



Call to Order & Welcome - President Val Reddemann

Board Members Present: **Val Reddemann**, President; **Celeste Cramer**, GM DCBA; **Sally Macmillan**, 1st VP; **Linda Zorn**, 2nd VP; **Ian Macmillan**, Treasurer; **Mitch Kidder**, Secretary; **Dylan Bond**; **Anika Rodriguez**; **Mary Hartley**; **Megan Kurtz**; **Megan Hartley**; **Ron Linzy**; **Pat Macias**

Advisors Present: **Holli Drobny** (CARD), **Luis Moreno** (3CORE), **Brenda Narayan** (PG&E)

City of Chico Present: Dale Bennett (Chico City Council), **Erik Gustafson** (Chico City Assistant Manager),

Meeting called to order at 8:02 AM.

Collaborative reports from partner organizations covered below.

City representative noted ongoing work on the Economic Vitality Strategy with key stakeholders, including a draft website showing sales tax data and real estate availability.

Chico State reported on the International Town and Gown Conference, with key takeaways:

- Universities whose campuses connect directly to downtown have a significant advantage over those where students must travel half a mile or more
- Conference highlighted the value of asset mapping for downtown and campus neighborhoods
- A comprehensive student survey on what would attract them downtown is being planned
- Stateside summer school is returning next summer, which should help keep students downtown during summer months
- Chico State noted it lacks an asset map and intends to develop one, along with a student survey to help track and attract businesses

Entertainment Zone informational session scheduled for the 23rd at 9:30 AM in the current meeting room (capacity 48). May move to council chambers depending on RSVPs. First reading goes to council in July.

Operational Feedback

Butte College: Largest graduating class since the pandemic, 1,000 members, approximately 500 walked. Robust summer session underway, both online and in person.



PBID: Revised parking proposal going to council Tuesday. Six news stories already published, some with misinformation. Two influencer accounts made unprompted reels. A presentation to the DCBA is planned for August after a report is delivered to the city.

3Core: Youth program completed in partnership with DCBA. Program ran better than previous iterations. Strong student enthusiasm and engagement noted. Luis also attended the Fresno downtown conference and recommended that DCBA and city staff conduct guided downtown walks to explain current projects and history, similar to what was done in Fresno and Corning.

Monca: Yard sale this Saturday, 10 AM to 4 PM. All proceeds go back to the museum. Junior board is decorating wooden boxes to bury flags on June 14th at Memorial Park. Swing dancing being explored for Thursday Night Market in partnership with the museum's dance class.

CARD:

- Summer kickoff barbecue this Saturday at Chapman Park, 11 AM to 1 PM. Free hot dogs and ice cream. Splash pad will be open.
- 4th of July coordination underway with DCBA. Road closure equipment and signage being shared. Staff placing notification signs today.
- 50 parade entries confirmed, goal is to double that. Volunteer applications open.
- Businesses will receive an email asking if they will be open during the event for marketing purposes.

PGE:

- PGE has a designated representative for Chico/Butte County that businesses can contact directly
- Businesses may benefit from a rate analysis after one year of service, as rates may have been set based on a prior tenant's usage
- PGE is offering a \$5,000 grant for restaurants during the month of June. Applications open now.
- A packet of PGE small business programs is available. DCBA to distribute to members.
- A Zoom presentation with PGE's customer expert is being explored, potentially in partnership with the chamber, to reach a broader audience



DCBA Board Updates:

- Yasmine started Tuesday and is going door to door to downtown businesses, gathering event interest, checking business license status, and distributing entertainment zone invitations
- Thursday Night Market is now fully staffed. Tyler, former intern, moved to a staff position.
- First Friday concert launched successfully. Pita Pitt was the first restaurant partner. Woodstock's stepping in this week. Restaurants bring limited menu items under \$20 and guests receive a free drink token when they purchase dinner.
- Nonprofit Expo planned for July. Currently at approximately 10 nonprofits, goal is 40. North Valley Community Foundation is holding sponsorship pending results of this event.
- Slice of Chico is one month away. Businesses will receive an email to confirm participation. Brochures go to print two weeks before the event.
- ARTober Fest: DCBA and arts council to present a proposal to city council to secure funding and properly resource the event. Current staff capacity is insufficient to run a month-long event. A committee meeting is being scheduled for the following week to move this forward.
- DCBA noted an ongoing challenge with grant eligibility due to not holding 501(c)(3) status. This needs to be addressed as a board discussion item in the future.

Financial Insights

Budget pulled from consent agenda for re-evaluation. Two-line items flagged:

- Government contributions: budgeted at \$43,200 in the current document, but the January 7th proposed budget showed \$35,200
- Assessments: budgeted at \$30,000 in the current document, but the January 7th proposed budget showed \$16,000

Staff will review and reconcile against the January 7th email and prior financials. Budget to come back to the board at the next meeting.

PBID Marketing Clarification: DCBA supports PBID's marketing as a platform to help spread the message. This is platform support only, with no financial commitment from DCBA.



Risks and Opportunities

Entertainment Zone: Informational session coming up. First reading at council in July. Word needs to go out broadly to maximize attendance.

ARTober Fest: Risk of continuing to under-resource the event. Opportunity to partner with the arts council and city council to secure dedicated funding and do it properly. More discussion needed.

501 (c)(3) status: DCBA is repeatedly hitting grant eligibility walls. Bank of America grant and others require direct 501(c) (3) status and will not accept North Valley Community Foundation as overarching funder. Board discussion needed.

Key Decisions

- Budget pulled from consent agenda. Staff to review and reconcile the two flagged line items and bring back to the board.
- Minutes approved with clarification: DCBA supports PBID marketing as a platform only, with no financial support.
- A second meeting with the DCBA GM to continue the volunteer program conversation is being scheduled for early the following week. Two meeting time options to be sent out.
- ARTober Fest committee meeting to be scheduled the week following the next board meeting.

Meeting Conclusion

- Meeting adjourned at 9:51 AM.
- Next regular meeting date adjusted to July 9th, 2026 Due to holiday.