



DCBA Board Meeting - Thu, Apr 2, 2026 · 8:04 AM

Val Reddmann — Introduction and Welcome of Each Attendee

Board Members Present: Mitchell Kidder, Pat Macias, Anika Rodriguez, Megan Kurtz, Linda Zorn, Lia Juhl, Lili Da Dilva, Val Reddemann, Ron Linzy

Absent Board Members: Ian Macmillan, Sally Macmillan, Mary Hartley, Kristina Smith

Staff: Celeste Cramer

Advisors Present: Hollie Drobny (CARD), Luis Moreno (3Core), Erik Gustafson (City of Chico), Dale Bennett (City of Chico), Marquita Goodman (Arts Commission)

Discussion Points and Outcomes

City of Chico / Municipal Updates

- Economic Vitality Strategy is being launched, with sector-leader meetings scheduled over the next several weeks.
- Entertainment Zone work is moving forward. Focus group input and direct outreach to businesses inside the proposed boundary will be used to gather participation interest.
- City Plaza is fenced for fountain and maintenance repairs; fencing will be removed as needed for scheduled plaza events.
- Enforcement activity continues around City Hall, Comanche Creek, and Teichert Ponds. Post-settlement enforcement options are expected to return to Council in May.
- Internal Affairs meeting scheduled for April 6 at 1:00 PM for open public discussion on downtown Chico. Council is scheduled April 7 to review three engineering options for the Downtown Revitalization Plan.

Outcome / Action:

- Continue business outreach for the Entertainment Zone and monitor City Council action on plaza repairs, enforcement options, and revitalization plan options.

Downtown Safety / Chico Police

- Downtown Target Team will staff Thursday Night Market, generally with 2-5 officers walking the market.
- Outreach program will also be present; bike patrols are expected to increase as weather improves.



- April 23 and May 14 markets are expected to be higher-traffic nights due to Chico State activity and graduation week.

Outcome / Action:

- Plan for added visibility and student engagement during higher-traffic markets.

Chico State Updates

- Recent party activity was reported as smaller and relatively smooth.
- In-person summer school is expected to return in Summer 2027, with potential benefit to downtown businesses and tax revenue.
- Wildcat Wednesdays participation is growing. The program is open to the community when wearing Chico State gear or available buttons.

Outcome / Action:

- DCBA staff to distribute Wildcat Wednesdays information

PBID / Park and Go

- Park and Go remains the main sticking point in the PBID initiative package due to the estimated \$100,000 City budget impact.
- A strong case, DCBA support, and DCBA marketing support will be needed if the item moves to Council.

Outcome / Action:

- Continue evaluating Park and Go; consider a collaborative parking or summer activation effort if the free-parking initiative does not proceed

3CORE Youth Entrepreneur Program

- 3CORE is preparing youth entrepreneurs for Thursday Night Market participation in partnership with DCBA.
- Orientation includes business perspective, Tri Counties Bank banking education, Butte County Health Department permit guidance, and DCBA logistics.
- Approximately 15 youth participants are anticipated, beginning around the third market week.

Outcome / Action:

- Youth entrepreneur area to be clearly marked during market

Community Partner Updates

- Monca reported a successful gala and plans to participate in the Health and Wellness Expo at the first Thursday Night Market.
- City of Chico Arts Commission quarterly meeting is scheduled for the following Wednesday at 4:30 PM; potential DCBA October collaboration may be discussed.
- CARD reported a successful Spring Jamboree, Kite Day on April 12, and the downtown 4th of July Parade returning for its third year with an Army Band plaza performance.

**Outcome / Action:**

- Board members encouraged them to attend relevant partner meetings and events where helpful

Financials / Consent Agenda

Outcome / Action:

- March meeting minutes approved
- Financial report removed from consent agenda and tabled until next meeting

Thursday Night Market Budget Adjustments

- Budget increases were discussed due to market expansion, additional vendors/expos, barricade needs, and improved setup/breakdown support.
- Program supply increase supports battery-pack rentals for musicians and vendors, reducing extension cord issues near booths/businesses including Bird in Hand.
- Admin/outreach labor would support business contact cleanup and engagement, particularly in Zone B, tall buildings, and irregular-hour businesses.
- Discussion emphasized professional outreach and long-term care/stewardship of supplies.

Outcome / Action:

- Approved up to \$13,000 for Thursday Night Market seasonal labor
- Approved up to \$8,000 for program supplies
- Approved up to \$2,500 for admin/outreach labor
- Motion passed with one opposed

Assessment Update / Business License Compliance

- January 2026 assessment proposal was rejected by the City Attorney because the flat-rate structure did not align with municipal code and Proposition 218 requirements.
- Assessment must reflect estimated benefit by business type; June 2025 benefit-based methodology was recommended as the starting point.
- Business license compliance and stronger non-compliance penalties were discussed; any penalty increase would require Council ordinance/code change.

DCBA Operations / Thursday Night Market Expansion

- New interactive vendor map will show vendors, open businesses, hours, logos, and promotions; map may also support events such as Wine Walk and Christmas Preview.
- Chico State parking is free/open after 6:00 PM and weekends, and free Tuesdays starting at 1:00 PM.
- Permanent Thursday no-parking signs are being installed on market streets; temporary signs remain needed on Main Street.



- Expansion feedback is positive, but business visibility near food-truck hard closures remains a concern.

Outcome / Action:

- DCBA to promote free parking information
- Use directional A-frames/signage to draw foot traffic toward open businesses
- Board members encouraged to volunteer during the first two markets

Board Training

- Mandatory board training will be scheduled for April.

Thursday Night Market Narrative / Business Concerns

- The board discussed concern from some downtown businesses that market vendors compete with brick-and-mortar businesses.
- Discussion framed the market as a long-term tool to bring people downtown, improve perception, and create repeat exposure.
- Businesses were encouraged to use visible invitations, A-frames, flags, cooling/refuge messaging, storefront activation, or simplified market participation to convert foot traffic.

Outcome / Action:

- Develop easier participation path for downtown brick-and-mortar businesses

Marketing and Storytelling Opportunities

- Upgraded Living Magazine offered a no-cost monthly two-page downtown Chico spread; DCBA would need to pitch 2-3 story ideas two months ahead.
- Lupine Legacy Foundation and Sound Source AV are supporting/producing the Live on the Lawn free Saturday concert series in Children's Park in May, intended to drive downtown foot traffic.

Outcome / Action:

- DCBA to coordinate with Upgraded Living Magazine
- Downtown businesses may collaborate or activate around Live on the Lawn

DCBA Role / Charter Discussion

- Discussion around DCBA and City charter update to be discussed at a further date.
- Review of the current City of Chico contract with DCBA notes the role of the DCBA to market the downtown district.

Adjournment: Meeting adjourned at 10:15 AM on April 2, 2026.