

BOARD OF DIRECTORS MEETING MINUTES

BOD Meeting Minutes
Tuesday, Jul 18, 2024
Meeting Time: 8:00am
Meeting Place: Hotel Diamond Downstairs Conference Room



Attendees:

Directors: Greg Scott, Chris Daniels, Shari Anderson, Liza Tedesco, Nicole Johnston, Pat Macias, Nick Andrew, Mary Hartley, Thomas Hightower, Michael Lee, Julie Lengerich, Ian Macmillan, Michael Lee, Steven Stull.

Directors Absent: Chris Daniels, Mary Hartley, Thomas Hightower, Emma Martin, Steven Stull

Advisors: Dale Bennett, Lt. Ben Love, Mike Egbert, Nichole Farley, Megan Kurtz, Luis Moreno, Jennifer Macarthy

Advisors Absent: Brenda Narayan

Staff & Volunteers: Debbie LaPlant, Audrey Taylor

Guest: Sgt. Dave Bailey, City of Chico Police, Downtown Target Team – Will Clark, Jeremy Gagnebin, Daniel Hanson; City of Chico Arts Commission – Bonnie Pipkin

AGENDA

President Greg Scott called the meeting to order promptly at 8:02 am.

Introduction of two new Board Advisors, both organizations are key partners with DCBA on initiatives:

- Linda Zorn, Executive Director, Economic & Workforce Development, Butte College, and Interim Executive Director, Butte College Foundation
- Luis Moreno, Assistant Director, 3CORE Inc.
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Two members of the City of Chico Arts Commission are joining the Board Meetings and participating in the Arts Placemaking Initiatives, welcomed:

- Kimberly Ranalla, Chair (unable to attend this meeting)
- Bonnie Pipkin

1.0 Guest & Collaborator Reports

President Scott asked advisors and collaborators to share information on events and activities of their organizations with the Board.

- 1) City of Chico – Councilmember Dale Bennett - introduce target team officers and thanked them for attending. Shared what had been happening within last three days regarding the new ruling from Supreme Court regarding the City lawsuit, Warren vs. Chico June 28th Supreme Court overturn the Boise decision which provides the City a better opportunity to manage and assist the unsheltered. “Summarized decision of camping enforcement” is now the City can make broad and significant changes. “Game plan” forward - July 9th Mayor Coolidge evaluated change options from Warren vs Chico with legal attorneys/services. Legal services did not accept changes. Eliminate all settlement provisions - enforce illegal

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camping. Plan: Pallet shelter open through 2027. Alternate camp site open through 2024. Everything else goes away. City Manager press release 7/17 details agreement, alternatives and that legal services does not want to work with us. Asks BOD to listen to Coolidge prerecorded message issued 7/17. Asked board to consider the facts vs opinion.

- 2) Lt. Ben Love, Chico PBID – Downtown, Target Team - new faces of team - longevity of team- new mission - accessibility through bikes in downtown - act as resource and relationship with target team - non-emergency team (day shift hours)
- 3) City of Chico – Jennifer Macarthy - reiterated facts - sources of information - City of Chico website. Team Chico - economic collaborative sent out business survey to assess current climate- take info to inform TeamChico's 2024-25 scope of work.
- 4) Chico State – Megan Kurtz, Shari Anderson - Preparing for Wildcat Welcome - student back 8/19 – Tours and housing are all full. Transfer numbers are up, CSU has MOUs with 7 community colleges for automatic enrollments from transfer students. General enrollment numbers will be available next week. Census = real numbers come in Sept. Nick helping with concerts series to bring life back to campus an alternative to house parties. Perez looking for relationship building and integration with community 9/13 and 10/25. Shari- promoting Wildcat Weekend and ancillary events for parents to participate (Art & Wine Walk) increasing engagement with campus and downtown. Campus map help orient and direct students/parents being distributed.
- 5) Chamber of Commerce – Mike Egbert - 8/24 buy ticket to Luau. First time they have done a summer event in five years. Music, food and fun 21+. Honoring real estate industry this year - supporting and lifting up a challenged industry.
- 6) Explore Butte County – Nichole Farley - submitted year-end review to City of Chico 7/17, \$90k into brand - sponsoring more events - three-day events - dedicated to growing content for Travel Chico (new hire) new guide at printer before students return. New bike map. Elaina - public art in downtown create free art tour through a self-guided map (web and print) students and families explore on their own.
- 7) MONCA - Pat Macias - construction has been challenging - hampered events participation. But have a great Whirled Dance - all cultures performance. Exhibition current is Norma Lyon/ sculpture. 76 artists exploring playful concepts.

