Call to Order & Welcome - President Val Reddemann

Board Members Present**: Val Reddemann,** President**; Celeste Cramer,** GM DCBA**; Ian Macmillan,** Treasurer**; Mitch Kidder,** Secretary**; Anika Rodriguez; Lia Juhl; Mary Hartley; Megan Kurtz; Pat Macias**

Advisors Present: **Holli Drobny** (CARD)**, Luis Moreno** (3CORE), **Mary Gardener,** Chico Art & Culture Foundation

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

Start of Meeting 8:00am

City of Chico

- Entertainment zone implementation moving fast
- Soft opening targeted for Thursday, September 24th (last Thursday night market)
    - Signage constraints pushed the date; signs being rapidly produced
    - City website entertainment zone page is live but still under construction
    - DCBA site has an "Entertainment Zone" page with a sign-up link
    - ~25 businesses signed up so far; need to grow the list
- Two upcoming informational meetings slated: one for retailers, one for restaurants and bars
- Call to action for businesses: extend hours to accommodate evening foot traffic
- Wristbands: simple green wristbands to be issued by participating businesses; PD wants to track which business issued each band
- Signage (11x17 or 8.5x11) to be displayed in each participating business; sticker program being explored long-term
- Last Thursday night market expected to be large: major concert with street dancers
    - Idea floated to brand it as an "Entertainment Zone Kickoff" event
    - Coordinate balloons for participating businesses
    - Retailers participating = allowing alcohol-friendly access in-store

Chico State: No update

PBID

- Parking has dominated August: working with engineering on trucking issues and complaints in the premium zone
- Fresh Coats initiative visibly active: buildings being painted downtown
- Trash can updates:

- Second Street trash cans resolved: all consolidating to one can inside a brush enclosure
- Livid signed to pick up; new trash enclosure built by one business (photo taken)

3Core: No Update

MONCA

- Two current shows:
  - Daniel Penner Klein (local artist)
  - "Through Another Lens": accessibility-themed show (deafness, sign language, blindness, autism)
    - Work sourced from Creativity Explored
    - On through September 27th
- Executive Director stepping down after 15 years
  - Staying on to support Exhibition Committee and Collections Committee
  - Seeking a new commissioner to join; reaching out to other board members
- Auctioned old coins two meetings ago; raised funds for new initiatives

City of Chico Arts Commission

- Partnering with Chico Arts and Culture Foundation, Butte College, and TCE on October 3rd event (see Public Comments)
- Mayor's Awards typically presented in October; working to present them at the October 3rd event

CARD

- Ice rink planning underway
  - Rainy winter forecast: success heavily dependent on weather and sponsorships
  - Early push for sponsorships; downtown business discount: $250 (vs. $500 standard)
- Seasonal events planned: Gobble Wobble (Thanksgiving), Polar Express Night (movie screening added this year), Community Band Christmas Preview, closing event
- Cal Water confirmed as title sponsor (Centennial celebration); logo overlay under the ice
- Monitoring entertainment district developments to align concession/alcohol offerings
- Meeting request sent to coordinate further (conflicted with Taste of Downtown week)

Public Comments

- Chico Arts and Culture Foundation representative present
- October 3rd event (Saturday, 4pm): reception in Diamond Alley for COBA boards
  - Beer/wine license being pursued

- Art walk included; artists will be present
- DCBA to coordinate video coverage (Jennifer Parks already in contact)
- All city council members to be invited

Chico Arts and Culture Foundation

- See Public Comments above (October 3rd event)

DCBA Welcome Center Update

- Taste of Downtown is this Sunday
  - ~600 tickets sold; targeting 1,000+
  - New this year: ticket holders can pick up tasting vouchers Friday evening at the office to reduce Sunday line
  - Better signage planned: separate queues for ticket purchase and voucher pickup
  - Food vendors at end-of-night concert to allow leftover ticket redemption (Feather Falls pulled pork, Schubert's ice cream, one TBD)
  - Social media: restaurants offered giveaway tickets for social posts; radio ads and giveaways running
  - $25,000 sponsorship secured for next year; sponsor meetings underway
- Marketing update: Phoeniix (marketing staff) last day was Monday.
  - Actively seeking replacement; urgency given upcoming event season

Closed Session

Board Chair Update

- Update in response to letter by downtown business owner addressed
  - Val met with Lili (Lili's Brazilian Bistro) for a productive conversation to address concerns surrounding the sharing of all social posts. It was explained we don't share posts around businesses leaving downtown but will happily continue to share posts about her current location. Lili shared that she hosts a KZFR show and welcomes downtown business owners as guests and to please reach out if interested.
- Legal matter update
  - Provided an update on legal matter. No action requested or taken.
- Bylaws update
  - Bylaws updated to change the 51% language following business community feedback
  - Voting requiring valid business license to verify eligibility

- City of Chico undergoing software upgrade – output of DCBA members is not reliable until audit is complete