Call to Order & Welcome - President Val Reddemann

Board Members Present**: Val Reddemann,** President**; Celeste Cramer,** GM DCBA**; Linda Zorn,** 2nd VP**; Mitch Kidder,** Secretary**; Anika Rodriguez; Lia Juhl; Mary Hartley; Megan Kurtz; Pat Macias**

Advisors Present: **Erin Morrissey** (CARD)**, Luis Moreno** (3CORE)

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

Start of Meeting 8:04am

City of Chico

- New city manager begins Monday

Chico Police

- Team at the plaza today; rest of team in the Lindo Channel for next enforcement in ~10 days
- Plaza lighting issue resolved: lights were accidentally switched off
- Emergency ordinance declared for the channel
    - 50 camps total, ~30 occupied; 15 already assessed and refusing shelter, 15 new to area
    - Ordinance circumvents normal purchasing procedures and opens agency coordination
    - Legal Services of Northern California meeting was productive
        - Agreed to forego remaining notification period (earned ~1-2 days)
        - Willing to accelerate camp cleanup for those who voluntarily enter shelter
        - Fencing approved for cleared areas to prevent re-occupation during fire fuel mitigation

Chico State

- Fall welcome (convocation, now called “All Welcome”) is August 20th at 5:30pm, with a reception
- Orientation for new faculty this week; professional development next week
- First day of classes: August 17th
- First year taking a full week of Thanksgiving break

Butte College

- First day of classes: August 24th
- Gearing up with orientation and professional development this week

PBID

- Platforms: Instagram and Facebook
- Reached 97,000 people one month in

- Last video shoot had some no-shows; content being stretched to next shoot (next week)
- Educational content being produced per grand jury report recommendation
- Comment moderation taking priority over weekly business data collection
    - Weekly survey participation was low (2-3 of 10 respondents)
    - Team spending 20+ hours/week; capacity is stretched
    - No YouTube channel yet due to volunteer capacity constraints

Chamber of Commerce

Report read by another – Val Reddemann

- Advocacy: preparing for upcoming city council meeting and second reading of entertainment ordinance
    - Encouraging proponents to attend in person or contact city council to share support
    - Working with City of Chico to outline implementation plan
- Scheduling interviews with city council candidates for candidate forum podcast series
    - Filming end of August; launching on YouTube in early September
- Upcoming ribbon cuttings:
    - Enloe Health Gonzalez Comprehensive Cancer Center
    - Chick-fil-A
    - Wildflower Pediatric
- Member events this month:
    - Lunch and learn: AI introduction from professionals at The Training Place
    - NVCF leadership lunch with Chico State men's basketball coach Kevin
    - Abbas advocacy committee meeting: August 19th
- Sarah Cruz for Position 37, California Middle Class Homeownership Act: requesting support; direct inquiries to her

3CORE

- Starting one-on-one listening sessions with downtown businesses
- Funded by Wells Fargo; Carolyn (business consulting background) leading the conversations
- Goal: action-oriented framework for the downtown area
- Starting with a specific area of downtown; expanding to all businesses
- Will bring findings to the city and potentially to this group
- Wells Fargo has already reached out with additional funding interest
- Presentation to the board to be scheduled

Handout summary:

3CORE is launching Main Street Momentum, a Downtown Chico Business Resilience Initiative focused on identifying the day-to-day challenges local businesses are facing. They are requesting one-on-one, 60-minute conversations with Downtown Chico business owners to better understand operational barriers related to areas such as staffing, HR compliance, cash flow, marketing, and general business workflows.

All conversations will remain confidential, with only anonymized and combined trends shared publicly. The feedback gathered will be used to help 3CORE develop future business support programs and resources specifically tailored to the needs of Downtown Chico businesses.

MONCA

- Events this week:
    - Thursday Night Market with swing dance
    - Friday night concert: African Drummers
    - Saturday: piano recital
- Current gallery shows: Nevada City rib tapestries and Lindy Spar (Belgian printmaking on large black-and-white pieces)
- Upcoming shows: Dead Peder Klein; "Art Through Many Lenses" (accessibility: autism, deafness, Little Red Hen)
- Oregon-California Trails Association conference: September 15-18 at Chico Heritage
    - Four-day event with downtown tours; could be an opportunity to do something special
    - Suggested connecting Mary Gardner for downtown tours
    - More info: https://chicoheritage.net

City of Chico Arts Commission

- 15 applications scored; $50,000 available; applications totaled ~$65,750; one disqualified
- Board decided to fully fund top 10 applications; remaining funds to Chico Creative Reuse
- DCBA Octoberfest received the highest average score and was fully funded ($5,000)
- Other scored applicants: Golden Valley Community Broadcasters (KCFR), Boys and Girls Club, Legacy Stage, Sound Source AV, Churn the Museum, Pedal Press, and Explore Butte County.
- Discussion: board wanted to do percentages as last year, but direction from council was to use scoring criteria

CARD

- August is a transition month: summer camps wrapping up, moving into fall programming
- Upcoming events:
    - Movies in the Pool: August 8th
    - Ice Cream Social at the Nature Center: August 15th
    - Movies in the Park at the Garden: August 28th
- PV Pool programming extended into fall for the first time
    - Adding swim lessons and rec swim on weekends
    - Junior high uses it during the week; party/private slots also available
- Aquatics facility and bike park still on track; both expected by end of year

Consent Agenda

- Minutes from July 9th board meeting and financial reports approved
- Motion, second, and full yes vote

Public Comment

- No public comment

DCBA Welcome Center Update

- Slice of Chico: hugely successful; businesses called it the best one yet
    - Chico Art School did watermelon drawing activity: 400+ pictures, people lined up for seats
    - Some businesses requested expanded street closures; noted for future consideration
- Thursday Night Market: heat causing vendor cancellations (threshold is 105°F; yesterday was 104°F)
    - Swing dance still on; expecting a bigger crowd after 7:30pm once the sun goes down
- Friday Night Concert: cancelled this week due to heat
- Taste of Downtown: 6 restaurants confirmed, targeting 25; ~100 tickets sold; event is September 6th
- Last Thursday Night Market: planning a big entertainment zone opening with lights, sound, and a major band

Closed Meeting

City Payment / Contract Dispute

- Motion approved: accept the money; allocate $15,000 separately toward video production and marketing

Bylaws Vote

- Previous vote did not reach the required two-thirds participation threshold
- Board motion approved: amend bylaws to change membership voting threshold to 51%
- Vote to be sent only to verified current members (not at large)
- 486 total businesses on city list; 166 with expired licenses = ~320 active
- List matching to take ~2 days; targeting completion by Wednesday
- Board members to make personal phone calls to members before the vote goes out
- Full yes vote

Legal Letter from Attorney

- Received a letter from an attorney requesting documents
- DCBA's lawyer (Molly Alcorn) is handling it and letting them know what is accessible as a DCBA member and what is not