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2.0 Consent Agenda

President Scott called for questions, discussion on any items in the consent agenda packet – Board Minutes, June 4, 2024, Executive Committee Report, June 20, 2024, June Financial Reports, Staff Reports. With no questions called for motion to accept the consent agenda.

M/S Nick Andrew/Michael Lee, all voted in favor.

3.0 Action Items

3.1 DCBA's Employee Handbook has not been updated since 2015. On Jun 20, the Executive Committee reviewed the newly Employee Handbook and forwarded it on Jun 22 to the board for review, discussion and approval at the July 18 Board Meeting.

ACTION: President call for questions, discussion of the new Employee Handbook.

- Liza Tedesco asked question whether ICHRA (Individual Coverage Health Reimbursement Arrangement) had been analyzed and provided to employees, ie providing health benefits to time off (so many holidays). Clarification was made that only full time employee received health coverage reimbursement which DCBA only had one full time employee. Liza also commented on compensation structure by position.
- Nicole Hill commented that language should be changed to offer more options other than President for staff to provide feed and concerns. Greg Scott suggested replace with Executive Director and/or Executive Committee.

With no further discussion, President Scott entertained a motion/second to ratify the adoption of a new 2024 Employee Handbook.

M/S by Ian Macmillan, Nicole Hill requested amending motion to include that the Employee Handbook become a living document, Ian Macmillan accepted the amendment and second, all voted in favor.

3.2 Mid-Year Budget Adjustments. Treasurer Nicole Johnston, Audrey Taylor

During June, mid-year, the budget line items are reviewed, and adjustments requested where needed. The 2024 proposed budget, approved by the board, was based on 2023 expenditures. During 2023 many items were posted to Other, for 2024 the Executive Committee requested that, where reasonable, detail expenditures be posted to appropriate categories vs in an Other line item. Adjustments recommended include adding budget/expense line items, revenue categories. Some line items at mid-year are over budget amount due to office move and computer/internet installations, transition of systems to QuickBooks for efficiency. The original budget separated staff from seasonal staff but because hours are being tracked by event and/or initiative unable to have two staffing line items. Included for review are the budget adjustments to the 2024 approved budget by line items with notes of adjustment.

ACTION: President Scott asked for any discussion on budget adjustments and entertain motion to approve or revise.

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M/S Shari Anderson, Nick Andrew to accept the adjustments to the budget as presented.
One Abstain, Liza Tedesco, all others in favor.

4.0 Mid-Year Review – Remaining 6-months

As part of the Mid-Review Audrey Taylor and Debbie LaPlant Mosely reviewed the priority actions the Board requested at their Jan 2024 planning session and provided updates to those actions as well as updated the Board on the remaining six-month event and marketing schedule. See attached slides presented at the Board meeting.

Priority Actions from 2024 Planning Session – Audrey Taylor

- 1) District Assessment Fee Structure - Guidance from city attorney on what we can and cannot do - need to elevate assessment structure from 1975. Create plan, educate and inform downtown business submit to city, public hearing/protest hearing (need more than 50% agreement - CA law). The first step was to get a master list of business which will be taken to the committee.
- 2) Review all advocacy actions that have occurred since January 2024.
- 3) Review progress of building relations/Communications.

Marketing, Events, Placemaking – Debbie LaPlant Moseley

- 4) Review all events including Taste of Downtown, ARTobert Fest tied to placemaking and enhanced Tree Lighting events.

5.0 New Business – President Scott called for any new business from the floor. With no new business President Scott announced next Board meeting would be August 8, same time 8:00am, same place and entertained motion for adjournment.

M/S Nicole Hill/Nick Andrew, 9:29 meeting adjourned.

Respectfully submitted,

Liza Tedesco, DCBA Secretary