



## **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; **Anika Rodriguez**; **Lili Da Silva**; **Lia Juhl**; **Mary Hartley**; **Megan Kurtz**; **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), **Marquita Goodman** (Arts Commission)

## **Meeting Start**

- Meeting called to order at 8:00 AM

## **City of Chico**

- Entertainment Zone coordinates introduction going to Council next Tuesday
- Finance department initiating thorough audit of HDL business licenses, citywide, starting in a few weeks
- Audit intent: not to increase fees or add hurdles, but to increase the penalty for not having a license

## **Chico State**

- No update currently; meeting with DCBA to plan activities with downtown businesses

## **Butte College**

- New Butte College website is live after a lot of effort being put in.

## **PBID**

- Park and Go launched; external comments negative but internal analytics strong
  - DMs, likes, and shares substantially outweigh negative comments
  - Survey sent to 10 businesses focusing on Wednesday comparisons to prior year
  - 4 of 10 surveys returned so far: 1 up >20%, 1 up 5-20%, 1 down, 1 flat; all said program felt effective
- Safe Streets program: exploring traffic calming measures to bring to the city

## **3CORE**

- No update provided

## **MONCA**

- First Fresh Coats building painted: Ellis Art Center now looks lease-ready
  - Contract out for leasing one space; identity not yet disclosed
  - Gentleman's Barber and new olive oil location are next projects, working with landlords



- Park and Go launched; website relaunched June 6
- Yard sale raised \$7,000

#### **City of Chico Arts Commissioner**

- No formal update; interested in mural/art installation opportunity on DCBA building wall facing city parking lot and Stansbury House

#### **CARD**

- Salsa dancing classes at the museum in August, very popular
- Guitar concert on the 17th
- Two exhibitions currently running: San Juan Ridge Tapestry and a printmaker/painter with large pieces
- Open Thursday through Sunday, 11 to 5

#### **Consent Agenda**

- Approved: board meeting minutes from June 4, and both May and June financial reports

#### **Public Comments**

- No public comments

#### **DCBA Welcome Center Update**

- Art installation (200+ tile postcard) in office; goal to bring it out to every event
- Slice of Chico upcoming: face painting, carnival games, 100 goodie bags for first 100 kids, all free
  - One slice booth this year
  - Need 12 more volunteers in the afternoon
  - All booths to remain open until 5:00 PM
- Music planned throughout the market, not just 3rd Street
- Slushie truck planned near garden walk
- Two new hires expected in the next two weeks to cover Thursday Night Market

#### **Open Meeting Conclusion**

- Meeting adjourned at 8:51 AM

#### **Closed Session**

#### **PGE Wildfire Victims Fund Coalition**

- Discussed coalition and having DCBA sign on in support
- Questions came up and Lia will compile questions and get them to Celeste to get answers



### **Volunteer Committee**

- Focus for now: Slice of Chico and Taste of Downtown
- Board members encouraged to reach out to Rotary, churches, and other community groups

### **Recommendation to increase Friday Night Concert budget**

- Approved: \$2,000 to \$3,000
- Rationale: two seasonal staff left, Fridays chronically understaffed, heat and workload make retention difficult
- Future suggestion: \$20/hour suggested over \$18 to attract higher caliber candidates

### **Board members between biennial election and composition of the board policy vote**

- Bylaws already voted in by the board; member votes do not count under current bylaws
- Policy (day-to-day operations) is separate from bylaws (legal protection)
- Key edit made to vacancy language: removed discretionary final sentence
  - New language: “when vacancies occur, the board shall make all reasonable efforts to identify and appoint qualified candidates as set forth in this policy in a timely manner to ensure effective governance and representation”
- Board range of 5 to 13 is intentional: 5 protects against catastrophic resignations; 13 is the operating goal
- Nomination committee discussed as a standing function to keep a pipeline of qualified candidates
- Motion to approve policy with edits: approved

### **New Budget adjustment to accommodate city of chicanos demand for \$15,000 on video initiative**

- Discussed some legal ramifications of this demand
- Will set up meeting with City to discuss and bring back at next meeting

### **Letter and response from some downtown businesses**

- Discussed letter received from a few businesses about bylaws
- Will distribute clarifications document around bylaws

### **Closed Meeting Conclusion**

Meeting adjourned around 9:51 AM