

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



Attendees:

Directors: Nick Andrew, Shari Anderson, Liza Tedesco, Pat Macias, Nicole Hill, Michael Lee, Ian Macmillan, Linda Zorn

Absent: Greg Scott, Liza Tedesco, Brenda Narayan, Nicole Johnston, Mary Hartley, Thomas Hightower, Julie Lengerich, Michael Lee, Steve Stull

City Liaison: Jennifer Macarthy, Dale Bennett

Advisors: Mike Egbert, Luis Moreno

Staff & Volunteers: Debbie LaPlant, Audrey Taylor, Lucia Mercado

Guests: Carolyn DeNero, 3CORE; Kendall Ross, CSU Student Life, Leadership & Recreational Sports

AGENDA

Nick Andrew in absence of President Greg Scott called the meeting to order promptly at 8:00 am with welcome and roundtable introductions.

1.0 Presentations were provided by:

1. Lucia Mercado, DCBA & Carolyn DeNero, 3CORE gave a formal PowerPoint presentation on the Young Entrepreneurs Programs, background, changes to program from last year and roll-out at Thursday Night Market.
2. Linda Zorn, Butte College, gave a formal PowerPoint presentation on the COBA Revival Initiative, a collaborative of Chico Arts Center, Chico Arts & Cultural Foundation, monca, Butte College, City Arts Commission and DCBA sharing the students selected to paint new COBA art for the eight board in Diamond Alley. The goal is to notify students right after the meeting, complete the art by June for an unveiling and possible reception.
3. Jennifer Macarthy gave an update on the ongoing issue brought to DCBA about businesses' trash receptacles, particularly on 3rd Street. For code enforcement this is a complaint-orient issue, most complaints are around the Phoenix building and the Crazy Horse. Public Works staff are meetings with businesses and property owners to inspect buildings to identify if there are spaces that the trash receptacles can be brought in. If there is not, then will research where an enclosure can be installed for receptacles.
4. Kendall Ross, CSU, Chico guest of Shari Anderson gave an update of all things happening in her department to engage students with downtown businesses – including Spirit Week, Wildcat Take Over of TNM, the goal is better collaboration between both. DCBA & CSU will hold Business Meet Up at BMU on April 1 inviting all downtown businesses to share opportunities of collaboration.

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2.0 Collaborator Reports & Updates were up on hold until next meeting due to time constraints.

ACTION ITEMS

3.5 Ian Macmillan asked if Item 3.5 could be moved up to the agenda as he had to leave for a business meeting. Ian provided a recap of meetings held with the Salvation Army, a downtown business and service provider to the community and its history dating back to 1888 in Chico. Ian recommended DCBA install a Historic Plaque similar to others downtown honoring the Salvation Army and their long-time service to Chico. It was brought up that DCBA paying for and installing plaques could set precedence and a policy should be in place when DCBA would consider paying for the plaque and installation. Council member Dale Bennett volunteered to pay for the plaque.

Ian Macmillan had to leave the meeting which resulted in a lack of quorum for voting on any Actions on the agenda.

With the sponsorship offered for the plaque for the Salvation Army the remaining board members agreed it should move forward and that a policy be prepared and brought back to the Board for approval.

Without a quorum, the following items were discussed for consensus and direction and to be sent out to the Board for email Action Vote:

3.2 Downtown Plaza. Nick Andrew provided background and update regarding Chose Chico weekend, cleaning the Plaza and meetings with the City to activate the plaza throughout Spring. The board agreed that the initiative of activating the plaza was positive for downtown and downtown business but should be done in context with collaboration of services and compassion for the unsheltered.

3.4 50th DCBA-TriCounties Bank Celebration. Debbie LaPlant reported on a partnership between DCBA & TriCounties bank to celebrate both entities 50th Year Anniversary with a joint celebration in October – Golden Jubilee Harvest & Heritage. Debbie shared that TCBK would be providing a significant donation to host the event.

Meeting Adjourned 9:35, M/S Liza Tedesco, Nick Andrew.

Note: It was suggested that the Actions Items be emailed to all Board Members for voting, however, the vote for the Articles of Incorporation must be done in person and will be handled at the April 3, 2025, meeting.

Respectfully submitted,

A handwritten signature in blue ink that reads 'Audrey E. Taylor'.

Audrey Taylor, sitting in for Brenda Narayan, DCBA Secretary