBA

### **3CORE (Luis Moreno)**

- Young entrepreneurs program: 5 youth signed up, goal 10-20
- 4-week program culminating in Thursday night market sales
- Partnering with PBID on fresh paint program as fiscal agent
- Offering low-interest loans for building improvements not covered by PBID funds

### **Arts Commission (Marquita Goodman)**

- “Number Two Old, Number Two Young” student artwork show
- West Bucket puppets workshop and performance from Portland
- Art auction fundraiser March 21st at fairgrounds
- April 26th auction for alley murals at the barn

### **Consent Agenda**

- January minutes and February financials approved
- Financial highlights (Ian McMillan):
  - Current bank accounts: \$128,470.48 (vs \$46,955.15 last year)
  - February gross profit: \$50,109.20 (vs \$11,644.95 last year)
  - Net operating income: positive \$25,436.87 (vs negative \$17,504 last year)
  - Corporate sponsorships: \$94,175.86 pledged (exceeded \$70,000 goal)
  - \$27,500 collected so far, remainder incoming
  - Final \$35,000 city payment pending

### **Action Items**



### **New Venue Options (Anika)**

- Explored options: Lily's (AV capable, fits 30 people, closed until 11)
- City offered two options:
  1. Third floor lobby (AV, large TV, some foot traffic)
  2. Conference Room 1 (more private, requires clerk approval)
- Motion passed: Move meetings to Conference Room 1 at City Hall (421 Main Street)
  1. Contingent on meeting city requirements
  2. Celeste to confirm details and send update

### **Assessment Update**

- Assessment with attorney's office
- Legal opinion expected by next meeting

### **DCBA Welcome Center Update**

#### **First Bloom Event (This Saturday)**

- 50+ booths confirmed for City Plaza activation
- Called "Thursday Night Market Preview"
- Features:
  - Candlelight band (1-3pm)
  - Food trucks strategically placed to block city building view
  - Kids zone with Chalk of Hope
  - Face painters, cotton candy
  - Balloon installations planned (pending city approval)
- 5 booth spaces still available
- Volunteers needed

### **Thursday Night Market Expansion**



- 108 vendors signed up, goal 200
- Expanding to Main Street (pending vendor numbers)
- Monthly themed markets in plaza:
  - May: Wedding Expo (suggested move to August for better timing)
  - Various themes to drive repeat visits
- Targeted outreach for each theme
- Main Street businesses get first pick of locations
- Lighting concerns being addressed through PBID and Sunbelt partnership

### **Staffing and Operations**

- Two new hires in process (one candidate declined)
- Interviewing interns for additional support
- Police booth requested at all events for safety presence
- Unlicensed vendor enforcement remains challenging

### **Sponsorships and Events**

- Additional \$25,000 sponsorship secured
- Switching focus to help Megan with event sponsorships
- Feather Falls Casino interested in downtown involvement
- Andy Dufresne training March 9th - registration still open

### **New Business**

#### **Code of Conduct**

- Board members must sign and submit to Celeste

#### **PBID Support Request (Anika)**

- PBID presenting to council March 17th
- Requesting DCBA letter of support



- Business owner attendance at council meeting encouraged
- Packet to be emailed through Celeste for board review

#### **Charter Update Discussion (Dylan)**

- 1975 charter may need updating
- Includes parking responsibilities that could align with PBID's park-and-go program
- Referred to three-year committee for comprehensive document review
- Multiple documents need alignment (charter, bylaws, assessment)

#### **Public Comment**

- Plumas Bank hosting blood drive March 9th, 11am-2pm
- Three-year committee has not yet met

#### **Next Meeting**

- April 2nd at new location (Conference Room 1, City Hall)
- Email confirmation to follow