

DCBA Board Meeting - Thu, May 7, 2026 · 8:00 AM

Call to Order & Welcome - President Val Reddmann

Board Members Present: Val Reddmann, President; Celeste Cramer, GM DCBA; Sally Macmillan, 1st VP; Linda Zorn, 2nd VP; Ian Macmillan, Treasurer; Mitch Kidder, Secretary; Anika Rodriguez; Lili Da Silva; Mary Hartley; Megan Kurtz; Pat Macias

Advisors Present: Holli Drobny (CARD), Molly Kopta (Chico Chamber), Luis Moreno (3CORE)

City of Chico Present: Dale Bennett (Chico City Council), Sgt. David Bailey (Chico Police), Erik Gustafson (Chico City Assistant Manager), Marquita Goodman (Arts Commission)

Guests Present: Joel Holmes (Chico Police), Leann Powell (The Peddlers Closet), Kim Colombo (3seas)

Discussion Points and Outcomes

Downtown Safety / Chico Police

- Officer Holmes joined the downtown patrol team.
- Downtown police presence is increasing through targeted bike patrols and specialized downtown-focused training.
- Weekend ranger coverage is no longer available, though support for downtown issues will continue.

Outcome / Action:

- Continue coordinating downtown coverage around Thursday Night Market and other high-traffic periods.

City of Chico / Municipal Updates

- North Valley Fiber is preparing to begin downtown fiber infrastructure work, primarily overnight and block by block, with property-owner notifications and marking expected before construction.
- The City-owned open-access fiber network is expected to begin service in some areas in July, with downtown service possibly beginning in August.
- Downtown restoration planning remains under review as engineering options are evaluated to reduce business and property impacts.

Outcome / Action:

- Monitor fiber construction rollout and continued review of downtown restoration options.

Chico State Updates

- More than 4,000 students are preparing to graduate, and preliminary fall enrollment indicators are trending upward.
- The board discussed the economic importance of the student population downtown and the need for stronger summer activation planning.
- Downtown sales remain below pre-COVID levels, and parking activity is also down, reinforcing the need for strategic summer planning.

Outcome / Action:

- Explore a DCBA and Chico State partnership focused on summer 2027 downtown activation.

Butte College Update

- Butte College is preparing for graduation season and related program ceremonies.
- Fall enrollment projections are not yet available.

PBID / Parking Business Improvement District

- The PBID pilot program was sent back for revision.
- Potential collaboration with DCBA on marketing and social media was discussed, while maintaining a neutral position due to mixed business-owner opinions.

Outcome / Action:

- Any formal DCBA endorsement would require board approval.

Community Partner Updates

- The Chico Chamber completed its move to the Silverstein Building and is continuing work on the Entertainment Business Zone, with a community meeting planned for affected businesses.
- 3CORE reported strong participation in the youth entrepreneur program, with some youth vendors selling out and showing interest in continuing at future markets.
- MONCA announced new exhibitions, upcoming events, and its annual yard sale scheduled for June 6.
- The Arts Commission submitted a letter to City Council regarding potential Oktoberfest co-production support.
- CARD shared updates on the Canine Classic, 4th of July Parade planning, summer programs, and future facility openings.

Outcome / Action:

- Continue supporting partner events and opportunities that may benefit downtown activity.

Public Comment

- No public comments were received.

Assessment Update

- No current update was available.

DCBA Welcome Center / Event Updates

- Thursday Night Market feedback has been positive, with noticeable improvement in Thursday evening activity downtown.
- The board discussed ongoing work with the City and police regarding hard closures, sidewalk protection requirements, vehicle barriers, and ADA access.
- Directional signage has been installed to help guide visitors toward businesses outside the market area.
- Seasonal staffing and internship support are performing well, and event sponsorship goals are nearing completion.

Outcome / Action:

- Continue working with the City and police on market safety requirements while preserving business visibility and ADA access.

New Business - Volunteer Committee

- The board discussed forming a volunteer committee to build a more systematic approach to recruitment and coverage for DCBA events.
- Potential volunteer sources discussed included Rotary, Chico State athletics, and local clubs, with needs ranging from information booth staffing to setup and breakdown support.
- Additional volunteer coverage was identified as needed for upcoming Thursday Night Market dates.

Outcome / Action:

- Volunteer committee to begin identifying recruitment sources and event staffing needs.

Chico State Downtown Partnership

- The board discussed the opportunity to strengthen engagement with Chico State students and the potential economic benefit to downtown businesses.

Outcome / Action:

- Begin planning conversations around summer 2027 activation opportunities.

Bylaws and Supplemental Policies / Closed Session

The Board discussed bylaws and supplemental policy updates, including the appointment of Board members between biennial elections.

Outcome / Action:

Board members may submit questions to Celeste and Val by May 18, 2026. Responses will be reviewed with the nonprofit attorney and shared with the Board. The item will be placed on next month's agenda for further discussion and vote.

Adjournment: Meeting adjourned on May 7, 2026.